

# New 230V Surge Introduction



# New SurgeArrest Value Proposition

*A complete Solution to meet requirement of Home and Office application.*



Simple, compact and contemporary style for the desktop environment

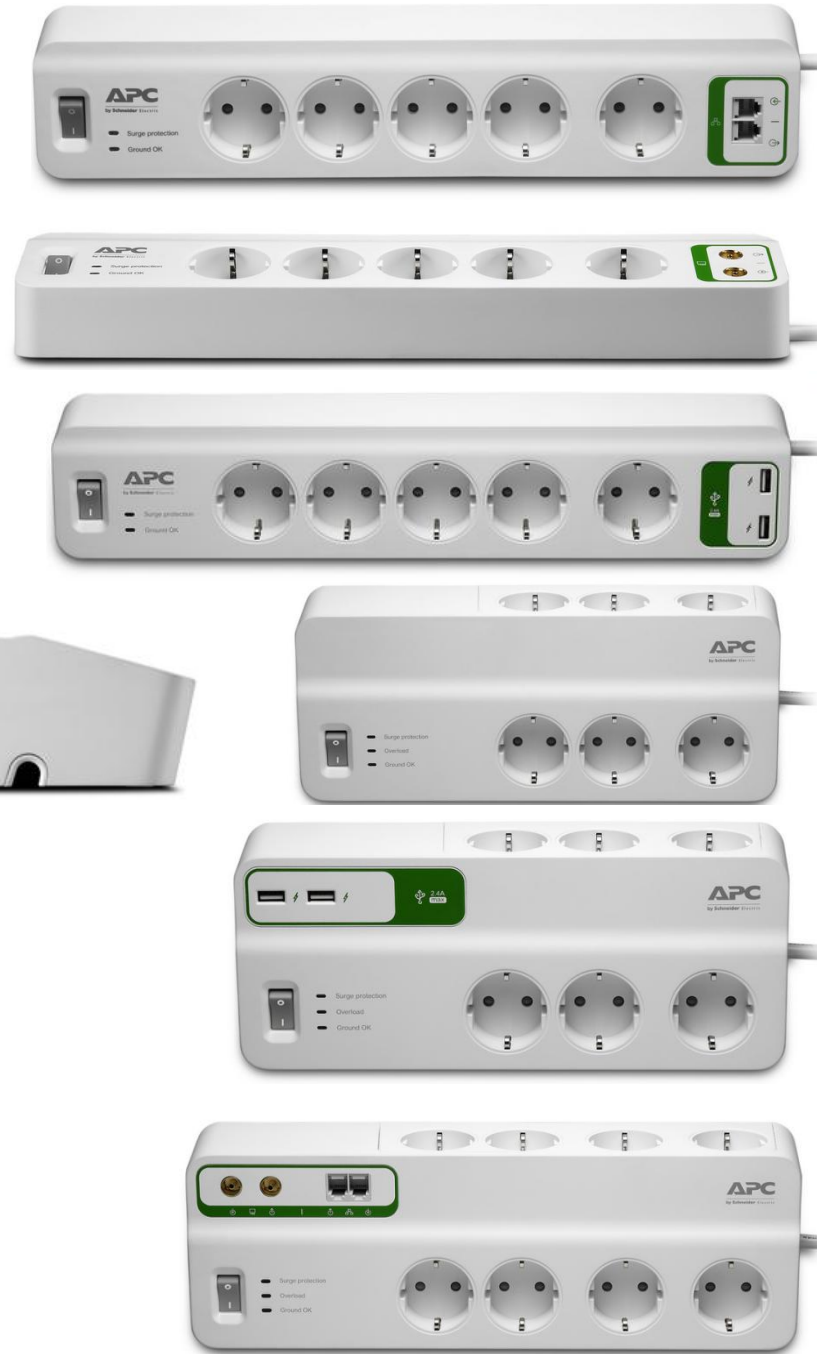
Adding USB charger function for mobile recharging, 2 ports (5V, 2.4A in total), compatible with all kind of mobile devices

Surge Energy rating from 918J to 2754J provides the excellent protection for connected equipment

Extensive solution for various secondary protection: Coaxial, telephone, network protection

