



**BIG ASS  
FANS<sup>®</sup>**

**EXCEPTIONALLY  
ENGINEERED**

# Introduction to Big Ass Fans



**EXCEPTIONALLY  
ENGINEERED**



# Big Ass Fans History Lesson





**BIG ASS  
FANS**

High Volume  
Low Speed Fans

[www.bigassfans.com](http://www.bigassfans.com)

ORIGINAL BAF HQ  
LEXINGTON, KY





RESEARCH & DEVELOPMENT  
LEXINGTON, KY



BIG ASS MANUFACTURING  
LEXINGTON, KY



# Who Else Thinks Our Fans are Special?



# House Beautiful

## SUMMER



### MODERN LUXURY

# Interiors

CALIFORNIA



**ORGANIC MODERN**  
A SONOMA COUNTY RESIDENCE'S FRESH LOOK

**FASHION FORWARD**  
SOLDIERON'S NEST BECOMES A CHIC NEWPORT BEACH HOME

**HIS & HERS HACIENDA**  
DESIGNER LORI DENNIS CRAFTS HER MAR DREAM

**TIMELESS ELEGANCE**  
A SKINCARE GURU'S GRACEFUL WEST HOLLYWOOD ESTATE

By the Publishers of Architectural Digest  
ModernLuxury.com ModernLuxury.com

### THE FIXER★UPPERS

# HGTV

## magazine

### more style for less!

125 totally doable ideas

**kitchen updates no reno!**

**CHIP & JO**  
TIPS FROM THEIR HOME TO YOURS

**giveaway**  
YOU COULD WIN AN HGTV HOUSE!  
DETAILS ON PAGE 79

# ELLE DECOR



# dwell

the Home in the Modern World

Schindler Reshys  
Author Susan Orlean  
Restores an L.A. Classic

Outdoor Vibes  
Open-air kitchens, baths,  
cinemas, and more



# WSJ.

THE WALL STREET JOURNAL MAGAZINE

**ROCKET WOMAN**

KARLIE KLOSS SUITS UP AT SPACEX





# Why We're Better

What goes in to ANY Big Ass Fan?

- Quality!
  - Materials
  - Sourcing
  - Manufacturing
  - Design Consultation
- Performance
- Quietness
- Efficiency
- Intelligent/intuitive
- Durability/longevity
- Unparalleled customer support

Haiku **looks** better  
Haiku **thinks** better  
Haiku **sounds** better  
Haiku **lives** better

Than:



# ABT : Big Ass Fans Products



## i6

3 diameter options  
4 standard colors  
Indoor & outdoor models  
T6 Aircraft grade aluminum  
Wifi : standard  
SenseME : standard  
Bluetooth remote: standard  
0-10v optional  
Optional LED light kit  
with color shifting



## HAIKU

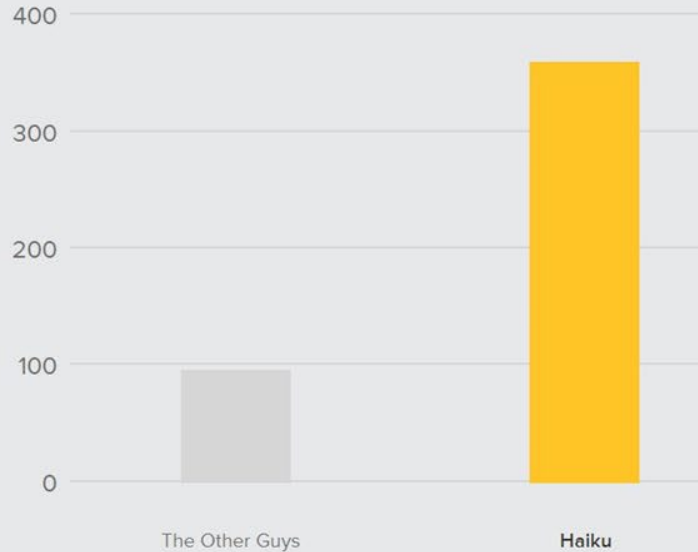
3 diameter options  
9 Finish options  
Indoor & outdoor models  
T6 Aircraft grade aluminum or  
sustainable bamboo  
Wifi : standard  
SenseME : standard  
Premium remote: standard  
0-10v option  
Optional LED light kit



## Haiku-L

52" only  
White or Black  
Indoor fan  
Integrated LED  
Hybrid resin material  
Remote  
  
Optional wifi or 0-10v  
Optional wired wall control

*Airflow Efficiency (cfm/Watt) - High Speed\**



## UNPARALLELED ENERGY EFFICIENCY

Haiku fans are expertly designed with efficiency in mind. That's why they exceed ENERGY STAR® requirements for ceiling fans.

