

Dyson Pencilvac

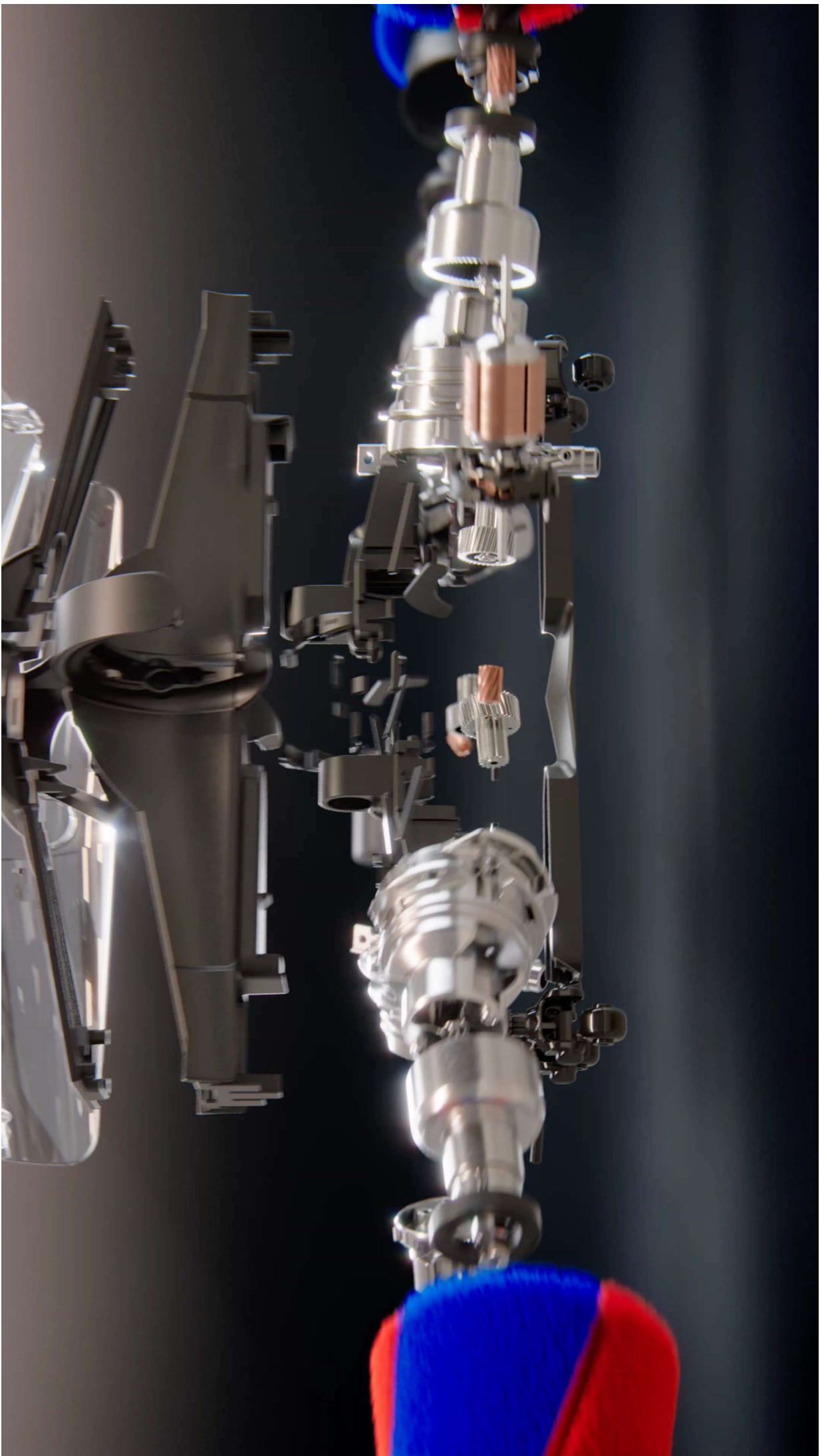
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pencilvac

L'aspirapolvere più sottile

- Alimentato dal motore Hyperdymium™ più veloce di
Dyson
- Spazzola Fluffycones™ ultra maneggevole
- Rimuove i capelli per evitare che si aggroviglino