# Briefing

- Region: 230V, EMEA, CIS, Middle East, and Africa
- Version: GR, RS, FR, IT, UK
- Offer Range from 1, 5, 6 to 8 outlets for Home and Office application & mobile devices
- USB Charger: 2 ports, 5V, 2.4A in total
- Surge Energy Rating starting from 918J to 2754J
- ERP-€9.49~€39.99

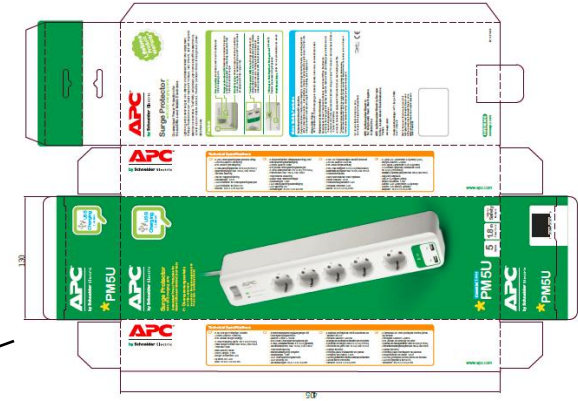


# SurgeArrest Refresh

New multi-lingual packaging covers 8 languages.

On –GR version:

Swedish, Dutch, Hungarian, Greek, English, German, Spanish, Portuguese



## Technical Specifications

- |   |  |  |  |
|---|--|--|--|
| <p><b>SV</b></p> <ul style="list-style-type: none"> <li>• 5 (AC) överspanningsskyddade uttag</li> <li>• &gt;40 dB EMI/RFI-filtrering</li> <li>• 918 Joule tryckstegring</li> <li>• 2 USB-laddningsportar: 5V 2,4A (TOTALT)</li> <li>• Spänningstopp NM: 12KA, CM: 24KA</li> <li>• Termisk säkring</li> <li>• Hål för vaggmontering</li> <li>• Kabellängd: 1,8 m</li> <li>• LED-indikator för överspanningsskydd</li> <li>• LED-indikator för jord OK</li> <li>• Storlek: 37,0 x 7,3 x 5,0 cm</li> </ul> | <p><b>NL</b></p> <ul style="list-style-type: none"> <li>• 5 stopcontacten (wisselspanning) met overspanningsbeveiliging</li> <li>• &gt;40dB EMI/RFI-filter</li> <li>• 918 joules overspanningsenergie</li> <li>• 2 USB-laadpoorten: 5V 2,4A (TOTAAL)</li> <li>• Piekstroom NM: 12kA, CM: 24kA</li> <li>• Thermische zekering</li> <li>• Gatenvoor wandmontage</li> <li>• Kabellengte: 1,8m</li> <li>• LED overspanningsbeveiliging</li> <li>• LED aarding OK</li> <li>• Afmetingen: 37,0 x 7,3 x 5,0 cm</li> </ul> | <p><b>HU</b></p> <ul style="list-style-type: none"> <li>• 5 db. AC ingadozástól védett kimenet</li> <li>• &gt;40 dB EMI/RFI-szűrés</li> <li>• 918 Joule túlfeszültség</li> <li>• 2 db. USB-töltőport: 5 V 2,4 A (ÖSSZESEN)</li> <li>• Maximális lökőáram NM: 12 KA, CM: 24 KA</li> <li>• Olvadóbiztosíték</li> <li>• Falra szereléshez való nyílások</li> <li>• Kábel hossza: 1,8 m</li> <li>• Túlfeszültségvédelmi LED</li> <li>• Földelés rendben LED</li> <li>• Méret: 37,0 x 7,3 x 5,0 cm</li> </ul> | <p><b>EL</b></p> <ul style="list-style-type: none"> <li>• 5 πρίζες με προστασία υπέρτασης (AC)</li> <li>• Φίλτρο EMI/RFI &gt;40dB</li> <li>• 918 Joule προστασία από υπέρταση</li> <li>• 2 υποδοχές φόρτισης συσκευών USB: 5V 2,4A (ΣΥΝΟΛΙΚΑ)</li> <li>• Κορυφή υπέρτασης ρεύματος NM: 12KA, CM: 24KA</li> <li>• Θερμική ασφάλεια</li> <li>• Τρύπες επιτοίχιας βάσης</li> <li>• Μήκος καλωδίου: 1,8m</li> <li>• Λυχνία LED προστασίας υπέρτασης</li> <li>• Λυχνία LED οστικής γείωσης</li> <li>• Μέγεθος: 37,0 x 7,3 x 5,0 cm</li> </ul> |
|---|--|--|--|