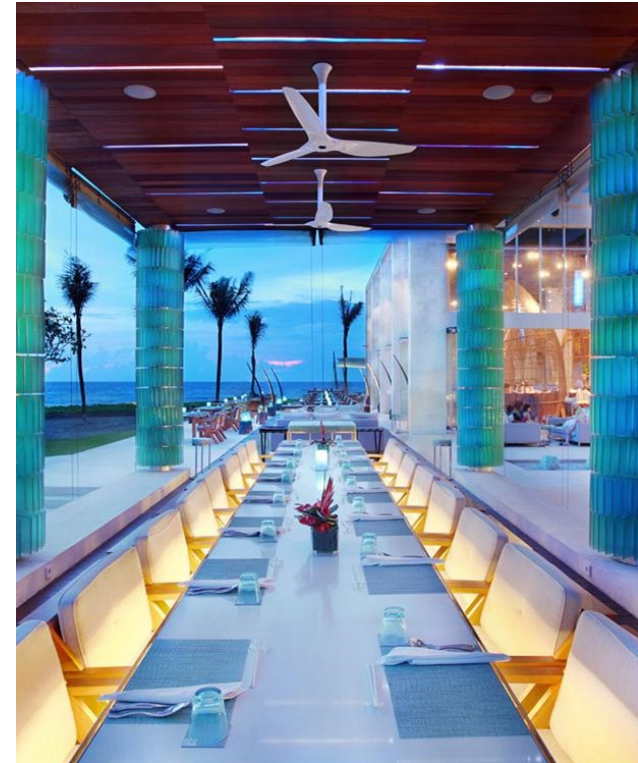
[Learn more at ENERGYSTAR®](#)

\* Testing done to Energy Star Product Specification for Residential Ceiling Fans and Ceiling Fan Light Kits, V 4.0



# LOOKS BETTER

- Haiku and i6 have won more than 76 international design and technology awards
- **Haiku**
  - Iconic minimalist style that adds a modern touch
  - Ditches the bulky fan motors of the past for a slim and sleek DC motor only 2 inches tall
  - Hydro-dipped T6 aluminum airfoils mimic a natural wood look while delivering superior durability for outdoor applications
  - 3 patented airfoils deliver more air using less energy than traditional 5 bladed cardboard sheet bladed fans
- **i6**
  - Iconic industrial look for your everyday spaces
  - Bold design that's a perfect match for the dynamic décor
  - powerful performance and modern style



# THINKS BETTER

The first appliance that knows what I want before I have to ask - Haiku & i6 automate their speed to keep you comfortable when conditions change.

- SenseME™ automates comfort
  - Motion, temperature, occupancy sensing
  - Onboard temp. & humidity sensors increase fan speed when it warms up in your room
  - Also features sleep mode, smarter heating & cooling and smarter lighting
- Smarter Heating:
  - Saves you up to 10% on utilities when cooling and 30% when heating spaces
- Haiku & i6 pair with your other smart devices to fit in to your smart home lifestyle
- Amazon Alexa, Google Home, Nest, ecobee (in the works..... Apple HomeKit)



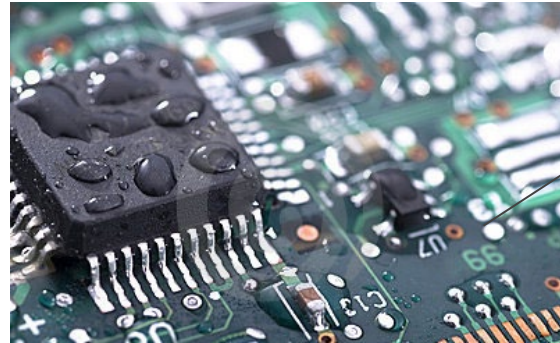


# SOUNDS BETTER



# LIVES BETTER

- Durable airfoil materials
  - T6 aircraft grade aluminum
- Powerful Performance
  - 7 speeds
- Stainless Steel Components – Protects against salty air and moisture
  - NSK ES1 Stainless Steel Bearings - designed for food and medical industry
- Electronics Protection - conformal coating on PCB keeps water and salt out of the equation





