



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.