01 Brand new motor

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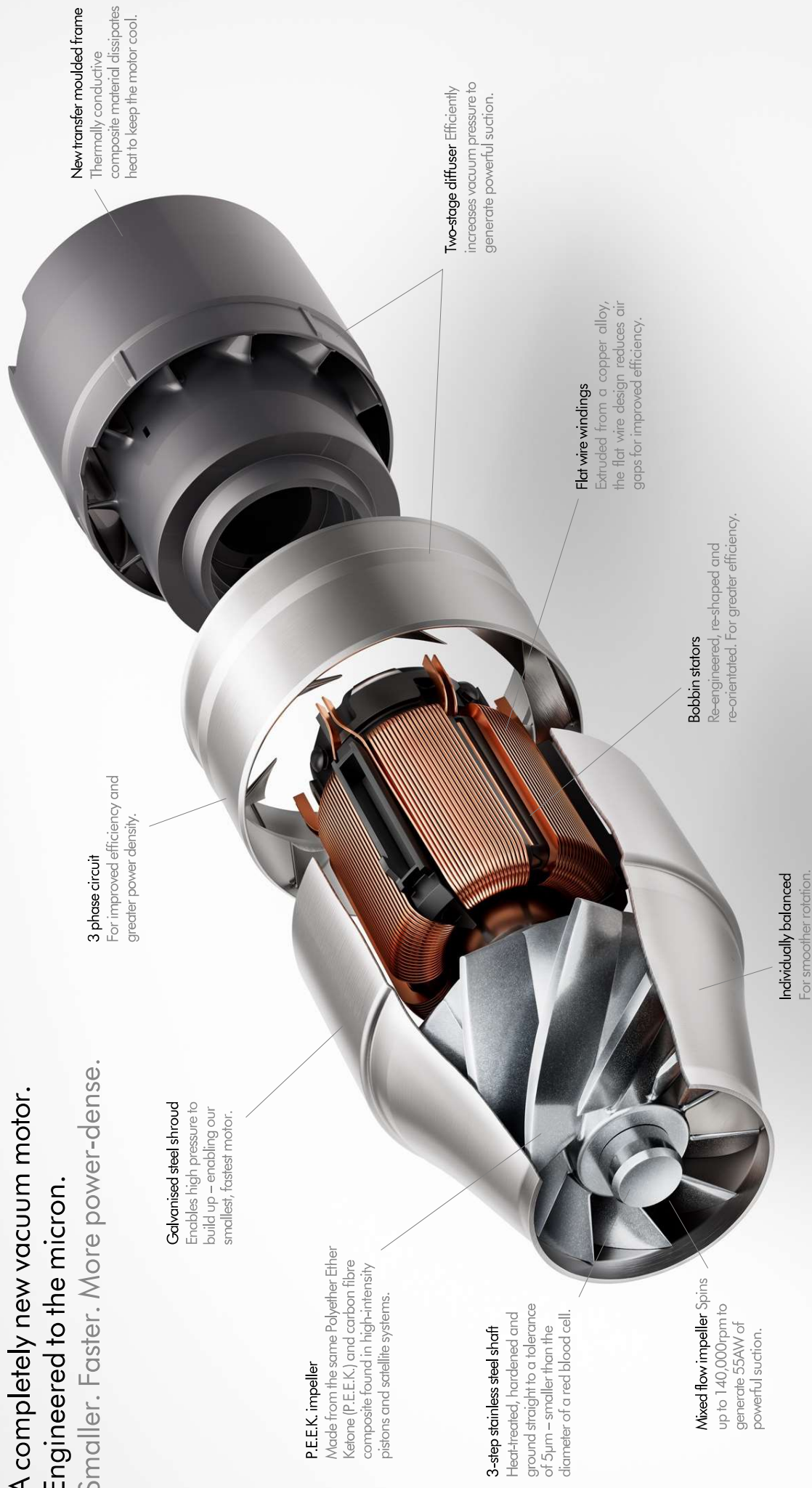
The fastest vacuum motor we have ever made.
For powerful hard floor cleaning.

28mm in diameter

Spins up to
140,000rpm



A completely new vacuum motor. Engineered to the micron. Smaller. Faster. More power-dense.



