



90 Series™  
**Blue**  
Advanced Simplicity

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**The New Color  
of Innovation**



**90 Series™ Blue**  
*The touchscreen thermostat  
with a very bright future*

## The bright thinking behind BLUE

Introducing the new color of innovation from White-Rodgers

Research shows consumers overwhelmingly prefer the color blue. Blue makes us feel calmer, more productive, and our brains even remember information better written in blue.

That's why our new 90 Series features a blue display. We had more bright ideas, too (of course, confirmed by research with thousands of homeowners). Such as a large, lighted display with bigger characters in a smaller and thinner enclosure. And an enhanced user experience with intuitive, color-coded up/down temperature keys and extra-large touch keys. All integrated into a touchscreen design that's easy to navigate because you only see the buttons you need. That's a simple idea – but important. Plus, a menu-driven installer set-up that uses abbreviations, not codes, and audio prompting makes installation fast and sure.

90 Series Blue also offers installer-selectable dedicated programmable or non-programmable mode, and dual power source (hardwired or battery). Now you can cover most applications and manage your inventory with a universal single stage model and a universal staging model. Your customers aren't the only ones who'll benefit from our bright thinking.



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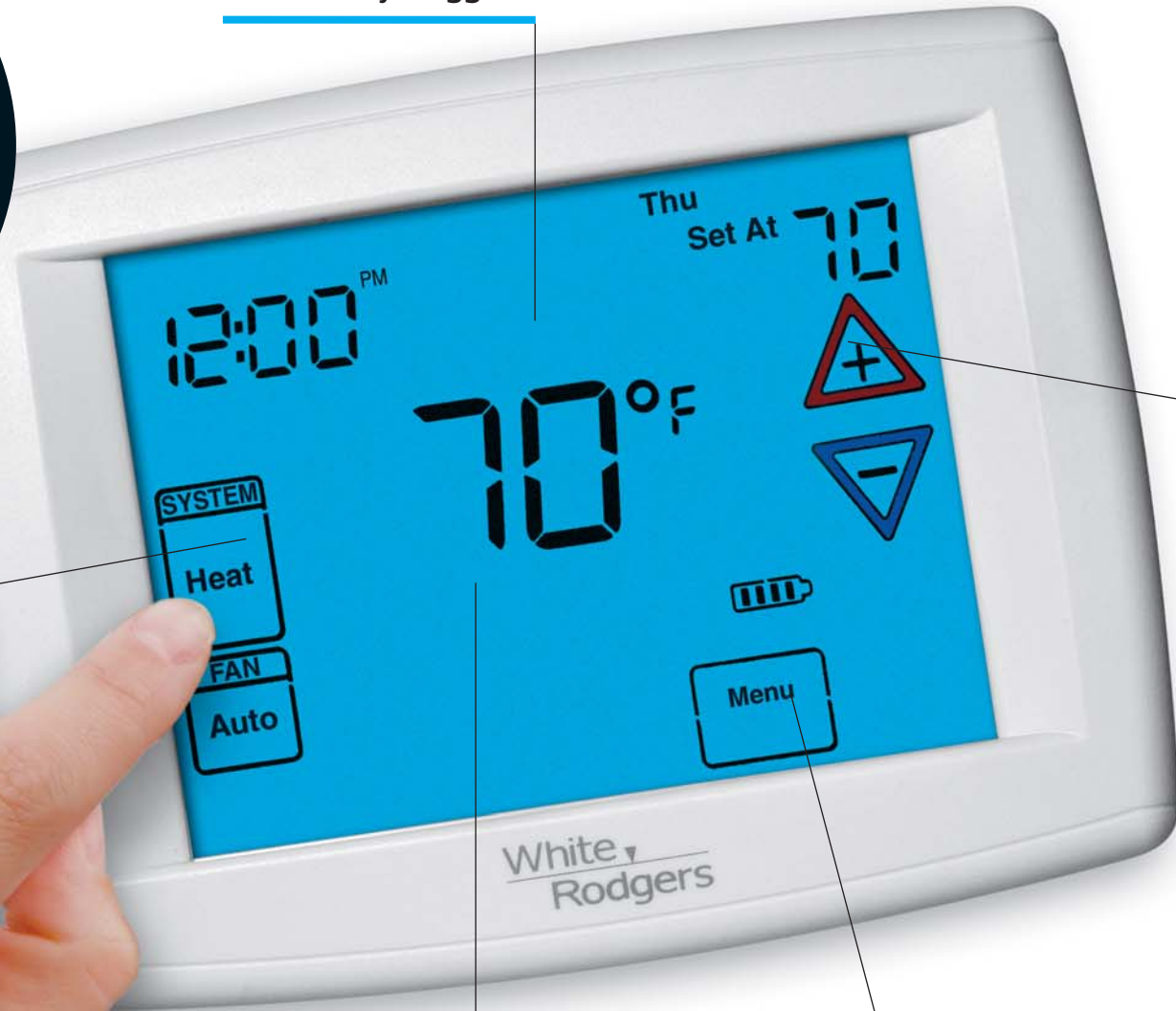
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# The more advanced we make it, the simpler it is to use



Large 12-square-inch touchscreen display — the industry's biggest



Extra-large touch keys for easy operation

Larger easy-to-read character size

Intuitive menu-driven programming, with audio prompt

Dedicated programmable or non-programmable mode — installer-selectable

Unique color-coded temperature touch keys for quick adjustments

Clean, uncluttered touchscreen display provides easier navigation

Available in two models:

- Universal single stage (1F97-1271)
- Universal staging (1F95-1271)



[www.white-rodgers.com](http://www.white-rodgers.com)  
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## There's a lot more to Blue than blue

The most advanced touchscreen thermostat comes with a name that means a lot more than you might think.

### BIG

Blue is Big. The 12-square-inch display is the biggest in the industry. Its room temperature readout is nearly twice as large as the competition. Bigger characters and extra-large touch keys are perfect for fingers of all sizes. All this in an enclosure that is smaller and thinner than the competition.

### LOYAL

Blue is Loyal. The 90 Series Blue is exclusively for trade professionals and will not be sold to big-box retailers. The last thing you need is an unhappy homeowner shoving a retail ad in your face. Our loyalty is to the professional trade and we're dedicated to protecting your reputation.

### UNIVERSAL

Blue is Universal. With installer-selectable options like dedicated programmable or nonprogrammable mode, dual power (hardwired or battery) and a universal staging model, you don't miss an application or sales opportunity. All this, and a universal consumer aesthetic appeal, with research\* showing a 4:1 preference over competing models.

### EASY

Blue is Easy. Thoughtful display design guides you easily through set-up, programming and operation with only the touch keys you need to see. Audio prompting lets you know "for sure" when you've made a touchscreen entry. Plus, intuitive red/blue temperature touch keys further exemplify the simplicity of the experience.

**Expect to see a lot more Blue in your future**

\*Based on consumer research conducted by RealityCheck.

White-Rodgers has set a new industry benchmark with the 90 Series Blue Touchscreen. "Blue" advanced technology not only delivers all the best features, it's designed to be easy-to-view, easy-to-understand and easy-to-operate.

Simple and logical installer menu set-up, programming and operation are enhanced by audio prompting that confirms touchscreen entries. Features like variable touchscreen security to prevent tampering, temporary and vacation overrides, and filter change reminders add convenience. Our +/- 1° temperature accuracy will keep your customers comfortable and protect their HVAC systems.

90 Series Blue is the result of smart, innovative thinking. Install 90 Series Blue with confidence because it's exclusively for the professional trade. At White-Rodgers, Blue is more than a color.