

**PHILIPS**

*StyliD*

Retail lighting



Product guide

Energy  
efficiency  
with style

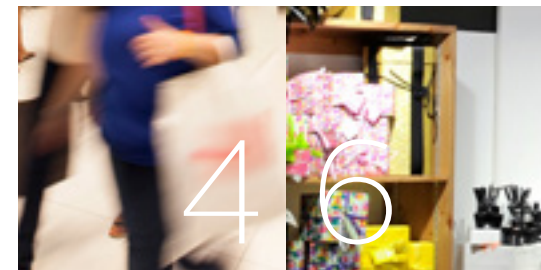




Win  
on  
style,  
save on energy

## Introduction

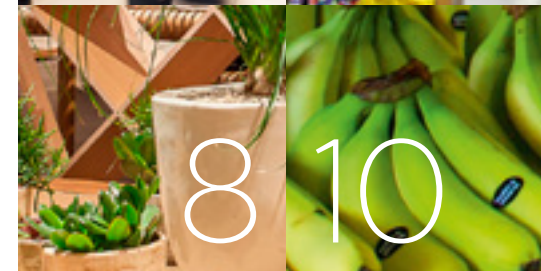
Make the space  
come alive



4 6

## Light flavors

Four different  
shades of white



8 10

## PerfectAccent

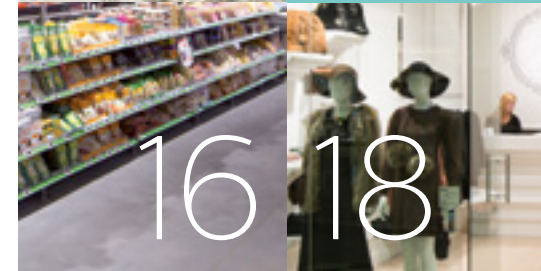
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Sometimes simplicity is  
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“Lighting should have character, make the space come alive.”

# Offering customers a truly unique experience

In an age where consumers are shopping for products on multiple channels, it has become essential for retailers to reinvent their competitive edge. In the case of fashion company Bershka's Valencia store, this included boosting the shop's allure with innovative lighting.

The flagship store in Valencia, Spain, is housed in a spectacular 19th-century neoclassicist building, and it features a spacious, fully modernized interior. The ceilings are extremely high, up to 6 meters. This presented a special challenge for the indoor lighting, which needed to be able to highlight different product categories and accommodate seasonal adjustments like special promotions or new collections.

For Bershka, Philips turned to its StyliD luminaires, which are easily adaptable and versatile in their applications, offering a wide variety of choices that cater especially to the needs of today's retail environments. These LED luminaires have a stylish, minimalist esthetic that was designed to blend in easily to any shop environment.

**Special lighting for a special store**  
StyliD also offers a wealth of choices in terms of light color, beam density and lumen output. This perfectly suited the 1300-square-foot flagship store in Valencia, which required lighting levels of more than 1000 lux. With a custom-made installation, these requirements were met with 100% LED lighting.

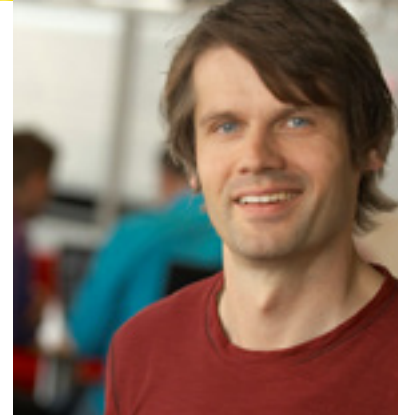
It also helped achieve another project aim: obtaining Platinum-level LEED sustainability accreditation from the independent USGBC (U.S. Green Building Council). StyliD is an environmentally friendly choice and that is also good for a retailer's return on investment. But most of all, as Bershka has found, it's good for the customers. They love coming back to enjoy this beautifully lit store – again and again.