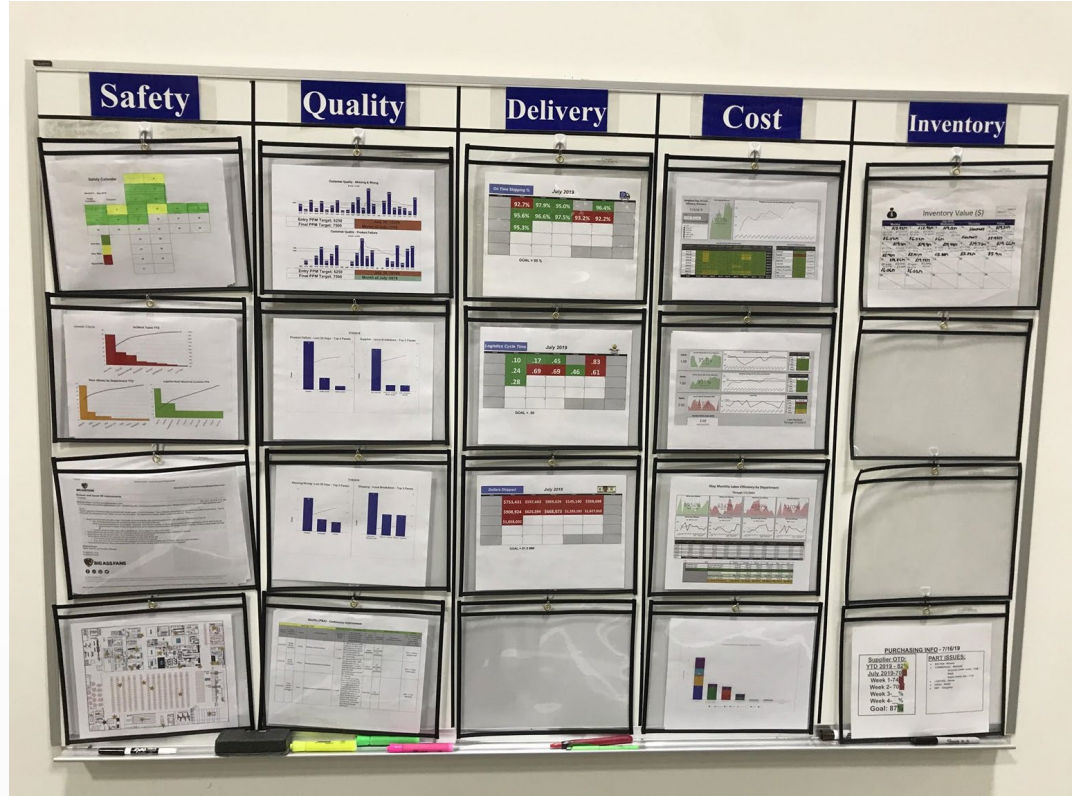


**BIG ASS  
FANS**

# Production Journey Haiku

# Quality Inspection

Big Ass Fans has an extremely low tolerance for defects, blemishes, variance from design specifications, color, shape or shipping damage for the incoming raw materials that are assembled to make your fan.





# Batching the Airfoils

Due to the 3D airfoil profile, aluminum & natural wood (bamboo) materials- “sets” of airfoils are “binned”

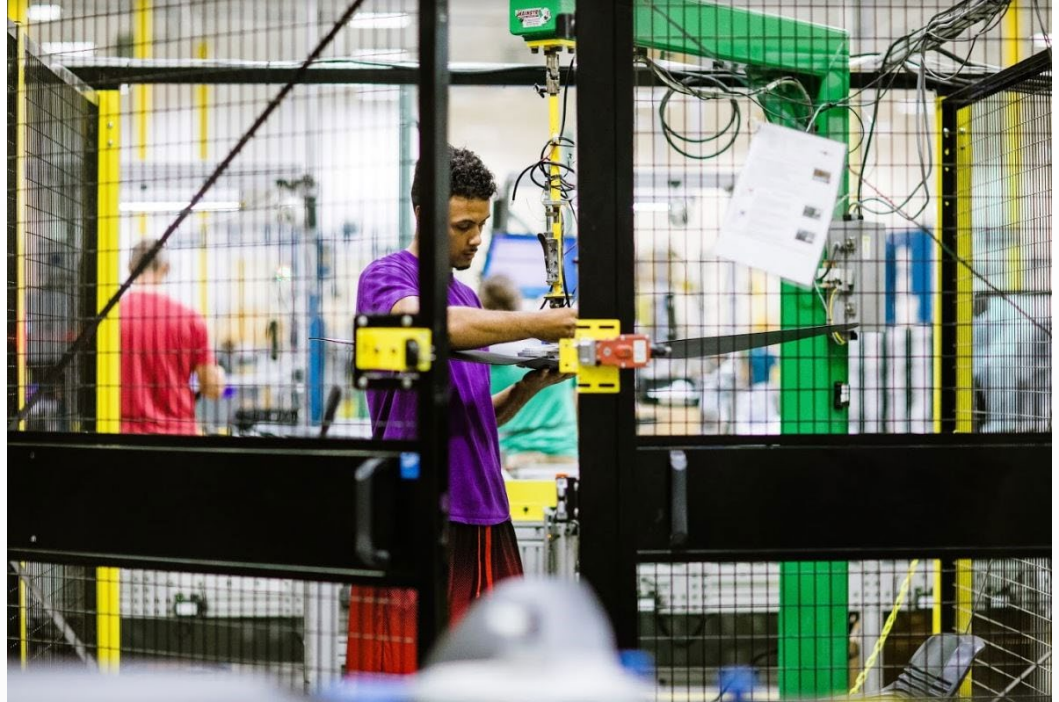
Batched sets share similar weight distribution and 3D profiles



# Balancing EVERY Fan

Each hand-made Haiku is balanced in a custom balance “cage” during manufacturing

A colored dot sticker is added on the airfoil and its partnering location on the motor - ensuring a balanced installation



# Sound Testing

Each hand-made Haiku is tested in a dedicated sound booth to ensure near-silent operation.

Fans should be felt, not heard





# Shipping & Delivery

Your fans are made in Lexington KY and shipped with care to reach their final destination free from scratches, dents or dings.

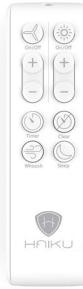




# Technology Features



## Integrations via Wifi / Smart Phone



Wifi



### Discuss:

- IFTTT
- Z-wave
- Zigbee
- Thread
- Bluetooth mesh
- Apple homekit

## Integrations via 0-10v module



Control4™



Controls/Integrations	Standard	Optional	Standard	Optional	Standard	Optional
<b>Remote Control</b> Whoosh mode Sleep mode Timer	✓		✓		✓	
<b>Smartphone / App via wifi</b> Scheduling & Grouping	✓		✓			✓ via wifi adder
<b>SenseME</b> Motion Sensing Fan Motion Sensing Light Temperature Sensing Humidity Sensing	✓		✓		N/A	N/A
<b>"Works with" Suite</b> Voice Commands Smart Thermostat integration	✓		✓			✓ via wifi adder
LED Light with 16 Dimming Settings		✓		✓	✓	
Color Shifting LED		✓	N/A	N/A	N/A	N/A
Home Automation via 0-10v		✓ via 0-10v		✓ via 0-10v		✓ via 0-10v

# What is SenseME?

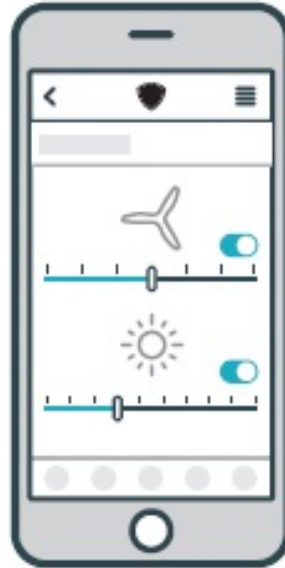
SenseME stands for Sensing the MicroEnvironment  
What does it do for me?

