



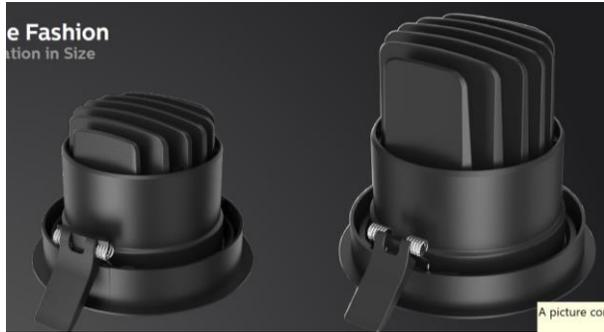
# Pre-Launch TrueFashion Recess & Grid

Indoor Product Team  
April 2020



# TrueFashion Recess & Grid Version

Quality of light with Fashion Proof Optics & LED Recipe in Miniaturized Design



Recess Version  
(1000/2000/3000/4000lm)



Grid version  
(1000/2000lm)  
1 head & 2 heads



Key Application: Fashion & FLR

## Key Benefits:

- Quality of light for Retail customers with Fashion proof optics (FPO) Lens and LED flavors
- Miniaturized design preferred in Retail application
- Ready for system with Dali VLC (3000lm) for scenario and indoor positioning
- Complete portfolio with Recess & Grid version, together with projector (CR in 2019 Sep yet)

# Key Comparison between Turefashion Recess & Grid with Flex accent G2



Recess



Grid



Recess



Grid

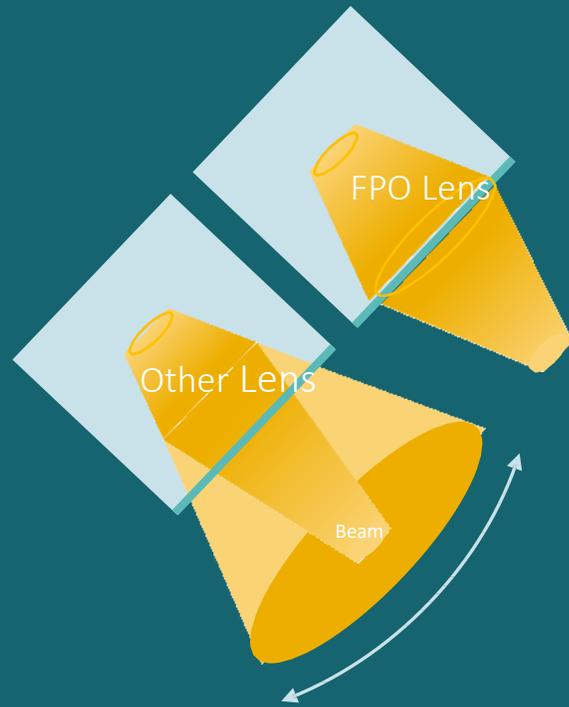


Benefit	Turefashion Recess & Grid	Flex accent G2
<b>Smaller Cutout Size</b>	1000/2000lm: $\Phi 87$ 3000/4000lm: $\Phi 100$	1000/2000lm: $\Phi 120$ 3000/3500lm: $\Phi 150$
<b>Form factor</b>	Recess: 1000/2000/3000/4000lm Grid 1 head: 1000/2000lm* Grid 2 heads: 1000/2000lm Grid 3 heads: N/A*	Recess: 1000/2000/3000/4000lm Grid 1 head: 1000/2000/3000/4000lm Grid 2 heads: 1000/2000lm Grid 3 heads: 1000/2000lm
<b>Higher Lumen efficiency</b>	Up to 110lm/w @830 MB	Up to 90lm/w @830 MB
<b>Quality of Light</b>	FPO lense, Dedciated Fashion & FLR recipe	Standard COB: 830, 930.
<b>System connectivity</b>	PSU, Dali-VLC (3000lm)	PSU
<b>More Accessory</b>	Honeycomb, Electronic box for driver (GC)	N/A
<b>More Color Options</b>	White & Black	White

\* Grid 3 heads & Grid 1 head 3000/4000lm have been removed in Ture fashion Recess & Grid version due to very limit sales & business case.

# Quality of light

## Philips Fashion proof optics



- Full light control **with limit spill light** (no halo)
- High center beam intensity to create **high contrasts** for attracting shoppers
- Optics are compatible with Philips fashion & Food **LED flavors**
- Reduced glare with **Honeycomb**.



Other Lens



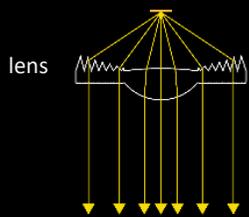
Philips Fashion Proof Optic



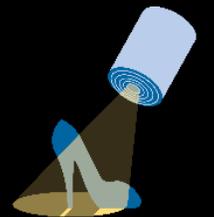
# Philips Fashion Proof Optic Lens

## Optimize contrasts

The Fashion proof optic lenses can be used to optimize the contrasts within the store and create a theatrical experience. The TrueFashion beams are ideal to illumination the collection and increase the attraction value with optimized contrast.