# Sometimes simplicity is the most versatile solution

In designing the Philips StyliD range, one goal was paramount: these compact luminaires should be able to become a seamless part of any retail space, working in harmony with their functional environment.



Ramon Janssen,  
 Senior Consultant  
 Product Design

In a retail or hospitality setting, you don't want the lights to draw attention to themselves. Instead, they should highlight the best features of the space, using a combination of ambient and accent lighting. For this reason the StyliD products are unobtrusive, with efficient geometry and a clean silhouette.

Light is an essential ingredient in the interplay between architecture and interior design. That is why the design of the StyliD luminaires is compact and timeless, featuring clean lines and crisp edges – after all, in the end it's all about the space and the lighting effect.

The same design philosophy has been applied consistently throughout the StyliD range, with great attention to detail. As a result, all products work perfectly together. Highly integrated

rotation brackets and fixation points give them a sophisticated, understated allure. And the appealing material combinations and authentic finishes – from brushed aluminum to a variety of satin or high-gloss colorings – downplay the advanced technology hidden underneath.

From a small fashion boutique to a giant grocery megamart, these LED lights will simply blend into the retail space, creating an ideal environment for the things that really matter: the products on display.

**“You want the lighting to make a statement, not the luminaires.”**



# Find the best flavor of light for your brand

Choosing the right lighting to match your brand identity can be challenging. That's why the StyliD range includes four flavors of LED light. They share the same luminaire design but project different shades of white – so you will always find the light that's perfect for your project, enhancing the shop's design and strengthening your brand identity.

**Standard 830**




• Maximum energy savings  
 • Efficient lighting all over the place

**Standard 930**




• Creates a warm atmosphere in the store  
 • Brings optimal light quality (CRI 90)

**PremiumWhite**



• Perfect balance between light quality and energy savings  
 • Rich color spectrum that enhances the products

**CrispWhite**



• Experience intense whites and rich colors  
 • The sparkling intense light really makes your displays stand out



# Sell more on fresh food



Retailers know that the fresh food area is the main reason why customers do or don't come to their store. At Philips we know that optimizing the saturation of the most dominant color in fresh produce leads to higher sales of those products: +3.5% according to EHI/Philips 2012 study.

The European Retail Forum recently reported that in many cases food waste is having a significant impact on retailer's revenue, with meat products being one of the biggest areas of concern. Recent laboratory research by Philips has increased understanding of the effect of light spectrum, light level and exposure time on the discoloration of sliced meat.

This research shows that optimizing the light setting on sliced meat leads to less discoloration and thus reduces losses for retailers.

Therefore we have developed a portfolio of special light sources to bring out the best in meat, fruit, vegetables, bread and fish.

To know more about our FreshFood solutions visit Philips special webpage on [www.lighting.philips.com/main/application\\_areas/supermarket/freshfood.wpd](http://www.lighting.philips.com/main/application_areas/supermarket/freshfood.wpd)

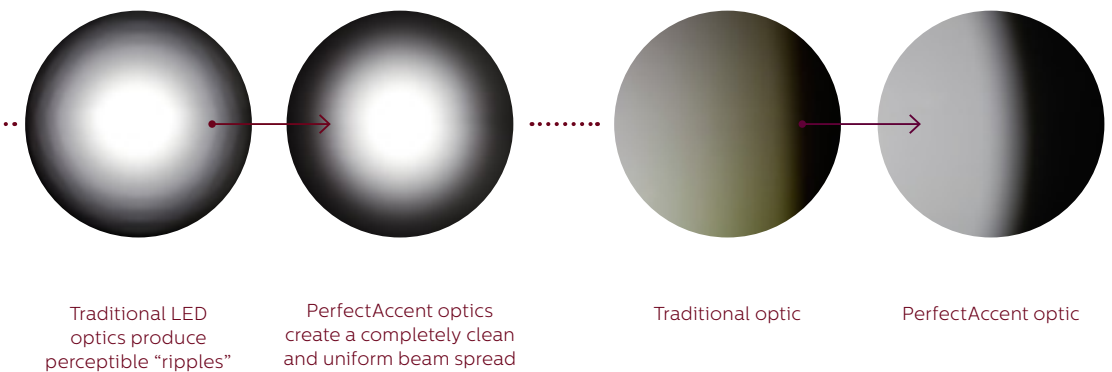
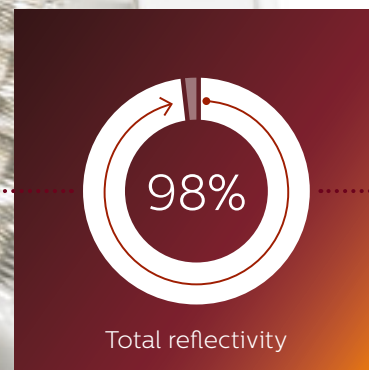
To know more about light and discoloration of meat visit Philips special webpage on [www.lighting.philips.com/main/application\\_areas/supermarket/meatdiscoloration.wpd](http://www.lighting.philips.com/main/application_areas/supermarket/meatdiscoloration.wpd)