## Technical Specifications

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|---|---|--|--|
| <p><b>EN</b></p> <ul style="list-style-type: none"> <li>• 5 AC Surge Protected Outlets</li> <li>• &gt;40dB EMI/RFI Filtering</li> <li>• 918 Joules Surge Energy</li> <li>• 2 USB charging ports: 5V 2.4A (TOTAL)</li> <li>• Peak Surge Current NM: 12KA, CM: 24KA</li> <li>• Thermal Fuse</li> <li>• Wall-Mount Holes</li> <li>• Cord Length: 1.8m</li> <li>• Surge Protection LED</li> <li>• Ground OK LED</li> <li>• Size: 37.0 x 7.3 x 5.0 cm</li> </ul> | <p><b>DE</b></p> <ul style="list-style-type: none"> <li>• 5 Wechselspannungsausgänge mit Überspannungsschutz</li> <li>• EMI/RFI-Filter &gt; 40 dB</li> <li>• 918 Joule Überspannungsenergie</li> <li>• 2 USB-Ladeanschlüsse: 5 V, 2,4 A (gesamt)</li> <li>• Ableitstoßstrom, NM: 12 kA, CM: 24KA</li> <li>• Thermosicherung</li> <li>• Wandbefestigung möglich</li> <li>• Kabellänge: 1,8m</li> <li>• LED Überspannungsschutz</li> <li>• LED Erdung OK</li> <li>• Abmessungen: 37,0 x 7,3 x 5,0 cm</li> </ul> | <p><b>ES</b></p> <ul style="list-style-type: none"> <li>• 5 salidas protegidas contra subidas de tensión de CA</li> <li>• Filtrado EMI/RFI &gt;40 dB</li> <li>• Energía de subidas de tensión de 918 julios</li> <li>• 2 puertos de carga USB: 5 V 2,4 A (TOTAL)</li> <li>• Corriente de pico NM: 12 KA; CM: 24 KA</li> <li>• Fusible térmico</li> <li>• Orificios para instalación en pared</li> <li>• Longitud del cable: 1,8 m</li> <li>• LED de protección contra subidas de tensión</li> <li>• LED de tierra correcta</li> <li>• Tamaño: 37,0 x 7,3 x 5,0 cm</li> </ul> | <p><b>PT</b></p> <ul style="list-style-type: none"> <li>• 5 tomadas AC com proteção contra picos de tensão</li> <li>• Filtragem EMI/RFI &gt;40dB</li> <li>• 918 Joules de energia de pico</li> <li>• 2 portas de carregamento USB: 5V 2,4A (TOTAL)</li> <li>• Corrente de energia de pico NM: 12KA, CM: 24KA</li> <li>• Fusível térmico</li> <li>• Orifícios para montagem na parede</li> <li>• Comprimento do cabo: 1,8 m</li> <li>• LED de proteção contra picos de tensão</li> <li>• LED de ligação à terra OK</li> <li>• Tamanho: 37,0 x 7,3 x 5,0 cm</li> </ul> |
|---|---|--|--|