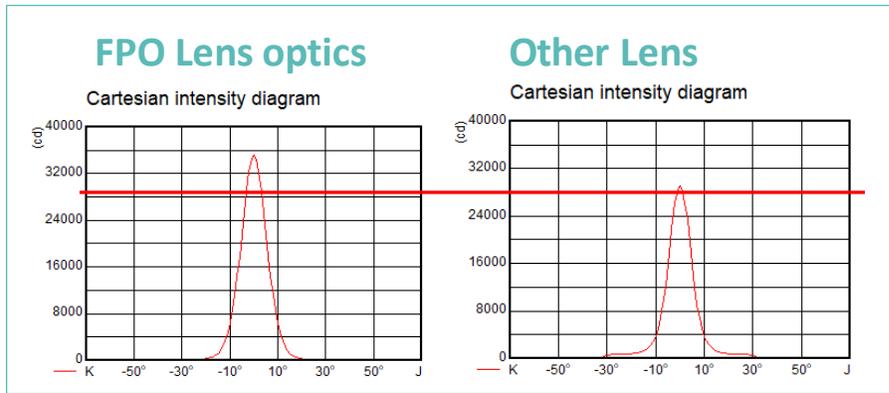
The Fashion Proof optic lenses are developed to accentuate small and large objects in shop windows or the general sales area of a store. The beams have excellent glare control, no spill light and will optimize contrasts within the store.



Fashion proof  
optics

# Proof points: intensity, contrast and glare

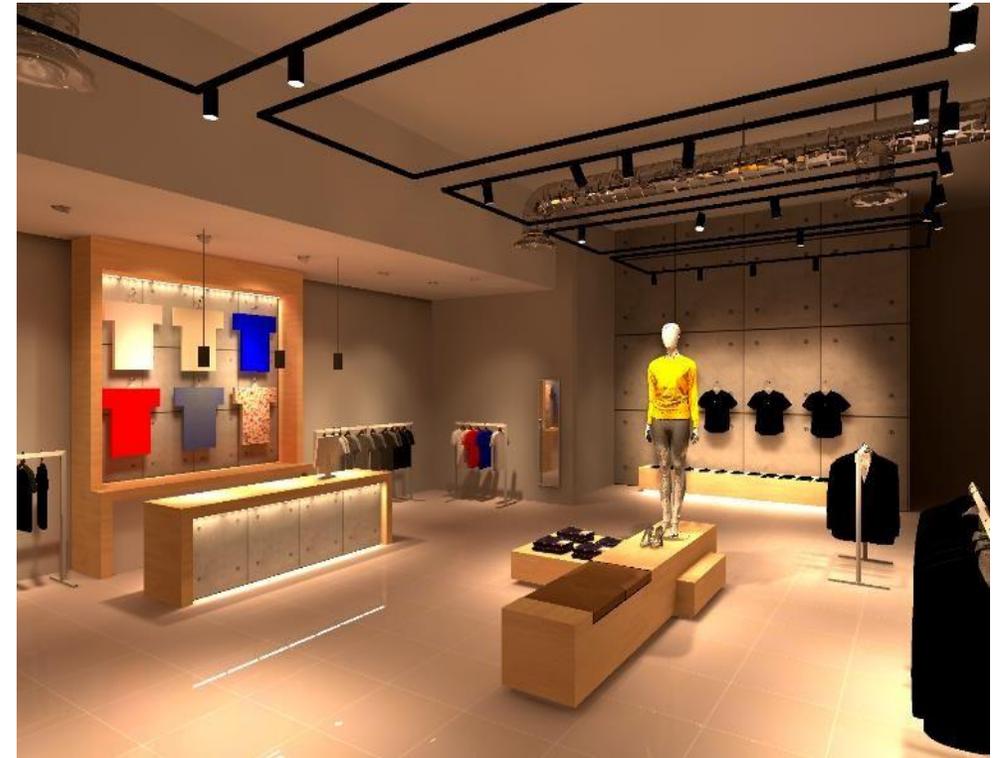
1. Up to 30% higher intensity for FPO optics to increase contrast



2. Absence of spill light / halo



3. Increased intensity and defined beam create high contrast



# LED flavors

The right light for your collection



# Beautiful colors, perfect whites, rich blacks



Each LED flavor has been specifically developed with the purpose to enhance the appearance of your items. With LED flavors, you can make sure your items stand out and look attractive to your shoppers.



Standard 930

Maximize  
energy efficiency



PremiumWhite

Combine  
white rendering  
with energy  
efficiency



PremiumColor

Heighten  
the contrast  
between colors  
and whites





Beautiful & Dynamic light is essential to a memorable shopping experience. With Dali control for zoning, dimming and highlight promotions to create more attractive shopping experience.

