

**NanoStrike™**  
technology

*First Line of Protection Against Airborne Viruses and Bacteria*

# FAQ Document

# NanoStrike™ FAQ

## 1. What is NanoStrike™ technology?

NanoStrike is the unique, patented technology at the core of all Novaerus portable air dis-infection devices. This nanotechnology inactivates all airborne microorganisms on contact providing the first line of protection against viruses and bacteria.

## 2. How does NanoStrike technology work?

Developed by the WellAir team of scientists and engineers, NanoStrike technology harnesses a range of physical concurrent pathogen inactivation process to safely dis-infect the air.

NanoStrike coils provide a powerful strike that works to burst airborne pathogen cells, rapidly inactivating them, ensuring they are no longer a threat of infection.

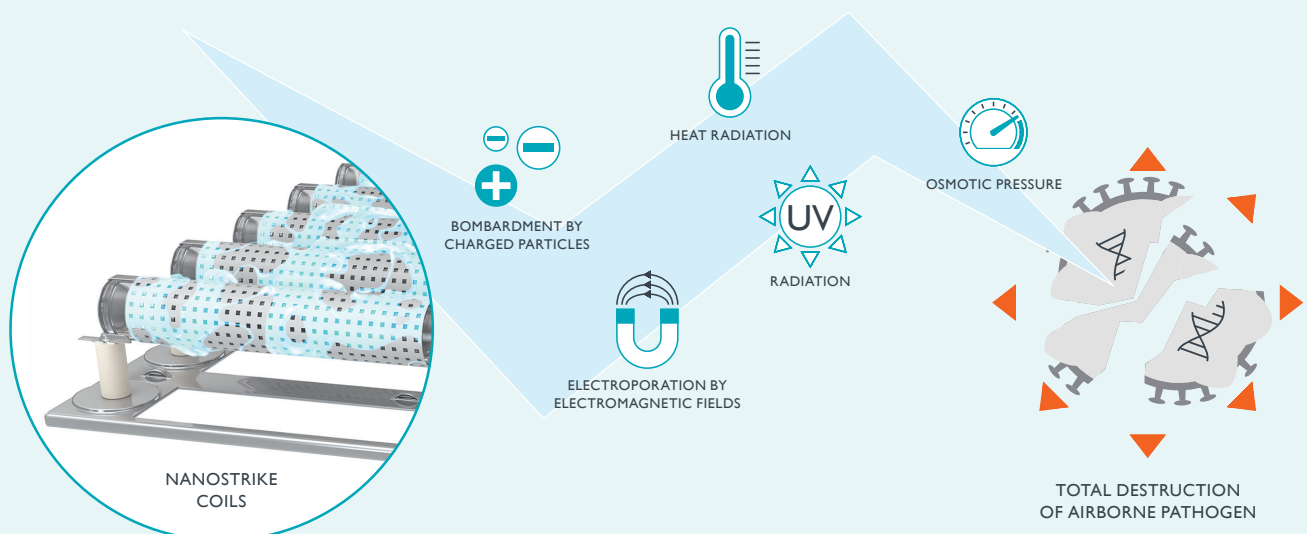
NanoStrike is the only technology that uses a range of concurrent processes to destroy airborne pathogens. These concurrent processes attack the cell membrane, DNA and protein, causing osmotic pressure, which can quickly burst a cell. Once the cell bursts, there is no way for it to self-heal, ensuring it does not become viable as an infectious agent once again.

These concurrent processes occur in the sub-second time frame and work in unison to destroy the DNA and protein of a pathogen, stopping viruses from spreading and bacterial and fungal spores from reproducing.

## 3. What does the name NanoStrike mean?

Nano refers to a technology that inactivates nanosized airborne pollutants, less than 1nm, using multiple pathogen inactivation processes, occurring in the nanosecond timeframe.

Combining Nano and Strike reinforces the immediate destructive effects our technology has on pathogens at the DNA level — effectively inactivating airborne viruses and bacteria with one strike.



#### 4. What makes NanoStrike technology unique?

NanoStrike is a patented and unique form of plasma-based air dis-infection technology. Unlike all other plasma-based technologies, which ionize the air, NanoStrike technology inactivates pathogens at the DNA level as they pass through the plasma field.