	Fresh Food Rose	Fresh Food Meat	Fresh Food Authentic White	Fresh Food Champagne	Fresh Food Frost
<b>Meat</b>	Traditional warm setting Meat discoloration reduction	Natural cool setting			
<b>Fish</b>					Natural cool setting
<b>Fruit &amp; vegetables</b>			Natural setting	Traditional warm setting	
<b>Cheese</b>			Natural setting	Traditional warm setting	
<b>Bread &amp; pastries</b>			Natural setting	Traditional warm setting	
<b>Wine</b>			Natural setting	Traditional warm setting	



# PerfectAccent reflectors performance by design

In retail environments, every little detail matters. So to optimize the light output of our LED spotlights, we developed a brand-new signature optic based on unique “honeycomb facet reflector” technology. This breakthrough innovation offers a clean beam spread, color uniformity, and best-in-class efficiency.



### How does it work?

The many facets on the PerfectAccent honeycomb-shaped optic individually reflect and direct light from the LEDs to create a perfectly uniform and clean beam spread. The flexible surface treatment combines both clear and frosted reflective facets.

### The benefits

The smart PerfectAccent reflector creates a more comfortable illuminated environment without increasing energy consumption.

• **Best-in-class efficiency.** The honeycomb optic is layered with a durable, specially developed ultrapure coating. This results in a total reflectivity of 98%, which further optimizes the energy-to-light conversion.

• **Clean beam.** The multiple reflector facets create a clean and homogeneous light distribution, without any of the disturbing graduations that are usually observed with spotlights. Beam spread patterns include narrow, semi-medium, medium and wide beams (see page 24 for specifications).

• **Color uniformity in the beam.** In retail environments it is vital that customers can trust their eyes. They want to see the products on display in their true colors. PerfectAccent minimizes color variation and increases the uniformity of color on the object being lit.

### Designed to perform

With their eye-catching design and outstanding performance, our innovative PerfectAccent optics are suitable for most LED spotlights. They can be used in existing luminaires without any modifications needed, ensuring maximum flexibility in application.

“To ensure maximum performance, every little **detail matters.**”



“It’s amazing that illumination is comparable to **natural light.**”

# Experience StyliD Benefits

Philips StyliD is all you need to create optimized lighting for retail and hospitality spaces. Whether you are looking to reduce energy and maintenance costs or maximize your lighting design flexibility, StyliD is in a class all its own.

