

MEDIA RELEASE

November 2025

Seeley International Showcases Next-Generation Cooling Solutions at BIG5: Experience Breezair and the New Climate Wizard Demo Units

Seeley International, a leading Australian manufacturer with a strong presence in the GCC through its extensive network of partners and distributors, showcases next-generation cooling solutions at BIG5: Experience Breezair and the New Climate Wizard Demo Units

Renowned for its relentless pursuit of innovation and quality, Seeley International stands as Australia's largest and most awarded air conditioning manufacturer. With a legacy spanning over four decades, the Seeley brand is synonymous with cutting-edge evaporative cooling technology and a steadfast commitment to sustainability. Its products, including the celebrated Breezair range, are trusted in extreme climates worldwide for their energy efficiency, durability, and superior performance. Seeley International's dedication to research and development ensures it continually sets new benchmarks in climate control solutions, earning the confidence of clients across diverse industries.

This year at BIG5, Seeley International invites visitors to experience these pioneering technologies firsthand at their dedicated stand, number C101 in Za'abeel Hall 5. The stand is designed to provide an immersive demonstration of the latest Breezair and Climate Wizard units, allowing attendees to engage directly with the innovative features and learn from expert representatives on-site. Don't miss the opportunity to connect with the Seeley International team at C101 Za'abeel Hall 5 and discover why their solutions are leading the future of sustainable cooling.

Breezair: Proven Performance with Advanced Control

At our stand, attendees will see the renowned Breezair evaporative cooling technology in action—demonstrating why it remains the benchmark for sustainable, high-performance cooling. The demo unit will be equipped with the advanced MagIQtouch controller, offering



intuitive, precise climate management and showcasing the unsurpassed reliability and efficiency that Breezair is known for.

Introducing the New Climate Wizard Demo Unit: Hyper-Efficiency Redefined

For the first time at BIG5, Seeley International will unveil the new Climate Wizard demo unit, featuring revolutionary Microcore™ technology. This advanced indirect evaporative cooling system delivers a host of benefits:

- **Hyper-Efficient Cooling:** Achieves temperatures below the wet bulb of outside air—something traditional evaporative coolers cannot do.
- **No Added Moisture:** Delivers sub-wet bulb cooled outside air with no added moisture! No other evaporative cooler can cool as much as we do!
- **Improved Indoor Air quality:** cool, dry air, improving indoor air quality (IAQ) for increased wellbeing and productivity.
- **Up to 80% Energy Savings:** Uses up to 80% less energy than conventional air conditioning, dramatically reducing operational costs.
- **Retrofit Ready:** Can be integrated with existing HVAC systems to boost energy savings and overall performance.
- **Sustainable and Healthy:** Provides continual fresh air, supporting occupant well-being and environmental goals.

The Microcore™ heat exchanger at the heart of Climate Wizard is engineered for maximum efficiency, enabling powerful cooling even in the harshest climates, while maintaining low running costs and a minimal carbon footprint.

Showcasing at Stand C101 Za'abeel Hall 5

This year, Seeley International invites media and industry professionals across the Gulf to discover the new Climate Wizard Microcore™ demo unit firsthand at stand C101 Za'abeel Hall 5.

The Climate Wizard at HVACR-Talks!

Discover how Multi-Cycle Indirect Evaporative Cooling is shaping the future of sustainable building design at Seeley International's upcoming seminar. Join us on Monday, November 24, 2025, from 4:00 PM to 4:20 PM at the Za'abeel 4 Stage, where Mr. Luca Belli, Technical Manager EMENA, will present "Sustainable Building with Multi-Cycle Indirect

Evaporative Cooling.” This session offers a deep dive into how cutting-edge evaporative cooling systems—using only water and no added moisture—can significantly enhance energy efficiency and advance green building initiatives, especially in Dubai’s challenging climate. Don’t miss this opportunity to learn firsthand how these technologies are redefining sustainability in the built environment.

About Seeley International

Seeley International is Australia’s largest air conditioning manufacturer and a global leader in innovative, energy-efficient climate control solutions. With a presence in over 100 countries, Seeley International’s brands—including Breezair, Climate Wizard, Coolair, and Coolerado—are trusted worldwide for quality and performance.

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