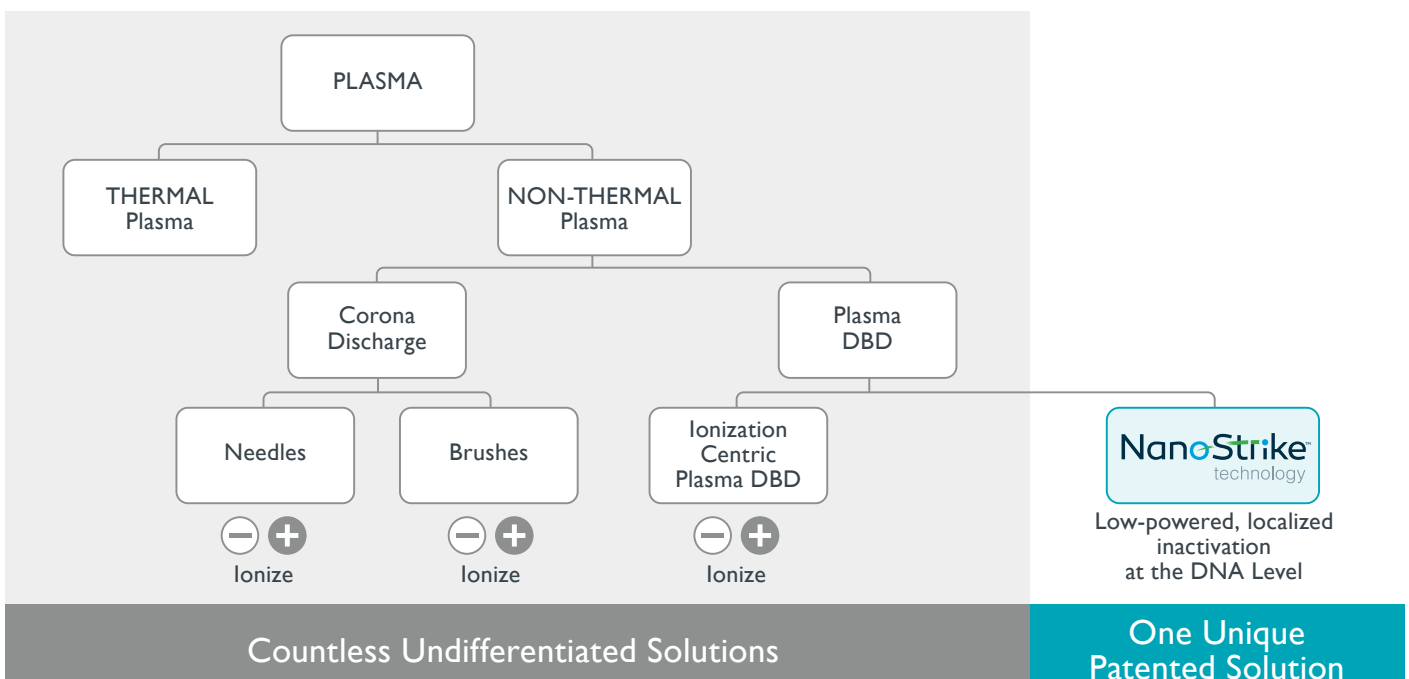
Up to now, there has been no unique scientific term for the type of plasma that Novaerus utilizes, explaining how it inactivates pathogens in a purely physical means and does not ionize the air. What makes our technology unique is the application of the technology. NanoStrike should not be categorized among other plasma DBD technologies, which often focus on ionization.

NanoStrike's effectiveness lies within its ability to inactivate nanosized pathogens in a localised way.

NanoStrike's range of physical concurrent pathogen inactivation processes occur on or near the surface of the plasma coil, as the air flows fully around the outer surface of the coil.

Other plasma technologies — such as ionization — release ions into the air. The ions bond with pathogens, causing them to cluster and making them heavy, so they fall out of the air within an occupied space, landing on surfaces and objects, potentially creating sources of contamination or becoming airborne again through everyday activities.

#### Summary of Plasma Solutions In Air Purification



#### 5. How is the NanoStrike technology brand used within the Novaerus brand framework?

NanoStrike is used as an ingredient brand, with its own narrative, applications, benefits and scientific research. Ingredient branding creates a brand identity for an ingredient, typically a core technology within a product. This is often done to communicate the high quality or performance of the ingredient.

