



SimpliFire[®]
Fire Made Simple

Electric



Inception Fireplace

Game-changing Technology

Authentic, digital flames come to life with Digital Spark™ technology, which combines the latest in imaging technology and fire content to deliver a true-to-life fireside experience. Choose from a range of wood or gas fire backdrops and sounds to enhance the ambiance. Enjoy a 36-inch wide opening with no glass or glare to interrupt the view.

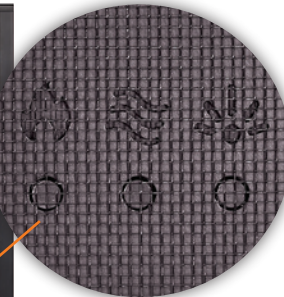





Watch it Burn



Controls – Personalize your fireplace

ON-FIREPLACE BUTTONS: Control the flame, heater and lights with buttons on lower right of fireplace.



-  **Flames:** Flames On/Off; Fireplace Off
-  **Heater:** On/Off
-  **Lights:** High/Medium/Low/Off

REMOTE CONTROL: Utilize the menu to easily control your fire experience with advanced options like brightness adjustment, timer, thermostat, heater (5,000-10,000 BTUs) and diagnostics.



INTELLIFIRE APP: Connect Inception to the IntelliFire app to operate your fireplace and control using smart speaker



Cover: Inception fireplace with Tranquil Greige Herringbone interior panels, oak logs and Chateau Forge front.

Left Above: Inception fireplace with reflective Black glass interior panels, birch logs and Folio front.

Left Below: Inception fireplace with Castlestone interior panels, oak logs and Folio front.

“Build” Your Fire

Personalization is at your fingertips with Digital Spark™ technology. Choose from a range of backgrounds and fire types, designed to deliver the most authentic, electric fireside experience yet. Enhance the ambiance with natural sound effects.



5 Integrated Sound Effects



Active Fire

Rainy Day

Beach House

Mature Fire

Summer Night

7 Background Choices



Oak Logs with Tranquil Greige Herringbone interior panels (Active Wood Fire)



Oak Logs with Tranquil Greige Herringbone interior panels (Mature Wood Fire)



Birch Logs with Black Traditional Stacked Brick interior panels (Active Wood Fire)



Birch Logs with Black Traditional Stacked Brick interior panels (Mature Wood Fire)



Birch Logs with Reflective Black Glass interior panels



Oak Logs with Castlestone interior panels



Oak Logs with Serene Jute interior panels

Fronts



Folio Front

Casual, simple design blends the fireplace into its surroundings.



Halston Front

With its simple form and heavy construction, this front creates a timeless design that will never go out of style.



Chateau Forge Front

A hammered forged look is tried and true as a high-end look for your traditional fireplace.



The optional Wescott Mantel Kit allows for Inception to be added to any room - no construction needed; mantel is paintable.



Inception fireplace with Black traditional stacked brick interior panels, birch logs, Folio front and Black painted Walker mantel kit.



Inception fireplace with Tranquil Greige Herringbone interior panels, oak logs and Halston front with Wescott mantel kit.

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OUR SUSTAINABILITY STORY

Our history of leadership in the hearth industry compels us to now lead the way in developing manufacturing practices that ensure our planet remains as durable, beautiful and long-lasting as our products. Find out how we are leading the industry in sustainable practices by scanning the code at left.



SFE-1018-0324



Scan for Dimensions and Specification Details

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