Control the 7 speeds settings of your fan to dial in your comfort while only sipping energy

Control the 16 brightness settings of your light or shift the color temp. From warm to cool

Turns on/off automatically based on your presence in the room

Set the Light to turn on when you enter the room, off when you leave



Sleep Mode: Your body cools as you sleep - automatically slows fan down through the night

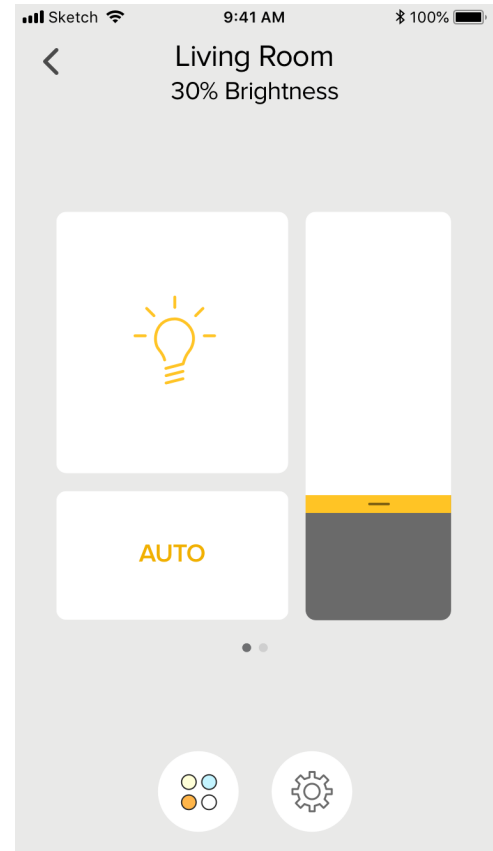
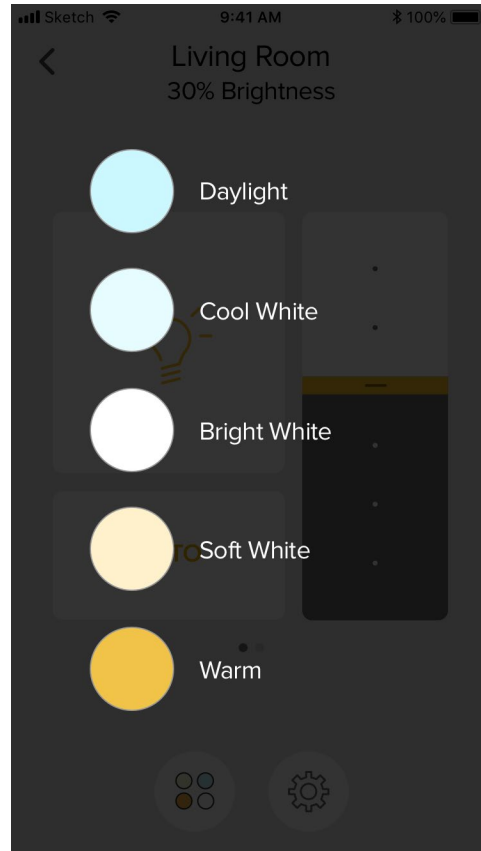
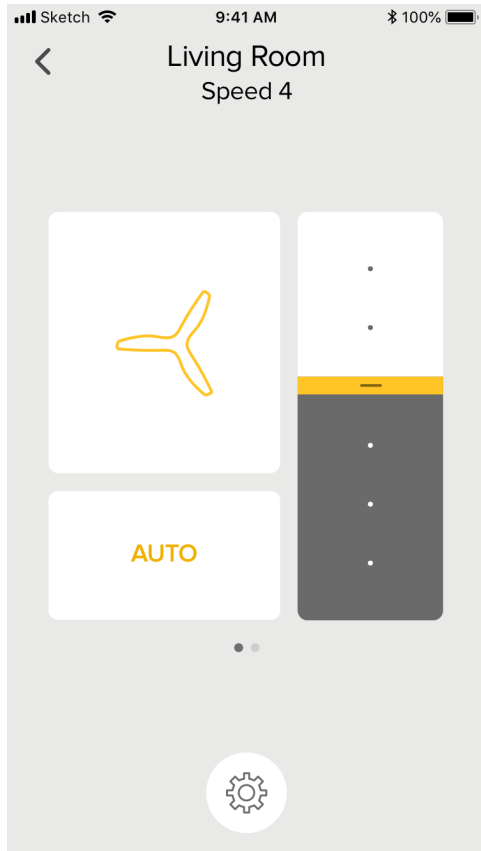
Program your ideal comfort settings, using the fans onboard sensors the fan will automatically work to keep you comfortable

One of a kind “whoosh mode” simulates the ebb & flow of an ocean breeze

Set your fan to do operate on a your schedule.  
Ex: “Turn the light motion sensing off at 9:00 mon-fri”



# The App

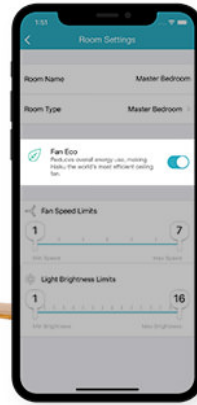


# THE WORLD'S MOST EFFICIENT CEILING FAN

No fan manufacturer goes to greater lengths to create energy-efficient products than Big Ass Fans. It's why businesses worldwide use our fans to cut heating and cooling costs by up to 30% and why designers rely on our ENERGY STAR®-rated models to meet the growing demand for sustainable, LEED-certified projects.