# Surge Arrest Family old vs. new

Performance



PF8T3V  
PF8VNT3  
PL8VT3



PM8  
PMF83VT  
Feature: USB charger, Cord Management, Size reduction,

Home/Office



PH6T3  
PH6VT3



PM6  
PMH63VT  
PM6U  
Feature: USB charger, Cord Management, size reduction

Essential



P5B  
P5BT  
P5BV  
PL5B



PM5  
PM5T  
PM5V  
PM5U

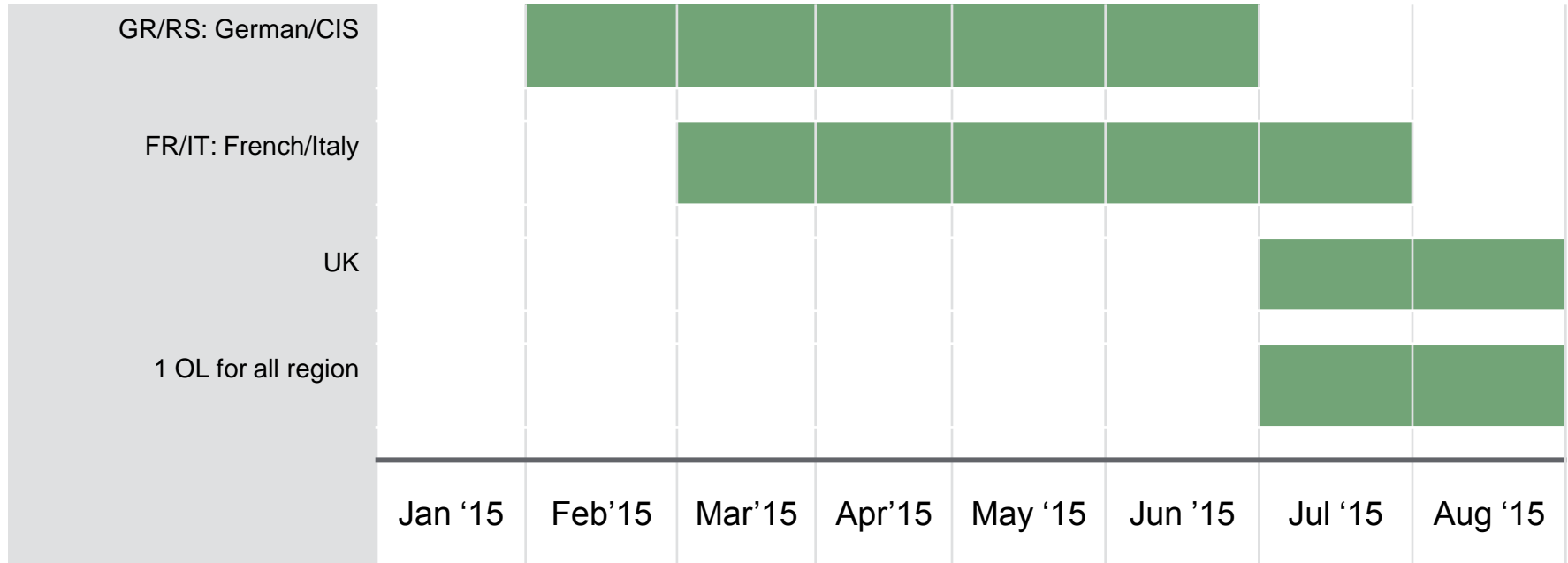


P1  
P1T



PM1W  
PM1WU  
Feature: 2 port USB charger

# 230V Mikado Schedule & Availability



## Target RTS:

- GR/RS: Jan.23, 2015
- FR: Feb.15, 2015
- IT: Mar.3, 2015
- UK: Jun. 3, 2015
- 1 OL for all region: Jul. 3, 2015



