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X-cite launches Blueair's state-of-the-art intelligent range of in-car air purifiers

Never ceasing to amaze its customers with the best in class electronics and latest technologies, X-cite by Alghanim Electronics, Kuwait's largest electronic retailer, announced the launch of state-of-the-art in-car air purifiers from Blueair, which were developed after research has shown that in-car air quality contains up to 100% more PM2.5, ultrafine particles harmful to human health, than the roadside air.

At a press event held outside the Al Rai showroom on March 20th, 2019, senior representatives from X-cite and Blueair introduced the revolutionary Blueair Cabin Air purifier for the first time in Kuwait. The newly launched in-car air purifier guarantees everyone in the vehicle is breathing air free from city smog and harmful substances. The Blueair team demonstrated the effectiveness and advantages of using the new cabin air purifier, which cleaned the air inside the displayed Honda cars in less than just six minutes.

"We are thrilled to launch Blueair's innovative in-car air purifiers in our showrooms and online shopping platform, which comes as a sheer reflection of X-cite's commitment to meeting customers' needs for clean air in cars and providing them with products that will undoubtedly add value to their lives", said Bassil Kaddoura, Senior Marketing Manager at X-Cite by Alghanim Electronics.

According to an article published in Kuwait Times on Feb 2, 2019, Kuwait recorded the highest air pollution score of 301 on the air quality index AQI, which measures



the level of air pollution. Inefficient and polluting forms of energy and transport systems contribute to air pollution, which remains one of the biggest public health concerns in Kuwait and internationally.

"Air quality inside cars can be much worse than on the street, thanks to a combination of exhaust emissions from one's own vehicle as well as from other vehicles, as well as particles from tires and road wear products that enter through ventilation and air-conditioning systems," said TR Ganesh, General Manager, Blueair Middle East. "With its high-performance technology, Cabin car air purifier will offer Kuwait's residents peace of mind that 99.97% of these impurities are being filtered out."

Given the long hours spent driving, a staggering 72% of consumers are worried about the impact the air circulating inside their cars may have on themselves and their families. The same number, 72% of people asked, also said that they are aware of the negative health effects of breathing polluted air, reveals a survey carried out for Blueair by independent UK research firm Bonamy Finch.

Last year, US scientists found that levels of soot and chemicals inside cars were twice as high as those measured by roadside detectors. A few months ago, scientists at London Metropolitan University revealed that car air-conditioning systems can function as breeding grounds for bacteria. Additionally, the seats, fabric, carpet and other crevices can become home over time to pollutants and allergens, all of which might result in significant allergic reactions and health discomfort. The United Nations warned earlier this year that more than 80 per cent of people living in urban areas are exposed to air quality levels that exceed World Health Organization guidelines and are at risk respiratory diseases and other long-term health problems.

Blueair intelligent appliance with integrated sensors, Bluetooth and Blueair Friend compatible, can be easily installed and is equipped with Blueair's pioneering HEPA Silent(tm) technology, which filters out at least 99.97% of airborne pollutants such as PM2.5, car exhausts, road wear, smoke, dust, soot, sand, pollen, bacteria and viruses as small as 0.1 micron in size. Sustainably designed for

highest road safety, the Cabin P1/i is available for cars, trucks and other road vehicles. With its sustainable Swedish design and whisper-silent technology, the new range upgrades consumers' lives in more ways than one.

Through its customer-centric concept, X-cite offers customers competitive quality and prices to serve every segment, providing them with the highest level of service, engaging with them, and earning their trust through supporting services and offerings. X-cite also enable customers to shop from the comfort of their homes through its free mobile app and shopping website at www.xcite.com

X-cite has established itself as a leading brand in providing the latest products to customers as it continues to build strong relations with international brands in the electronics sector. Continuously seeking to satisfy the needs of its customers, X-cite provides them with diverse services that enable customers to experience products and interact with them, and the service of buy online and pick the product in store, whether in their 27 showrooms or through the website, designed to make online shopping a fast and easy experience. X-cite also offers premium maintenance and purchase services at most of its major showrooms throughout Kuwait and other services such as free delivery and X-care packages.

No quiet rules at Indonesia's flyover library

Singing and laughter briefly drown out the roar of cars under a Jakarta flyover, where an unlikely library for kids is thriving despite choking fumes — and opposition from menacing gangsters. There's no quiet rule at this open-air reading park wedged between two lanes of traffic just outside Indonesia's capital, a city of some 30 million that is notorious for having some of the world's worst traffic jams.

panied by choking exhaust fumes. Several years ago, the flyover in suburb Ciputat, part of Jakarta's greater metropolitan area, was strewn with rubbish and roamed by intimidating street thugs, Febrianti said. But armed with books and paint, local organisations set about transforming its down-and-out reputation.

