

Chromagen Digital (i-thermo solar) Nominated for Innovative Product of the Year

May 15, 2012 - Sha'ar Ha'amakim, Israel - Chromagen Digital has been nominated by the Intersolar Europe 2012 committee for innovative new product. The committee consists of experts that evaluate product innovativeness and productivity. Chromagen Digital, named i-thermo solar in the international market, has been launched in Israel and at a later date is planned to be available in other select markets around the world.



Chromagen launched the Chromagen Digital in Israel on May 8th at the Building Exhibition in Tel Aviv, Israel, displaying the first in-home digital device for thermosiphon and forced circulation systems. This digital control device allows users to control their hot water needs according to their requirements by programming once and letting the digital control device do the rest.

Chromagen Digital is an in-home digital device that controls water temperature in the water solar system by displaying relevant information, such as the number of showers available, in addition to other features that allow the consumer to free themselves from worry about hot water. Now the user controls and instantly knows their hot water levels at home, instead of the hot water needs controlling the user and occupying the user's thoughts.

Chromagen Digital, (i-thermo solar) features and benefits:

1. Know instantly the level of hot water in the solar system. No need to turn on the water to check whether or not the water is hot, *thus saving water and money.*
2. Program the i-thermo solar according to home requirements, thus eliminating the need to think 'when and if' to activate the solar system, *thus saving environmental and personal energy.*
3. Remove the need to turn-on and off the water solar system, thus *eliminating wasted time of waiting for hot water and the need to remember to shut off the electric system.*
4. The i-thermo solar displays the level of hot water in the water solar system, thus *eliminating "surprise" cold showers.* The user controls the hot water not the other way around.



5. Instantly activate the water solar system for unexpected hot water needs with no need to shut off the system afterwards, *thus giving you control with no need to monitor.*
6. Program the hot water temperature in the system, *thus avoiding scolding.*
7. Easy to read interface, displaying the details important to the user, *thus putting the knowledge in the user's hands.*
8. No hot water needed during a certain period of time, turn off the unit completely with one switch, *thus allowing the user to save money and worry.*
9. Service display for any problem in the system with the problem indexed. One call to the Chromagen call center solves the problem the same day.

Clear benefits:

- Save money – no wasting water to check water temperature in the water system; no unnecessary electric heating, no overheating; no forgetting to turn off the system.
- Save water – no checking the heat temperature of the water by turning on the water to touch
- Save time – no waiting for a shower
- Save energy – no unnecessary overheating; remove the thinking about how much heating is required, an hour, two hours?
- Eliminate uncertainty – did you turn on / off the water heating device?
- Eliminate surprises – suddenly no hot water during a shower
- Product innovation – the first digital water solar system from the number one ranked water solar company in Israel

Chromagen is showing the i-thermo solar at Intersolar Europe, June 13-15 in Munich Germany in **Hall B1 Stand 520.**