Haiku's **Fan Eco** mode makes world-leading efficiency possible from the convenience of your mobile device. Using patent-pending technology with Haiku's mobile app, Fan Eco delivers unmatched energy savings and cooling airflow in perfect harmony.

- Activate with just the touch of a button through the Haiku by Big Ass Fans mobile app
- Optimize your fan's efficiency with the ideal balance of airflow and energy use
- Set it, then forget it: effortlessly enjoy lasting energy savings and comfort
- Available exclusively from Big Ass Fans for connected Haiku fans





**Haiku / Haiku L / i6**



# Haiku



## The Ceiling Fan Reinvented

- Premium materials and finishes
  - T6 Aircraft -grade aluminum
  - Handcrafted bamboo
- 9 premium color options to fit any aesthetic
- 52", 60" and 84" diameters for small to large rooms
- Ultra -efficient (3 -29 watts)
- Indoor and outdoor -rated models
- 7 speeds for ideal 4 season operation
- **SenseME** technology standard
  - Motion Sensing
  - Smart mode with temp & humidity sensing
- Remote control comes standard
- Wifi standard for smart phone control
  - Integrates with Amazon Alexa, Google Assistant, Nest & ecobee smart thermostats
- Optional 0 -10v module integration with Home Automation
- Optional LED light kit with 16 dimming settings





# Haiku - Outdoor

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- Premium materials and finishes
  - T6 Aircraft-grade aluminum
  - bamboo “look” aluminum foils with special “hydro dip” manufacturing process
- 7 speeds for ideal 4 season operation
- Optional 0-10v module integration with Home Automation
- Optional LED light kit with 16 dimming settings
- Restrictor blocks for sloped and flat installation



# Haiku-L



- 52" diameter
- White or black options
- Exceeds ENERGY STAR® requirements by 400%
- Moves 25% more air than traditional 52" ceiling fans
- Integrated LED with 16 dimming settings
- Remote control comes standard
- Universal mount with optional extended tubes up to 60"
- Indoor fan

## OPTIONS!

- Optional wifi module, unlocking
  - Smart phone control
  - Integrations with Amazon Alexa, Google Assistant, Nest & ecobee smart thermostats
- Optional 0-10v module for integration with Home Automation
- Optional Wired Wall control for easy retrofit







# i6



## SLEEK AND STRONG

- 3 diameter options of 60, 72, and 84 inches
- Direct-drive motor for whisper quiet operation
- Integrated SenseME technology automatically maintains desired conditions
- Seamlessly integrated available LED kit
  - Color shifting technology
- Indoor and outdoor-rated models
- 5-year standard, 7-year extended warranty
- Only 37lbs - mounts to a standard fan junction box
- Improve your aesthetic with available color-customization
- 7 speeds



<https://drive.google.com/drive/folders/1lqcAIOWrClEe3PUsGinYMkqfw6Vj1yu?usp=sharing>







Outdoor i6 72"  
with light kit  
36" downrod

Indoor i6 60"  
Silver, no light  
12" downrod



# 16 - Outdoor

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- Full SenseMe and WiFi ready
- Anodized aluminum construction
- Sealed electronics
- Sealed connectors
- Sealed light kit
- Stainless steel bearings
- IP65 power supply (pending)
- Wind gust tested to 35 MPH, (50 MPH pending)
- 3,000 hour salt spray test
- Temperature rated to 40° C
- Restrictor blocks for sloped and flat installation
- Guy wire kit included for 24”+ outdoor models





# Selecting the Right Fan

# Identify the client (User Personas)

First figure out what's important to them

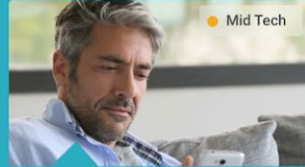
*I've already made up my mind that im buying a haiku or i'd I just want help to get the right size, finish, quantity, placement & mount style*

*"My life is a smart home - tell me how Haiku will fit in with my smart lifestyle"*

*"Design is the most important thing to me - i'll pay as much as is needed to get the look that i'm going for"*

practical  
**Patrick** 44%

55 years old, married empty nester



*"I'm looking for simple, elegant solutions that improve my lifestyle with little effort."*

#### PRODUCT NEEDS

- Simple automation
- Set & forget
- High performance, solves real problems

#### GOALS

- Save energy
- Be comfortable
- Solve problems with technology and high-performance products

#### FRUSTRATIONS

- Difficult setup
- When products seem overly complicated to achieve a simple goal

techie  
**Tim** 36%

49 years old, married with teenagers



*"I want to understand how it works, so I can customize it to my needs."*

#### PRODUCT NEEDS

- Advanced automation
- Flexible, custom integrations
- Digital / cyber security

#### GOALS

- Work now to save time/money later
- Automate his family's life
- Precisely program and tweak products to his needs

#### FRUSTRATIONS

- When a feature he wants is not offered
- When he can't make sense of how it works

reluctant  
**Rhonda** 20%

59 years old, married empty nester



*"I'm wondering if this new technology is going to be more trouble than it's worth..."*