New transfer moulded frame
Thermally conductive composite material dissipates heat to keep the motor cool.

Two-stage diffuser Efficiently increases vacuum pressure to generate powerful suction.

Flat wire windings
Extruded from a copper alloy, the flat wire design reduces air gaps for improved efficiency.

Bobbin stators
Re-engineered, re-shaped and re-orientated. For greater efficiency.

3 phase circuit
For improved efficiency and greater power density.

Galvanised steel shroud
Enables high pressure to build up – enabling our smallest, fastest motor.

P.E.E.K. impeller
Made from the same Polyether Ether Ketone (P.E.E.K.) and carbon fibre composite found in high-intensity pistons and satellite systems.

3-step stainless steel shaft
Heat-treated, hardened and ground straight to a tolerance of 5µm – smaller than the diameter of a red blood cell.

Mixed flow impeller Spins up to 140,000rpm to generate 55AW of powerful suction.

Individually balanced
For smoother rotation.

02 Next-generation technology

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Ultra-manoeuverable
Fluffycones™ cleaner head.
Removes large debris and
fine dust from hard floors,
without tangling with hair.

Woven nylon bristles gently
remove dirt and fine dust

Counter-rotating conical brush
bars pick up large debris

Four soft conical brush bars strip
off hair – so they don't tangle





Effortlessly manoeuvres in every direction

The new slim format precisely controls a head that spins on the spot. Cleans around chair and table legs and gets into awkward gaps with a simple twist of the wrist.

**Four soft conical brush bars strip off hair,
so the cleaner head doesn't tangle**

The Fluffycones™ cleaner head has four conical brush bars. When hair is picked up, each cone strips it off so it can easily be sucked up without any tangling.



Hair migrates down each
rotating cone and is sucked
up

Cleans right to the edge,
where others can't reach

The Fluffycones™ cleaner head is free of plastic end caps. Four Fluffy brush bar cones each clean right up to the edge, so nothing is missed.



Packed with advanced brush bar engineering



Air-compressing bin, compresses dust to evenly load from the top down.

As air travels up through the bin, the dust is compressed so it takes up less space.

1. Push bin downwards to release the dust away from you.

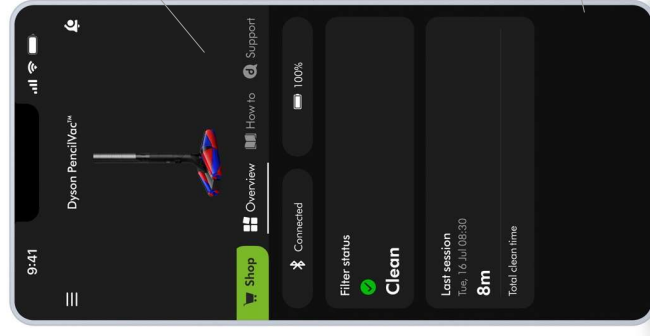
2. Plunge the compressed dust deep into your bin for more hygienic bin emptying.



Connected intelligence.

Keeps your machine working as it should.

Connects to the MyDyson™ app for additional settings and maintenance guidance. An LCD screen displays power modes and run time.



Default modes

Use the app to select the default mode the machine starts in.

Maintenance

Get alerts on vacuum maintenance, filter status, battery, storage temperature, or other system errors (app reads data from six pressure and temperature sensors on the machine to determine and provide maintenance alerts)

Cleaning activity

Records how long each cleaning session takes.

Bluetooth connectivity

Connects to the MyDyson™ app on your phone via Bluetooth.

Boost mode

Press and hold mode button to activate Boost for short bursts of maximum suction power.



Cleaning modes

Adjust suction power by pressing the mode button to toggle between Eco and Medium mode.

Single button power control
Press the power button once for comfortable, continuous cleaning.

My Dyson app

Linear dust separation system. Captures 99.99% of particles down to 0.3 microns.

Two-stage filtration separates dust from airflow through a mesh filter and PTFE pleated filter. Dust is captured in the fully sealed air-compressing bin which loads from the top down.