**Most energy-efficient solution compared with CDM-Elite**

- Efficacy of up to 116 lm/w thanks to PerfectAccent reflector high efficiency up to 90%
- Passive cooling up to 4000 lm
- DALI dimming available

**High punch in the beam and high quality of light**

- Narrow beam up to 35000 cd
- CRI90 with 3000 K, CrispWhite light recipe
- Fresh Meat, Champagne

**Maintenance savings**

- Medium useful life > 50,000 hours (L80B50) at ambient temperature of 25 °C

**Color consistency across the range**

- SDCM = 3

**Full coverage of retail lighting applications up to 70 W CDM-Elite equivalent**

- Flux range from 1200 lm up to 5000 lm at 830
- Beams diversity with narrow, medium, wide, very-wide beam and oval lens
- All color temperatures you need: 827, 830, 930, 840

**Efficient cooling system for maximum lifespan**

Like any other semiconductor, LEDs produce heat, and their lighting efficiency declines over time. To achieve optimum lifespan and luminous flux, it is important that the lighting fixture has a system for dissipating the heat. Depending on the power, cooling may be passive (fin radiators) or active (high-performance reliable fan). The StyliD Mini and Compact are built with passive cooling system. The StyliD Performance models feature a quiet, compact fan.



**StyliD**

- Extremely long lifetime
- Energy savings
- Maintenance savings
- Instant light-up
- Excellent light quality
- No UV or IR radiation
- No front release of heat, which means greater comfort
- Environmentally-friendly: no mercury



# StoreWise

## Beautifully energy efficient

Designed just for retail, StoreWise combines the best of LED and controls to help you deliver cost savings and a better customer experience.

Our StoreWise luminaires and controls solutions allow you to combine energy savings with effective illumination in a variety of ways. Daylight harvesting is made possible by integrating sensors that control smart dimming. Light level preservation offers even more savings.

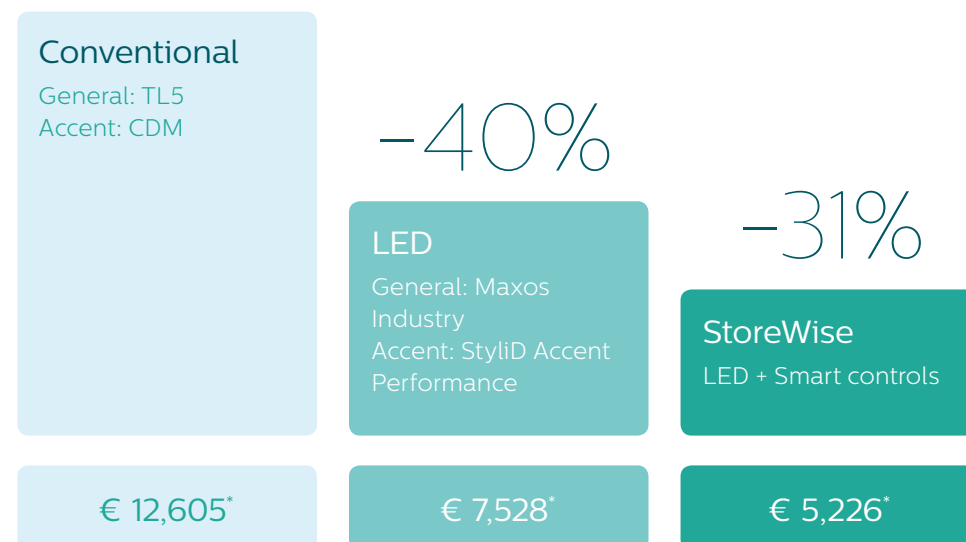
Presence detection in staff only areas saves you even more energy, while scheduling gives you freedom to set

and adjust your lighting correctly for each day of every season.

### StoreWise Benefits:

- Maximize energy saving with smart dimming
- Reduce energy 'peaks' at switch-on times
- User friendly, advanced controls
- Reduce maintenance
- Improve in-store ambience

## StoreWise energy saving example



\* @0,1Eur/kWh  
 Store size: 1300 m. Burning hours per year: 4800 hr.

## Smart dimming saving scenarios

Daylight harvesting with skylights	15-20%	energy saving
Light Level Preservation	10-15%	energy saving
Scheduling	10-15%	energy saving
Presence control (in staff-only area)	3-5%	energy saving







“  
I love it when  
customers tell  
me they always  
**discover something  
new in my shop.**”

*Lizum*

# Make your shop windows **stand out**

Visual merchandisers know that the shopping experience is all about attention. How do you get your prospective clients to notice your shop – and, of course, to like what they see? The StyliD range by Philips gives you all the tools you need as it works seamlessly with a new lighting tool for retail locations: Dynamic Shop Window.