#### PRODUCT NEEDS

- Familiar
- Simple
- Reliable

#### GOALS

- Wants products to last a long time
- Comfort and energy-savings
- Home security

#### FRUSTRATIONS

- Uncomfortable with technology
- Poor eyesight
- Unfamiliar controls

# Meet Hector (Buyer Persona)

- Between 40 -65yrs old
- Owns a business or works in management
- Household income of \$200k or higher
- Typical home square footage is >3000
- Price is not a huge factor as long as quality and functionality are apparent
- Status is a big deal to Hector - having things other people don't is exciting
- Hectors loves to travel and is a bit of a thrill seeker but also enjoys reading a book on the beach
- Hector is not a big social media user - but follows the news, politics and the stock market closely



## Psyche:

- *I'd rather spend more money on quality because "you get what you pay for"*
- *I look for the very best in furniture, appliances, tools and technology*
- *I'm meticulous when it comes to caring for and improving my home*
- *I have excellent taste in interior design and home decor*



# Selecting the Right Fan

Start by answering these 3 easy questions:

1. Room Details
  - a. *What is the size of your space including the height?*
  - b. Inside or outside?
2. Ceiling Type
  - a. *Is your ceiling flat or sloped and is there a fan-junction box already there?*
3. Smart Home Goals
  - a. *How do you want to control your fans and what "smart" features do you want to take advantage of?*

- As always - tailor your recommendation to your perception of the customers budget/expectations
- Focus on exceeding their expectations not meeting a price point. 90% of fans sold in the US are <\$ 150 - remember what arena you're playing in

Image of design guide - NEED this from marketing but its not even scoped yet - its essentially a collection and summary of the next 6 slides

# Selecting the right fan Room Size



Room Size:	52"	60"	72"	84"
	*Haiku and Haiku-L only		*i6 only	
Indoor	15' x 15'	20' x 20'	25' x 25'	30' x 30'
Outdoor*	10' x 10'	15' x 15'	20' x 20'	25' x 25'

# Selecting the right fandoor / Outdoor

“Indoor” (USA):



- 4 walls (and a floor and a ceiling)
- Air conditioning

All Fan Models

“Covered Outdoor”



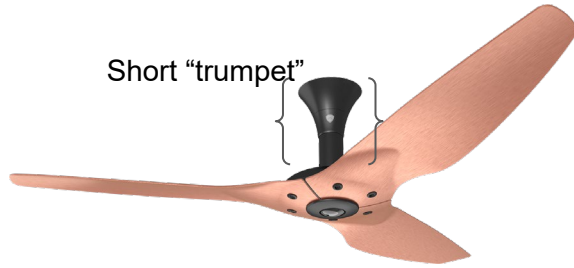
- **Ideal:** 5 ft on all sides outside the fan diameter
- **Minimum:** Diameter of the fan is covered and protected from rain

I6 or Haiku  
(NOT Haiku-L)



# Mount Options

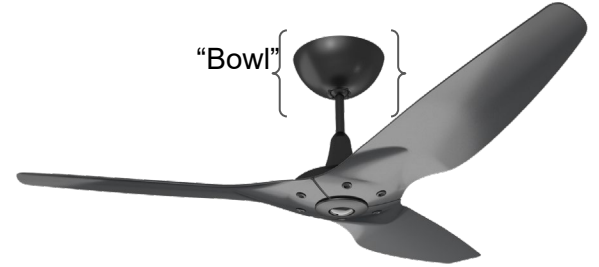
LOWPROFILE MOUNTS



STANDARD MOUNT



UNIVERSAL MOUNTS



i6 Direct Mount



i6 Universal Mount  
standard downrod



i6 Universal Mount with  
long extension pole



# Selecting the Right Ceiling Type

Flat and low  
8 ft - 9 1/2 ft

Low profile **Haiku**  
**Haiku-L** w/6" tube (in the box)  
Direct mount **i6**

**Haiku / Haiku-L** Low profile w/6" tube  
**i6** Direct mount



Flat and low  
9 1/2 ft - 10 1/2 ft

Standard mount **Haiku**  
**Haiku-L** with 12" tube (in the box)  
**i6** : Universal Mount : 12" downrod

**Haiku / Haiku-L** Standard mount with 12" tube  
**i6** Universal Mount : 12" downrod



Sloped and high  
10 1/2 ft - 17ft+

Universal mount **Haiku**  
**Haiku-L** with 23"-64" tube  
**i6** : Universal Mount : 24"-60" dr

**Haiku / Haiku-L** Universal mount with 23"-64" tube  
**i6** : Universal Mount : 24"-60" dr



# Selecting the right fan Control Your Fan

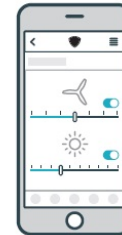
A. If the client wants the fan to be integrated to their existing Home Automation system such as Crestron, Control4, Lutron, etc...