Mesh filtration

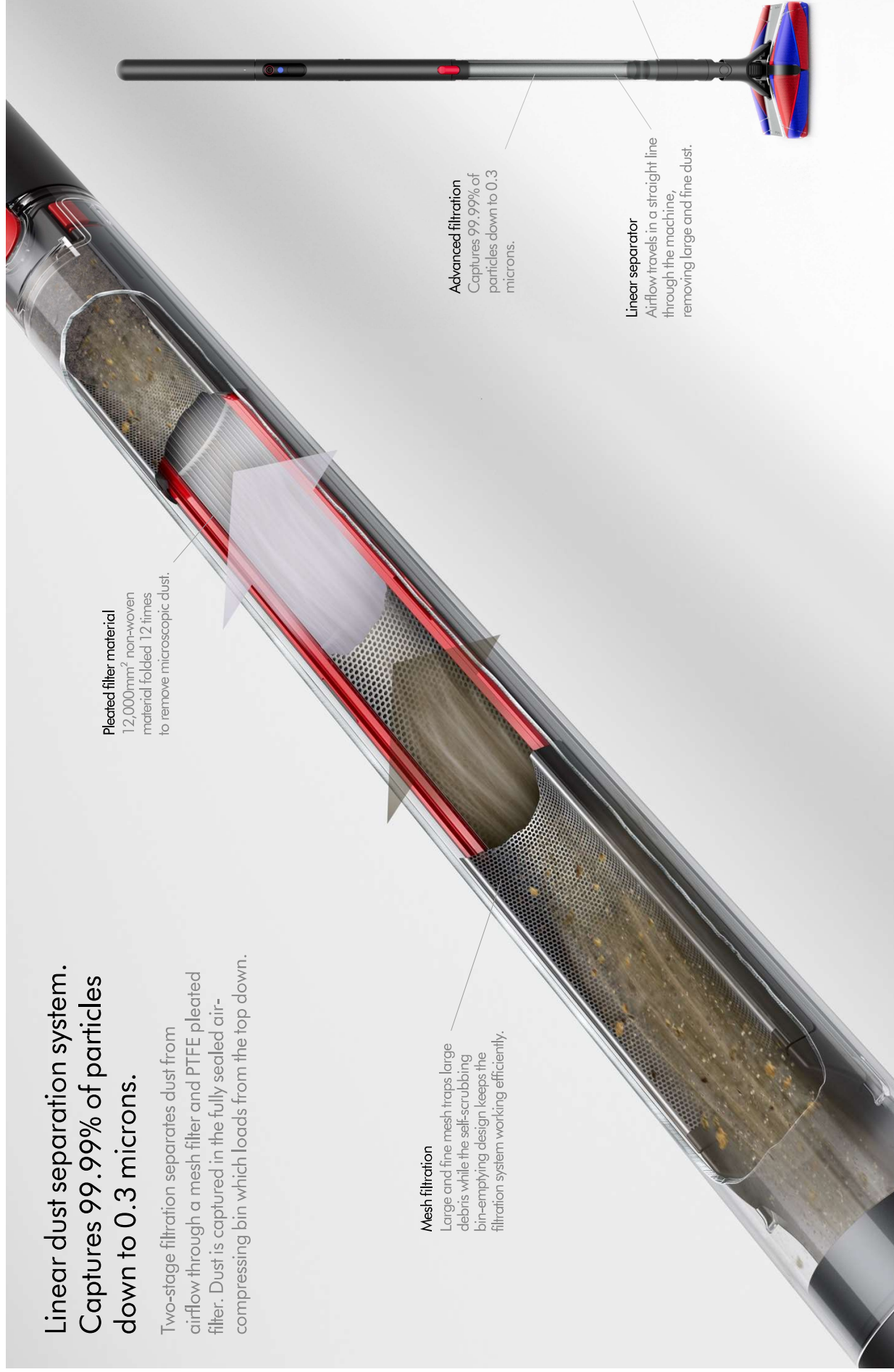
Large and fine mesh traps large debris while the self-scrubbing bin-emptying design keeps the filtration system working efficiently.

Pleated filter material
12,000mm² non-woven
material folded 12 times
to remove microscopic dust.

Advanced filtration
Captures 99.99% of
particles down to 0.3
microns.

Linear separator
Airflow travels in a straight line
through the machine,
removing large and fine dust.

Bi-directional
composite inlet valve
Lets debris into the bin
then traps it inside.