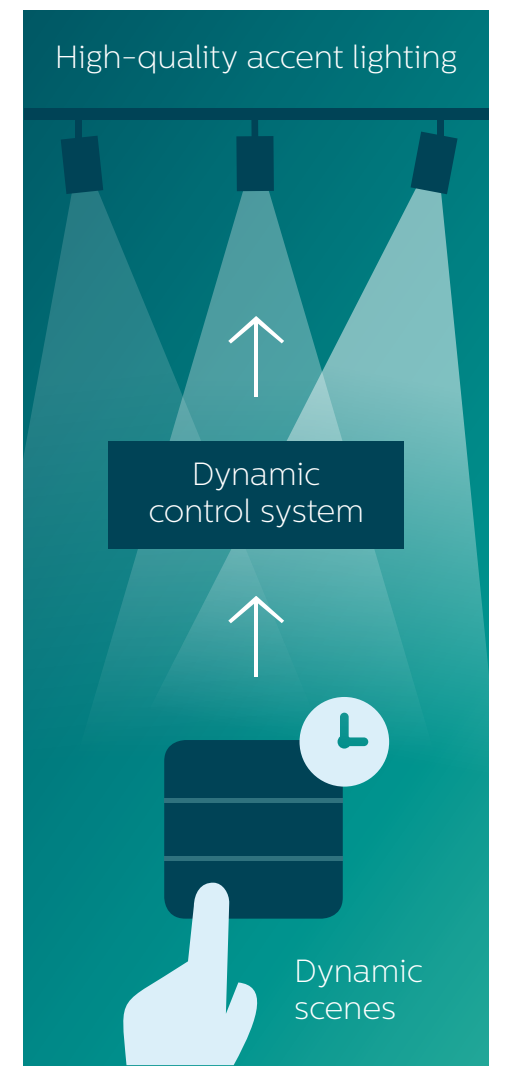
This innovative form of shop-window lighting helps stores make that crucial first step: get shoppers' attention and attract them into the store. The next step is to engage them using dynamic in-store displays. Finally, carefully pitched fitting-room lighting will convert the buyer and drive the sale.

**A new kind of window display**  
Dynamic Shop Window lighting includes luminaires for displays in the window itself, but also for the store's façade as a whole. The system is easily scalable and can be adapted for temporary promotional displays. The lighting can also accommodate changes in ambient lighting between different times of day or different seasons.

The use of dynamic dimming sequences takes retail window lighting one step further, turning the storefront into an ever-changing showcase in which the products seem to come alive. By adjusting the beam density and light color, the window can be fine-tuned to be a perfect match for the brand story that the shop's owner and merchandiser want to tell.

- ..... Retail lighting
- ..... StyliD
- ..... **Dynamic Shop Window**
- .....

For retailers, the styling and presentation of their store serves two simple goals: making the customers feel good and letting the products look their best. With the right lamps in the right places, a smart lighting design can do just that.







# A winning combination

## Technological expertise and a complete range of services

### Advisory service

Our StyliD range comes with a unique set of services. Philips experts can analyze your existing lighting system and make informed recommendations to increase energy efficiency, improve your installation and optimize maintenance. This Advisory Service includes energy audits of lighting systems as well as the design of new solutions.

### Turnkey projects

Our turnkey projects offer you a comprehensive suite of professional solutions. In implementing your new lighting system, our specialist teams will manage your entire project - from design through to activation.

### Lifecycle service

To secure your investments in StyliD, you can choose one of our lifecycle services. With our new service agreements, you can opt for guaranteed lighting

performance throughout the duration of your maintenance contract. You can even include coverage for the effects of new technological developments. That way, you can anticipate any component replacements needed to continue to achieve your energy performance objectives.