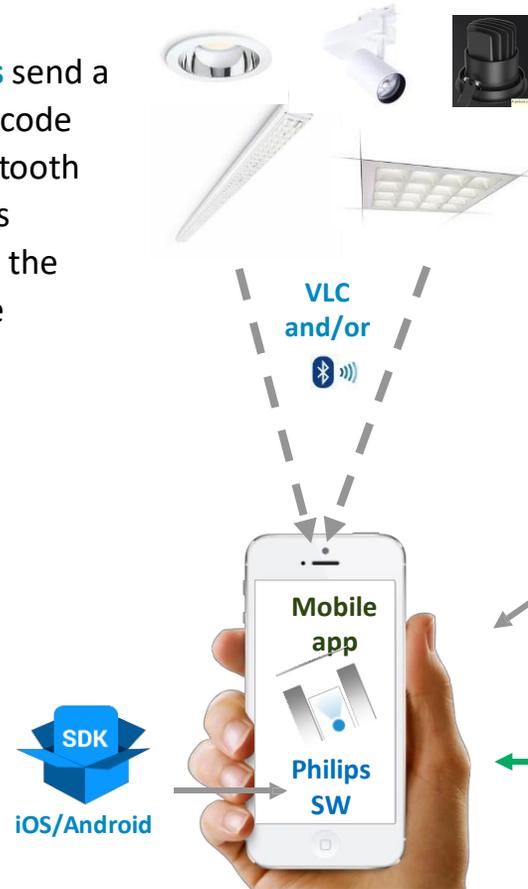
- Dimming
- Zoning
- Scenario



Dali-VLC version 3000lm

# Indoor positioning with Dali VLC

- 2 **LED fixtures** send a unique VLC code and/or Bluetooth signal that is detected by the smartphone



- 1 The position of the LED fixtures is stored in a **location database** in the cloud.

Location, authentication and analytics cloud



- 4 Customer has access to location analytics via web **dashboard**

Customer data, cloud and applications

- 3 Philips Lighting **software** (SDK for iOS/Android) authenticates with cloud and provides (API) accurate geo-coordinates (lat/lon), orientation and floor to mobile app. Location data is logged in cloud



Dali VLC Version(3000lm)

# TrueFashion Recess & Grid



**Application Area's: Fashion Retail, F&L, 4S Stores**

**Launch window: 2020 Q3  
(Target July)**

**Region: GC & GM**

## Claim/USP/Differentiator

- Excellent light quality of punch effect with FPO lenses.
- Dedicated lighting recipe for fashion, Food & Large retail
- System connectivity with Dali-VLC
- Miniaturized design preferred in Retail application

## Key specifications + range

- 4 lumen packages (1000/2000/3000/4000lm)
- 4 beams (VNB/NB/MB/WB)
- Dali-VLC Control (3000lm)
- CB, EMC, CCC
- Lifetime: 30K hrs

## X-Regional leverage opportunity

**-To be explored**

# Technical Product Specification True Fashion Recess & Grid

Category	Lumen package	Specification			
		1000lm	2000lm	3000lm	4000lm
Flux (lm)	830@VNB	875	1539	2980	N/A
	830@NB	942	2013	3487	3827
	830@MB	942	2013	3444	4424
	830@WB	886	1894	3402	4256
Power (W)	VNB	8.4	17.3	33.6	N/A
	NB	8.2	21.2	31.2	35.0
	MB	8.2	21.2	31.2	40.3
	WB	8.2	21.2	31.2	40.3
Beam Angle	VNB	11±2	11±2	13±2	N/A
	NB	15±2	15±2	19±2	19±2
	MB	24±2	24±2	23±2	24±2
	WB	30±2	30±2	33±2	34±2
CCT/Receipe		3000/4000K, STD/PW/PC/Food			
CRI		80/90			
SDCM		≤3			
Cutout (mm)		Φ87			Φ100
Rotate angle (degree)			-180~180		
Tilt angle (degree)			0~30		
IP rate			IP20		
Input voltage			AC 220~240V, 50/60Hz		
PF			0.9		
Driver			PSU/Dali VLC for 3000lm		
Classification			Class II		
Lifetime			30,000hrs@L70B50@Ta25°C		
Operating temperature			-15°C~35°C		
Installation			Recessed & Grid Version		
Approbation			CCC/CB/CE		
Color option			White 9003/black 9011		

# TrueFashion Recess & Grid Designation

## RS700B LED10 930PC PSU NB WH HB

1

2

3

4

5

6

7

### 1: Mounting

RS700B: Recess

GD700B: Grid

### 2: Lumen output

LED10: ~1000lm

LED20: ~2000lm

LED30: ~3000lm

LED40: ~4000lm

### 3: CRI&CCT

930PC: CRI 90, 3000K, Premium Color

930PW: CRI 90, 3000K, Premium White

940PW: CRI 90, 4000K, Premium White

930: CRI90, 3000K

940: CRI90, 4000K

830: CRI80, 3000K

840: CRI80, 4000K

### 4: Power

PSU: Fix version

PSD VLC: Dali with VLC

### 5: Beam Angle

VNB: Very narrow beam

NB: Narrow beam

MB: Middle beam

WB: Wide beam

### 6: Color

WH: White

BK: Black

### 7: Accessory

HB: Honeycomb

EB: Electronic box for driver (GC)

Signify