South Korea's LG Electronics, a leader in smart appliances, has hit on a solution to a common frustration -- how to chill canned or bottled drinks in less than half an hour.

A new refrigerator displayed by LG on the eve of the Consumer Electronics Show (CES) in Las Vegas promises to make drinks ice-cold in just minutes with a feature known as the "Blast Chiller."

"Imagine you have a can of lukewarm soda," said Wayne Park, president and chief executive of LG Electronics North America. "It takes 40 minutes to chill it, even in a freezer."

"This cuts it down to under five minutes," Park said. "It's perfect for a
can of beer on a hot summer afternoon."

The Blast Chiller distributes cold air throughout the chiller compartment of the refrigerator using jet flow to quickly cool down room temperature cans or bottles.

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Citation: LG fridge chills cans, bottles in just minutes (2012, January 9) retrieved 27 November 2023 from https://phys.org/news/2012-01-lg-fridge-chills-cans-bottles.html

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