### Financing solutions

For more flexible funding of your lighting system update, you can now choose to spread the cost with our financing solutions and tailor-made purchasing schemes.

You can find the Philips Warranty Policy and Terms and Conditions on [www.lighting.philips.com/main/connect/tools\\_literature/warranty-policy.wpd](http://www.lighting.philips.com/main/connect/tools_literature/warranty-policy.wpd).



### Extensive lifetime

50,000 hours with 70% lumen maintenance at 25 °C



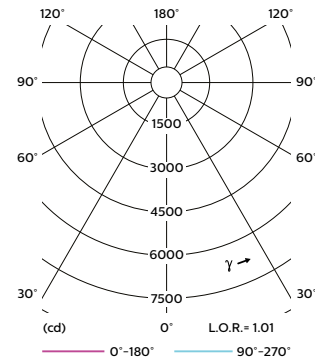
### 5-year warranty

For products applied in the standard conditions listed in the product's datasheets.



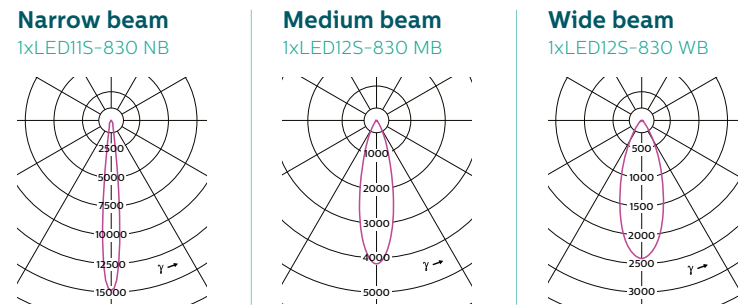