Artists painted murals on the walls, installed planter boxes and a futsal pitch, and a library with several dozen

ers," she added, referring to cheap and ubiquitous minivans that provide public transport. Winning over parents afraid that their children would be kidnapped or hit by a car was no mean feat, either.

'Smell, rubbish, loud noises'

But eventually, parents — and even the street gangs — warmed to the idea. Today, it's not uncommon to see up to 70 kids attending after-school sessions, where they read stories with teachers, get help with homework, or sing and dance on concrete covered with green Astroturf. Bookshelves are stuffed with hand-me-down kids books and some other less likely titles such as "Accounting" and "Glossary of Marketing Terms".

Emilia Clara, an 11-year-old student, said she liked reading stories, especially fairytales, with friends. "It makes me happy and it's exciting," she told AFP in a brief interview, before rushing back to join the other kids. And it has won over parents like Salmih Usia, a 41-year-old mother of two. "This is a great place for learning, creating and playing," she said. Free reading gardens, known as Taman Bacaan, have existed in various forms across Indonesia for several decades. They're often run by NGOs or volunteer associations funded by public and private sector contributions.

Some 80 reading parks have been established this part of the sprawling capital, although there is only one located right below a flyover, Febrianti said. In Hong Kong, a small outdoor library that doubled as a children's playground was set up under a flyover in the bustling city as part of research into how to better use community spaces, according to a report in the South China Morning Post last year.

Back in Indonesia, library volunteers admit the street-side location poses some potential health problems because of the fumes from traffic and the subsequent impact on air quality. "But so far there haven't been any complaints about the smell, rubbish or loud noises," Febrianti said, adding: "We use a sound system, which is quite helpful for us to overcome the (noise) problem." — AFP



This photo taken in Tangerang, Banten province on February 10, 2019 shows Indonesian children attending a program at the under bridge library called "TBM Kolong". — AFP photos

Despite its unlikely location, the Taman Baca Masyarakat Kolong has been a hit. A shortage of public libraries means it's one of the few places where kids from this area can read books outside school. "We wanted to bring books closer to the community," Devina Febrianti, a library coordinator, told AFP as car horns blared accom-

panied by choking exhaust fumes. Several years ago, the flyover in suburb Ciputat, part of Jakarta's greater metropolitan area, was strewn with rubbish and roamed by intimidating street thugs, Febrianti said. But armed with books and paint, local organisations set about transforming its down-and-out reputation. Artists painted murals on the walls, installed planter boxes and a futsal pitch, and a library with several dozen



Indonesian children attending a program at the under bridge library called "TBM Kolong".



Screen grab from Jordan Peele's latest film 'Us'.

Jordan Peele scares, and scores, again with new film 'Us'

With his new film "Us" blasting to an estimated \$70.3 million opening in North America, it's one of the best launches ever for a horror film, director Jordan Peele has done it again. Website BoxOfficeMojo called the film's three-day ticket sales "mind-blowing." The Universal production, which stars Lupita Nyong'o, Winston Duke and Elisabeth Moss in the story of a family that encounters horrifying versions of themselves, had the second-best launch of the year, trailing only blockbuster "Captain Marvel," according to industry watcher Exhibitor Relations.

Peele had impressed Hollywood with his first production, "Get Out," another horror film with heavy social commentary that won an Oscar as Best Original Screenplay and was the 10th most profitable film of 2017. The new film has a 94 percent rating on Rotten Tomatoes, rare praise for a horror flick. "Us" pushed Disney's "Captain Marvel" down to second place, at \$35 million for the weekend, but that female-led blockbuster had little to complain about. With Brie Larson starring as a former fighter pilot with superpowers, the film has taken in a combined \$910 million at home and abroad.

In third spot was Paramount's animation "Wonder Park," at \$9 million. The film, about an amusement park based on a young girl's imaginings, is voiced by Brianna Denski, Jennifer Garner, Matthew Broderick and John Oliver. Fourth spot went to CBS/Lionsgate's teen drama "Five Feet Apart," at \$8.8 million. It stars Haley Lu Richardson and Cole Sprouse as teens who fall in love but must keep their distance while being treated for cystic fibrosis. And in fifth was "How to Train Your Dragon: The Hidden World," at \$6.5 million. It tells the story of young Hiccup and his dragon Toothless on a quest for a dragon utopia. Jay Baruchel, America Ferrera and Cate Blanchett provide the voices.

Rounding out the weekend's top 10 were:
"A Madea Family Funeral" (\$4.5 million)
"Gloria Bell" (\$1.8 million)
"No Manches Frida 2" (\$1.8 million)
"The Lego Movie 2: The Second Part" (\$1.1 million)
"Alita: Battle Angel" (\$1 million) — AFP