- 0-10v control must be added to Fan
- All SenseME™ is disabled
- Control is limited to fan speed up/down and light brightness up/down

OR

B. If the client wants to control their fan via the Big Ass Fans/Haiku app - ensure the fan has wifi standard or add the wifi module to the Haiku-L

- Features such as app control, pairing w/Nest, voice commands via Amazon Alexa and Google Assistant are available via wifi



# Standard Remotes



# Why Does Room Size Change When Outdoors?

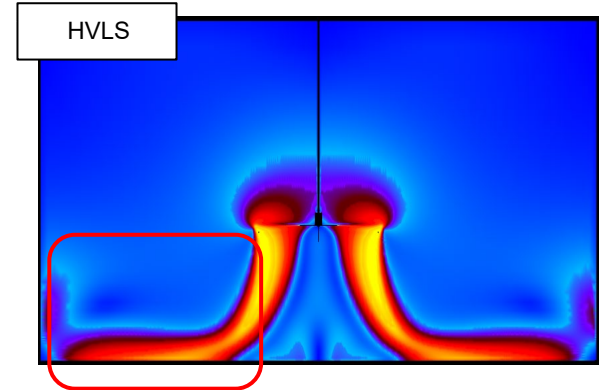
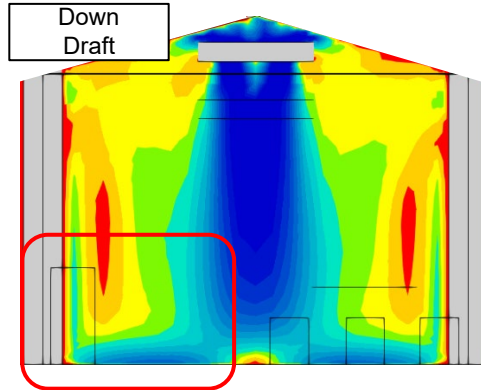
- Fans can provide a breeze in a larger area when they have 4 walls to “work with” (indoor); airflow circulates and ‘bounces’ off walls
- In an outdoor setting, airflow coverage decreases with exposure to atmospheric pressures.

Room Size:	52”	60”	84”
Indoor	15’ x 15’	20’ x 20’	30’ x 30’
Outdoor*	10’ x 10’	15’ x 15’	25’ x 25’



## Important note:

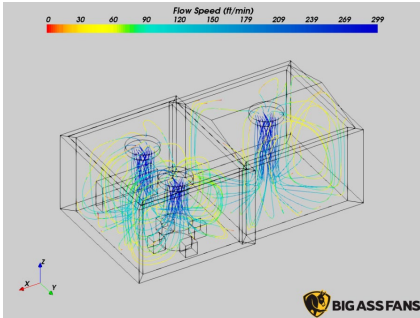
Haiku is a downdraft fan  
- NOT an HVLS Fan.



# Outdoor Fan Application Guide



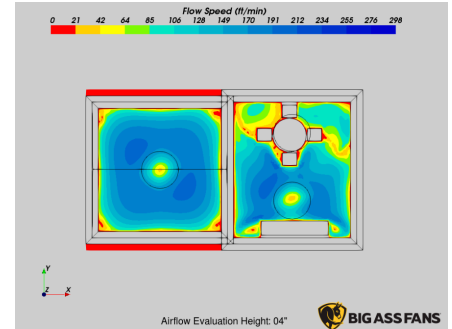
**Tip #1:** Put Haiku/i6 directly over where people will congregate. A Haiku “centered” in an outdoor space won’t “cover” a large area. Put Haiku over seating, a bar top, the grill-master, lounge chairs,



**Tip #2:** Whenever possible, keep the airfoils spinning level with or above the eave line. This avoids the potential effects of cross breezes and horizontal rain.



**Tip #3:** Stick with the 60” diameter fans in outdoor (cooling) applications. The RPM, therefore tip speed, therefore average air velocities are higher - which are needed in an outdoor setting.



HAIKU





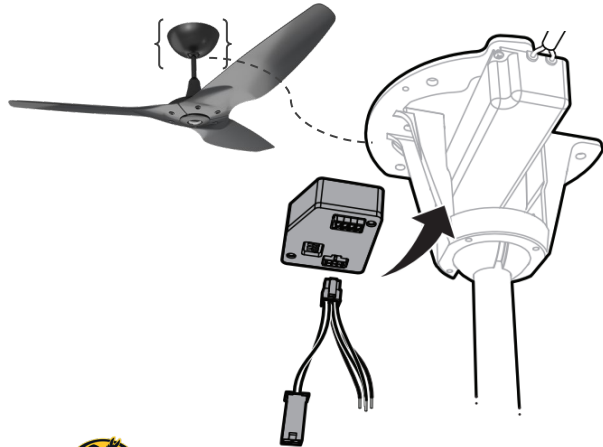
**BIG ASS  
FANS**

# Useful Information

# Need to Knows



**Tip #1:** The only “Haiku” fan that can utilize the 0-10v module are the universal mount fans. Why? The “bowl” is the only housing with the space



HAIKU



**Tip #2:**

Big Ass Fans / Haiku app API is not “open”. The API is private and is not available to be shared.



**Tip #3:**

SenseME is removed from “Haiku” on the outdoor fan models. SenseME remains on outdoor i6, and is not an option at all for Haiku-L



**Tip #2:** The integration with Smart Thermostats such as Nest and ecobee - monitors if the HVAC is cooling or heating and updates the fans “Smart Mode” from Smarter Heating to Smarter Cooling. The fan is NOT getting the temp from the t-stat.



## SMARTER HEATING

Smarter Heating saves you energy during colder months by gently pushing the warm air collecting near the ceiling down to your level, reducing the burden on your heater.



## SMARTER COOLING

Smarter Cooling allows you to save energy by setting your thermostat a few degrees higher than normal while keeping you comfortable, even when temperatures soar.

