



Inception fireplace with Chateau Forge front

## Product Overview

The Inception from SimpliFire<sup>®</sup> is the first traditional electric fireplace that brings an authentic fire experience to customers' homes. Simple to install almost anywhere with no gas line or venting, Inception creates a cozy vibe with flickering flames, hand-painted logs, and glowing embers. Build the Inception into a wall or use the Wescott Mantel Kit with no construction needed.

## Product Positioning

The Inception electric fireplace is a premium product in the SimpliFire lineup.

## Product Features

- 36" wide with Digital Spark™ technology for the authentic flames you'd expect from a traditional fireplace
- Easily operate using the IntelliFire<sup>®</sup> app, remote control, or voice command with smart speakers
- Ships hardwired for 120V (5,000 BTUs) or 240V (10,000 BTUs) for twice the heat
- Proven stylish front designs complement existing product portfolios and include on-fireplace controls
- No glass for no glare
- Adjustable flame brightness, ember bed and accent lights to create an inviting vibe
- Thermostat keeps the heat where you want it
- Timer for carefree operation
- Enjoy year round, with or without heat
- Wescott Mantel Kit arrives ready-to-assemble, enabling addition of Inception to any room without the need for construction

### Competitive Advantage Summary

<p><b>SimpliFire Inception vs. Dimplex Revillusion</b></p>	<ul style="list-style-type: none"> <li>• Exclusive Digital Spark technology paired with realistic logs and ember bed creates an unmatched fireplace experience</li> <li>• Easily operate using the remote, IntelliFire App, or voice control (with Amazon Alexa or Google Assistant)</li> <li>• Thin depth for go-anywhere installation applications (39% shallower than Revillusion)</li> <li>• Wescott Mantel kit for non-structural installation applications</li> <li>• More accurate thermostat function with thermistor located in remote</li> <li>• Proven front designs complement existing HHT styles</li> <li>• No glass, no glare!</li> </ul>
<p><b>SimpliFire Inception vs. Modern Flames Sedona</b></p>	<ul style="list-style-type: none"> <li>• Exclusive Digital Spark technology paired with realistic logs and ember bed creates an unmatched fireplace experience</li> <li>• Easily operate using the remote, IntelliFire App, or voice control (with Amazon Alexa or Google Assistant)</li> <li>• Thin depth for go-anywhere installation applications (43% shallower than Sedona)</li> <li>• Wescott Mantel Kit for non-structural installation applications</li> <li>• More accurate thermostat function with thermistor located in remote</li> <li>• Proven front designs complement existing HHT styles</li> <li>• No glass, no glare!</li> </ul>

### Specifications

WATTS	Width (A)		Height (B)		Depth (C)		Viewing Area (D x E)
	Unit	Framing	Unit	Framing*	Unit	Framing	
1400	41-1/4" [1048]	42" [1067]	34-3/8" [874]	34-7/8" [886]	8-7/8" [225]	8-3/4" [222]	34-1/2" x 19" [876 x 483]

  

**Front View**

**Side View**

**Top View**

**Framing**

### Special Installation Considerations

- Ships Standard with IntelliFire Touch Wi-Fi module
  - **NEW:** Wi-Fi Setup Guide is included with initial fireplace experience
- Fits in Slimline/Quartz framing dimensions, but shallower
- Optional Wescott Mantel Kit for a non-structural installation solution (must be wired 120V)
- Comes hardwire ready for 120V or 240V
- No gas or venting needed
- Proven front designs complement existing product portfolios and include on-fireplace controls
  - Fronts required to complete
- Fireplace diagnostics available for quick and efficient servicing

# New Product Introduction

## Inception Electric Fireplace



### SKU List and Descriptions

SKU	FIREPLACE
SF-INC36	SimpliFire Inception electric fireplace 36"
SKU	FRONTS – REQUIRED TO COMPLETE
SF-FOL-36	Inception Folio front 36", black
SF-HAL-36	Inception Halston front, 36", black
SF-CHAF-36	Inception Chateau Forge front, 36"
SKU	MANTEL KIT
MK-WS-INC36	Inception Wescott Mantel kit

### Sales Tools

- Product brochure
- New product introduction
- Display order form
- MSRP page
- Showroom sell cards
- Architect guide
- myhht.com iPad app update
- hearthED training modules



Inception fireplace with Folio front and Wescott mantel kit