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## Competitive Advantages of NanoStrike

- Patented technology harnessing multiple air inactivation processes in one powerful strike
- A contact inactivation technology – unlike other plasma-based air purification solutions which ionize the air
- Uniquely bursts the pathogen cell, preventing self-healing
- Multiple pathogen inactivation processes guarantee no future antimicrobial resistance can develop
- A technology that inactivates the smallest of microorganisms - research by third parties prove that NanoStrike is effective down to molecules as small as 1nm
- A technology that inactivates in the sub-second time frame, significantly faster than all other inactivation technologies
- A technology that provides consistent “out of box” performance throughout its entire operational life
- A technology that can be used in a variety of small to large product form factors without impacting its efficacy
- A safe technology, with no harmful by-products, that can be continuously operated in close proximity to vulnerable people
- Delivers the lowest total cost of ownership (TCO) of any technology in the market
- Independently tested and proven

# NanoStrike™ Ingredient Branding

This section below provides detailed guidelines on how NanoStrike Technology is to be utilized as an ingredient brand.

## I. What is Ingredient Branding?

Ingredient Branding is a marketing strategy where a product's technology or component is pulled into the spotlight, given its own identity and its unique features are called out.

The ingredient brand isn't just an enhancement to the product but must be critical to product performance. It is important to note that the ingredient brand's benefits must be clear, simple, easy to understand, as well as visible, tangible and value experienced by the end-user.

For example, Intel is credited with the conception of ingredient branding in the '90s, with the "Intel inside" brand on PCs, and was the first success story of having an ingredient helping to promote their business. Examples of other well-known ingredient brands include Nutrasweet, Teflon, Lycra, Dolby Digital, and Bluetooth.

Within the air purification industry, ingredient branding is on the rise. Other brands – often targeting the consumer sector – are using ingredient branding to help make their technology easier to understand, and also to help build a more sustainable competitive differentiated advantage.

Some examples include:

Ingredient Brand	Technology	Company
PlasmaCluster®	Bi-polar ionization	Sharp
PlasmaWave®	Bi-polar ionization	Winix
Hyper HEPA®	Particulate filter	IQ Air
GermDefense®	Particulate filter	Rabbit Air
HEPA MD®	ESP	AirinSpace
HEPA Silent®	ESP	BlueAir
PECO®	PCO	Molekule
WhisperPure®	PCO	Aerus

## 2. How does Ingredient Branding work?

Companies that adopt an ingredient branding strategy focus on developing a brand identity for the ingredient that is separate from both the corporate brand and the product brands but works in a symbiotic manner, without adding conflict. It should stand to serve as a "trust mark" that reassures customers of the safety, efficacy, durability and performance of a technology – giving customers a reason to believe. For Novaerus, this is the core NanoStrike Technology.

This process requires a brand management strategy and plan, specifically for the ingredient brand, to build its value proposition and, thus, appeal for end-users.

### 3. What are the key conditions for successful ingredient branding?

Ingredient branding is typically used when some or all of the following conditions are met.

	Condition of Usage	Novaerus Alignment
1	The ingredient is highly differentiated, trademarked, has its own brand identity and is patent protected, so adds an aura of quality to the finished product.	NanoStrike technology is trademarked, has a logo, is patented and most importantly is unique – “the power of 1”.
2	The ingredient must be strongly associated with a specific outcome or benefit, deliver high performance, and offer a range of USPs.	NanoStrike Technology has a wide range of third-party testing to prove its efficacy against airborne pathogens – the core to the value proposition of protecting people from infections and illnesses.  There are also a wide range of USPs for NanoStrike Technology covering fastest inactivation technology, consistency of out of box performance throughout operating life, safety, lowest total cost of ownership, minimized disruption, etc.
3	The ingredient is central to the functional performance of the final product.	NanoStrike technology is core to airborne pathogen disinfection.

### 4. How does Novaerus deploy NanoStrike Technology as an ingredient brand?

Novaerus has invested heavily in the NanoStrike Technology brand by developing a range of marketing materials, including:

- A global trademark protection
- Web presence
- Animated explainer video
- Technology brochure
- Presentation slides
- Internal FAQ document
- Trade show visual

# NanoStrike™ Style Guide

Logo: **NanoStrike™**  
technology

Reversed Logo:



Lockup Logo:  **NOVAERUS** | Protected by **NanoStrike™**  
technology

Logo Colors:



PANTONE 299 C



PANTONE 361 C



PANTONE 7546 C  
50% PANTONE 7546 C

Product Badge:



## Novaerus Products

For future Novaerus products, the NanoStrike Technology badge will be added to the device. (Roll out timing TBD).

The Novaerus logo will be the primary brand asset and thus be bigger in size, occupying the more prominent real estate of device.

The NanoStrike logo will be the secondary brand asset, smaller in size and in a less prominent position.

The image in figure 1 provides an example of how the NanoStrike badge will be placed on the Defend 1050.



Figure 1

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