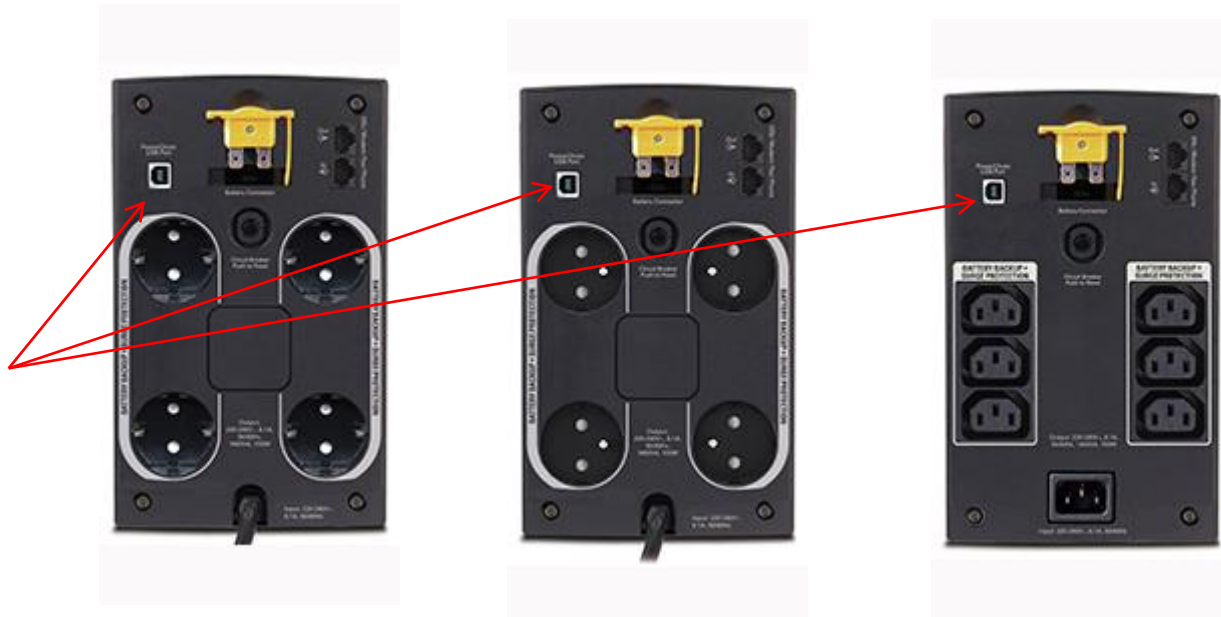
# Back-UPS BX Refresh



# Old vs. New

Old SKU	New SKU
BX650CI (-GR / FR)	BX700UI BX700U-GR / -FR
BX800CI BX800CI-GR	BX950UI BX950U-GR / -FR
BX1100CI BX1100CI-GR	BX1400UI BX1400U-GR / -FR

All SKUs have  
USB connectivity





# Competitor Comparison

Feature	APC	Competitor	APC Benefit
	BX Family (230V)	Eaton NV (230V)	
VA	500 – 1400	400 - 2000	N/A
Input Voltage Range	BX500CI: 160-280	162-290	N/A
	BX700UI: 140-300		BX650CI: wider input voltage range
	BX950UI: 150-280		BX800CI: lower input voltage range
	BX1400UI: 150-280		BX1100CI: lower input voltage range
Software	PowerChute Personal Edition	Winpower	PowerChute and Winpower are comparable softwares. PowerChute is a higher quality, has a more modern look, and is more intuitive to use.
Total sockets	BX500CI: 3	400 - 800VA skus: 3 outlets	BX500CI: N/A
	BX700UI: 3-4		BX700UI: APC may have more outlets
	BX950UI: 6	1000VA sku: 6 outlets	BX950UI: APC may have more outlets
	BX1400UI: 6		BX1400UI: N/A
Regional Sockets	The BX family is available with regional sockets all over the world.	Eaton only offers the NV series with IEC outlets.	APC customers can purchase BX products for their specific plug type without having to buy an adapter.

# Summary

## Major selling points

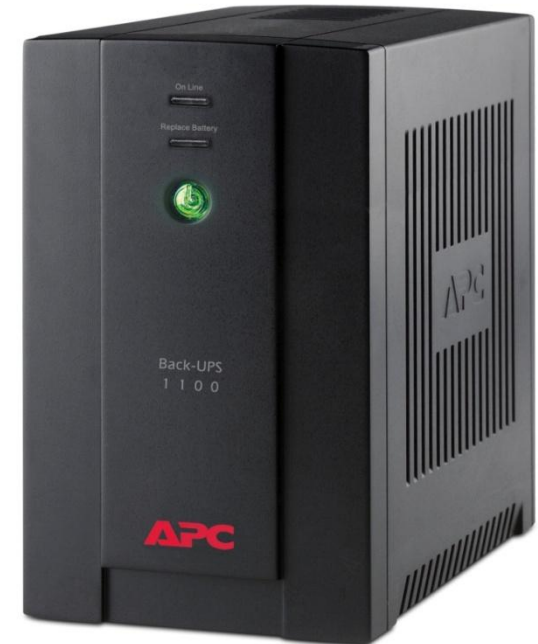
**Automatic Voltage Regulation** for areas with unstable voltage

**Localized sockets** for easy connection with customer's equipment

**USB connection** and **PowerChute** Software available

**APC by Schneider Electric** – Legendary reliability and innovation has led to millions of satisfied customers worldwide

**Affordable** battery backup protection with **high value features:** AVR, PowerChute Software, localized sockets



## Conclusion

The Back-UPS BX family is well aligned to solve the needs of price-sensitive customers in regions with poor power conditions. The medium offer market is around \$1.49 billion USD!