# Photometric details

Polar intensity diagrams

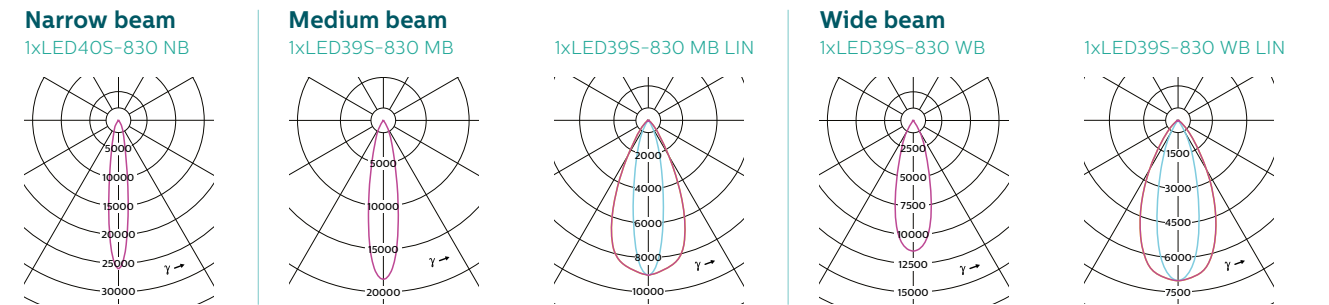


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**Photometrics**  
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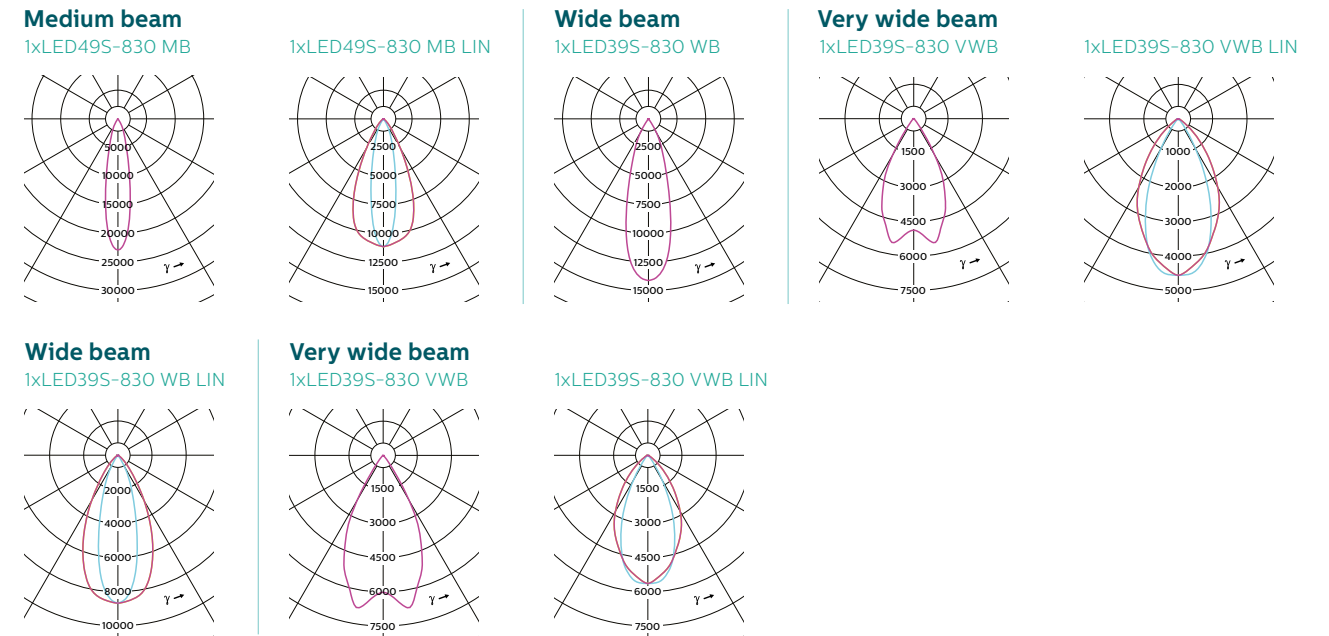
## StyliD Mini (ST730T)



## StyliD Performance (ST750T)



## StyliD Compact (ST740T)

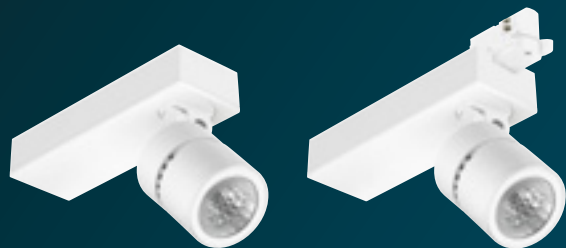


- For rough estimations: the same photometric curves can be used for the other CCT (840, 930, 827) and light recipes (FreshMeat, Champagne, CrispWhite, PremiumWhite)
- For perfectly accurate calculations please use the complete photometric curves available on the e-cat or in the Dialux plug-in