Technology overview

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DYSON COMMERCIAL
Category Manager - Home

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DYSON COMMERCIAL
Category/Manger - Home



Power	55 AW
Filtration	99.99% down to 0.3microns
Run time	Up to 30 minutes of fade-free suction
Weight	1.8kg (Fluffycones™) / 1.3kg (Micro Fluffy)
NLOS	Yes
Charge time	3.5 hours
Acoustics	<84 dB
Bin capacity	0.08L
Product diameter	38mm
Motor	Hyperdymium™ 140K motor
Swappable battery pack	Yes

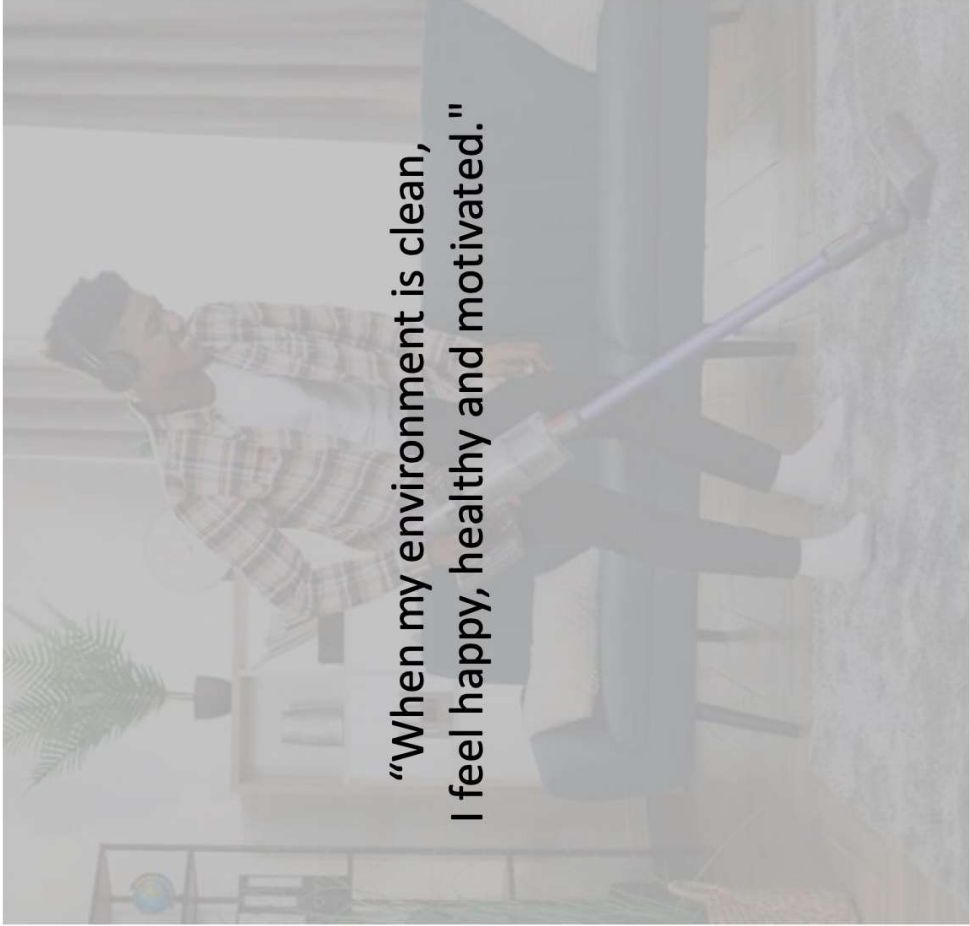
Target audience

Social Bee within Super Cleaners

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DYSON COMMERCIAL
Category/Manger - Home

Social Bee SC		21%
Why 683?	Take care of their appearance Like to be the first to try new tech	
Demo	SINKS & DINKS Affluent couples Small homes	
Floorcare characteristics	Deep clean multiple times a week Take personal enjoyment out of cleaning Willingness to spend money on quality vacuum cleaners 49% like to be the first to try new things 94% clean one or more times a week	
How to engage with them	New technology Feed cleaning enthusiasm Stack value to show superiority Top of the range proposition Demonstrate design fit into their homes	



Fine

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