





Fast-spinning blades. Conventional fans have fast-spinning blades that have to be guarded by a safety grille.

Safe. The Dyson Air Multiplier™ fan has no blades. It's safe.



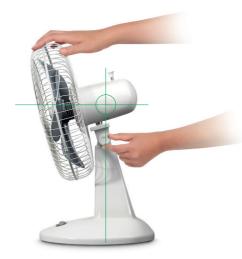
Awkward to clean. Conventional fans are complicated to dismantle and clean.



Easy to clean. The Dyson Air Multiplier™ fan has no awkward grilles or blades.









## Limited settings.

Conventional fans only have 3 or 4 settings and one of those is 'off'.
You wish you could adjust it a little.

## Dimmer-switch.

The Dyson Air Multiplier™ fan has dimmer-switch control to precisely adjust airflow power.

## Awkward to adjust.

Conventional fans are top heavy and awkward to adjust. You have to use both hands.

## Touch-tilt.

The Dyson Air Multiplier™ fan pivots on its own center of gravity, staying put without clamping.