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Anti-Virus Machine Protects 'High Rollers' in \$63 Billion Casino Market, Says Tri-Air Developments

LONDON--(BUSINESS WIRE)--Casino 'high rollers' and wealthy patrons of luxury hotels and cruise liners could soon be protected by a new air purifier that kills viruses and bacteria in minutes, according to its British inventors. [Tri-Air Developments](#) is licensing the technology to BA Holdings, which has marketed 'fragrance delivery' systems to the premium leisure sector since 2004: www.Tri-AirDevelopments.com

The casino industry, valued at \$63billion annually worldwide (Source: Datamonitor 2009), is vulnerable to the threat of viruses such as H5N1, particularly in the popular gaming regions of South East Asia: Bird Flu cases have been reported every year since 2003 (Source: WHO, 2010). Norovirus affected at least 15 cruise liners arriving in USA ports in 2009 alone (Source: Centre for Disease Control, USA).

Tests by the UK's independent Health Protection Agency confirm the effectiveness of the new purification system in eliminating airborne and surface bacteria and viruses. Analysis shows a 99.999 per cent kill rate with airborne test Staphylococcus, of the same genus as MRSA, in under two minutes (Reference: UK HPA Centre for Emergency Preparedness and Response, Porton Down, Sep 24, 2007).

BA Holdings Ltd is marketing the technology as a wall-mounted serviced unit, measuring 600x 300x 280 mm, under the Cirrus3 brand. Tri-Air values the premium hotel market at \$250 million annually, to protect two per cent of the 50 million rooms in hotels rated three stars or more. The Cirrus3 can decontaminate and protect a space of up to 350m³ and costs from \$6,000 annually. A smaller product suitable for spaces up to 50m³, such as within hotel or cruise ship bedrooms, is available from May 2010.

“Tri-Air has patents in 36 jurisdictions worldwide and prepared the technology for manufacture. We’re now negotiating licence partnerships in the hospitals HAI, homeland security, commercial risk management, property and domestic appliance sectors,” says Gideon Davenport, CEO of [Tri-Air Developments](#) - the company co-founded by the UK’s BRE (Building Research Establishment), microbiologists at Promanade Ltd and technology transfer specialists Inventa Partners Ltd.

The technology is an air-decontamination, rather than a filtration process: the unit combines uniquely three different methods of decontamination: non-thermal plasma, ultraviolet catalysis and hydroxyl radical production. It simulates the natural purification properties of fresh air, creating the cleansing hydroxyl radicals that occur outdoors.

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