# How Much Air?



Consult the [Cut Sheets](#) for CFM (Cubic feet per minute)

Cheat table for average CFM:

CFM	Haiku	i6
52"	6,713	-
60"	8,629	8,788
72"	-	13,091
84"	19,292	14,890
96"	-	-
120"	-	-

## Haiku Indoor by Big Ass Fans

TECHNICAL SPECIFICATIONS

### ALUMINUM SPECIFICATIONS

DIAMETER	MOUNT	WEIGHT <sup>4</sup>	MAX SPEED	AIRFLOW MIN/MAX	WATTS MIN/MAX
52 in. (127 cm)	Low Profile	16.5 lb (7.5 kg)	177 RPM	1,301 / 5,629 cfm	2.2 / 15.6 W
	Standard	16.5 lb (7.5 kg)	200 RPM	1,389 / 6,713 cfm	2.1 / 20.7 W
	Universal	15.5 lb (7 kg)	200 RPM	1,389 / 6,713 cfm	2.1 / 20.7 W
60 in. (150 cm)	Low Profile	18.5 lb (8.4 kg)	177 RPM	1,070 / 6,698 cfm	1.9 / 18.4 W
	Standard	18.5 lb (8.4 kg)	200 RPM	1,194 / 8,629 cfm	1.9 / 26.8 W
	Universal	17.5 lb (8 kg)	200 RPM	1,194 / 8,629 cfm	1.9 / 26.8 W
84 in. (213 cm)	Universal	26 lb (11.8 kg)	135 RPM	5,983 / 19,292 cfm	4.2 / 53.7 W

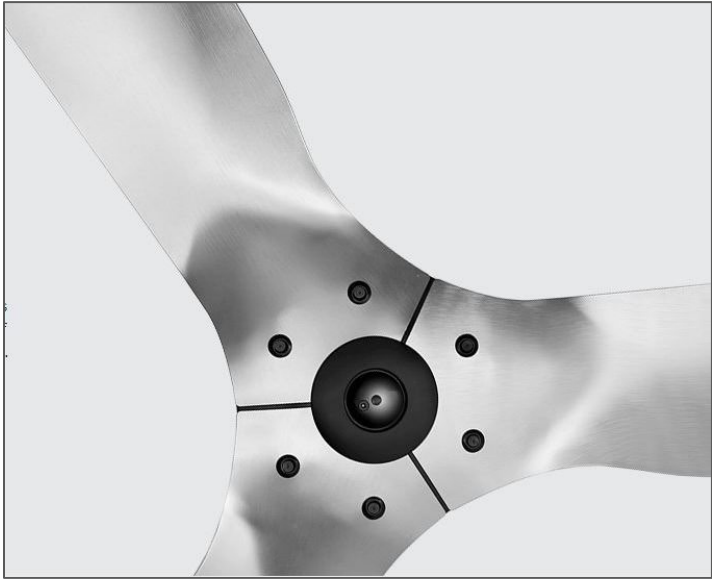


### BAMBOO SPECIFICATIONS

DIAMETER	MOUNT	WEIGHT <sup>4</sup>	MAX SPEED	AIRFLOW MIN/MAX	WATTS MIN/MAX
52 in. (127 cm)	Low Profile	14 lb (6.4 kg)	177 RPM	1,483 / 5,866 cfm	2.2 / 19.2 W
	Standard	14 lb (6.4 kg)	200 RPM	1,427 / 6,597 cfm	2.3 / 26.6 W
	Universal	13 lb (5.9 kg)	200 RPM	1,427 / 6,597 cfm	2.3 / 26.6 W
60 in. (150 cm)	Low Profile	16 lb (7.3 kg)	177 RPM	876 / 6,165 cfm	1.9 / 15.5 W
	Standard	16 lb (7.3 kg)	200 RPM	1,038 / 7,673 cfm	1.8 / 21.4 W
	Universal	15 lb (6.8 kg)	200 RPM	1,038 / 7,673 cfm	1.8 / 21.4 W
84 in. (213 cm)	Universal	21 lb (9.5 kg)	135 RPM	4,661 / 15,378 cfm	3.8 / 39.2 W



# Where Are the Sensors



# Haiku Universal Mount Guide

	52"	60"	84"
Minimum Downrod Length	Indoor: 7" Outdoor: 12"	Indoor: 7" Outdoor: 12"	Indoor: 12" Outdoor: 12"
Ceiling Type	Sloped or Flat	Sloped or Flat	Sloped or Flat
Minimum Ceiling Height	10.5'	10.5'	11'
Downrod that comes in the box	20" & 32"	20" & 32"	20" & 32"





# HAIKU LED LIGHT KIT

- Produces ~ 1,200 lumens or about the same as a 75 watt light bulb
- Currently a warm yellow color (2,700K)
- 16 different light dimming settings
- Remote allows for on/off and dimming functions
- Mobile app allows for motion sensor and scheduling options (indoor only)



# 16 LED LIGHT KIT

- Adjustable color temperature!
- Huge range 2,200 Kelvin to 6,500 Kelvin
- 4,000 Kelvin default
- Lumens
- ~ 1,700. Final value TBD
- Lumens/watt
- California 4,000 Kelvin legal limit
- Dynamic firmware based on location
- Sealed light kit – bug free



# What Can HQ Do For You?

- Complex application design
- Interior design assistance
- CFD airflow analysis of an indoor space
- Display samples
- Special swag for special clients
- (TSR) Territory Sales Representatives
  - Commercial Clients
- Co-op Marketing
- Events & Activations
- Custom cross-promotions
- Library of creative design and graphic art



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