



Global Cooling Prize Recognizes Transaera's Residential Cooling Technology

Transaera's small startup team develops successful prototype that is competitive with technologies presented by the world's largest air condition manufacturers.

April 29, 2021 (Somerville, MA) - Transaera, a Somerville, MA-based company, was recognized today in a trans-continental awards ceremony for the Global Cooling Prize (Prize). Today's ceremony was the culmination of a two-and-a-half-year international competition organized by a coalition of partners, initiated by RMI, the Government of India and Mission Innovation. The Prize focused on revolutionizing the air-conditioning industry so that people around the world can have access to cooling that is affordable and does not contribute to climate change.

In November 2018, the coalition issued a call for participants around the world to propose breakthrough residential cooling technology solutions that have at least 5x less climate impact when compared to a baseline unit, while also operating within cost and scalability constraints. In 2019, the Prize announced and awarded \$200,000 to each of eight finalists selected from Detailed Technical Applications submitted by 139 teams from 31 countries.

Transaera's patented moisture removal and cooling system met the Prize's strict criteria. Less than a year later, Transaera, in partnership with Haier, was one of only six finalists to deliver two prototypes for testing and evaluation in India. Upon completing a rigorous field and lab testing schedule, Team Transaera-Haier was one of only four remaining teams to make it to the Grand Prize round, having demonstrated a significant reduction in climate impact.

Today, in a two-hour virtual ceremony, the Global Cooling Prize coalition, led by well-known climate warriors like Tom Steyer and Sir Richard Branson, recognized the four finalists and awarded the Grand Award to Team Daikin of India and Team Gree of China.

In announcing the Grand Award, Sir Richard Branson, Founder, Virgin Group, recognized the effort of Transaera and the other three finalists by highlighting the "enormous climate threat that comes from the growing demand for air conditioning." He described how, "increasingly, people in the hottest regions of the world are talking about affordable cooling not as a luxury, but a necessity."

"Today was a milestone in an incredible journey for Transaera," said Sorin Grama, CEO and Founder of Transaera. "The fact that Transaera, a small start-up, succeeded in developing and testing a breakthrough innovation and an affordable cooling solution alongside some the largest, best capitalized companies in the world means a lot to us. Even though we did not win the grand award, I can confidently say that we won in different ways," continues Grama, "Thanks to the Global Cooling Prize, we developed new technologies, collected valuable field data and strengthened the team, providing us a solid base and a springboard to reach the next level with our customers, partners and investors."

More about the Global Cooling Prize and today's ceremony can be viewed [here](#).

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About Transaera: Transaera is a Somerville, MA-based company and performs research at Greentown Labs, the largest climatetech startup incubator in North America. The company is exploring novel desiccant materials to develop ultra-efficient climate systems that can regulate indoor environments critical to agricultural, business and human productivity, all while reducing the impact on our global climate and local grid infrastructure. Transaera, in partnership with Haier Air Conditioning, was named one of eight finalists in the Global Cooling Prize, an international innovation competition to develop a residential air conditioner that would consume 80% less energy than commonly available air conditioners.

For more information visit: www.transaera.com