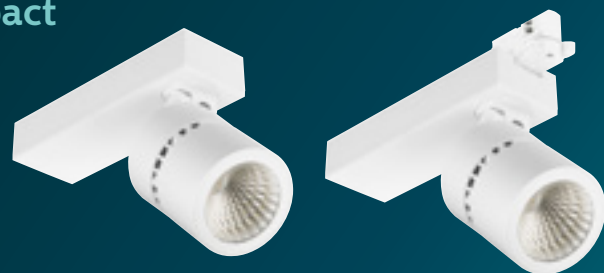


# Main specifications

## StyliD Mini



## StyliD Compact



## StyliD Performance



Archetype	Light Source	Lamp Color	Typical Flux System (@MB)	Typical Power	Efficacy (less relevant for NB)	Punch (candela) (relevant for NB only)	Cooling	Beam	Dimmability	Optical Accessories	Electrical Connection	Colors
Track Mounted ST730T	LED11S (NB)	830 930 827 840	1000 lm 960 lm 1050 lm 1000 lm	15 W 18 W 17 W 15 W	67 lm/W 53 lm/W 62 lm/W 67 lm/W	14 800 cd 14 200 cd 14 800 cd 15 500 cd	Passive	NB	Fix current	HC* (Honey-comb) GS* (Glare Shield)	Track (GA69 for fix - GA600 for DALI Pulse)	WH (RAL9003) BK (RAL9004) SI-BK (RAL9006-RAL9004) WH-BK (RAL9003-RAL9004) ALU-BK (ALU-RAL9004)
	LED14S (NB)	CRW	1150 lm	15.8 W	73 lm/W	11 700 cd		NB				
Surface Mounted ST730C	LED12S (MB, WB)	830 930 827 840 CRW	1250 lm 1200 lm 1150 lm 1300 lm 1150 lm	12.5 W 15 W 12.5 W 12.5 W 16 W	100 lm/W 80 lm/W 92 lm/W 104 lm/W 72 lm/W	NA NA NA NA NA	Passive	MB WB	DALI dimming	*Not available for WB	Surface Mounted	WH (RAL9003) BK (RAL9004) SI-BK (RAL9006-RAL9004) WH-BK (RAL9003-RAL9004) ALU-BK (ALU-RAL9004)
Track Mounted ST740T	LED20S (NB)	830 930 827 840 CRW	2000 lm 1650 lm 1900 lm 2200 lm 1250 lm	26.5 W 26.5 W 26.5 W 26.5 W 20 W	75 lm/W 62 lm/W 72 lm/W 83 lm/W 63 lm/W	31 300 cd 25 800 cd 29 700 cd 34 400 cd 15 300 cd		Passive				
Surface Mounted ST740C	LED17S (MB, WB, LIN)	830 930 827 840 CRW CH PW9	1700 lm 1750 lm 1600 lm 1800 lm 1700 lm 1900 lm 1800 lm	16 W 20.5 W 16 W 16 W 21.5 W 30.5 W 19 W	106 lm/W 85 lm/W 100 lm/W 113 lm/W 79 lm/W 62 lm/W 85 lm/W	NA NA NA NA NA NA NA	MB WB MB-LIN WB-LIN		Fix current	*Not available for WB	Surface Mounted	WH (RAL9003) BK (RAL9004) SI-BK (RAL9006-RAL9004) WH-BK (RAL9003-RAL9004) ALU-BK (ALU-RAL9004)
Surface Mounted ST740C	LED19S (MB, WB, LIN)	FMT	2100 lm	34 W	62 lm/W	NA	MB WB MB-LIN WB-LIN	Fix current				
Surface Mounted ST740C	LED27S (MB, WB, LIN)	830 930 827 840 CRW PW9	2700 lm 2700 lm 2500 lm 2900 lm 2700 lm 2800 lm	25 W 31.5 W 25 W 25 W 34.5 W 30.5 W	108 lm/W 86 lm/W 100 lm/W 116 lm/W 78 lm/W 92 lm/W	NA NA NA NA NA NA	MB WB MB-LIN WB-LIN		Fix current	*Not available for WB	Surface Mounted	WH (RAL9003) BK (RAL9004) SI-BK (RAL9006-RAL9004) WH-BK (RAL9003-RAL9004) ALU-BK (ALU-RAL9004)
Surface Mounted ST740C	LED39S (MB, WB, LIN)	830 930 827 840	3900 lm 3200 lm 3600 lm 4100 lm	39 W 38.5 W 38.5 W 39 W	100 lm/W 83 lm/W 94 lm/W 105 lm/W	NA NA NA NA	MB WB MB-LIN WB-LIN	DALI dimming				
Track Mounted ST750T	LED40S (NB)	830 930 827 840	4100 lm 3600 lm 3800 lm 4400 lm	55 W 56 W 55.5 W 55.5 W	70 lm/W 60 lm/W 70 lm/W 80 lm/W	32 400 cd 28 700 cd 30 200 cd 35 000 cd	Active		NB	Fix current	HC* (Honey-comb) GS* (Glare Shield)	Track (GA69 for fix - GA600 for DALI Pulse)
	Surface Mounted ST750C	LED26S (NB)	CRW	2300 lm	38.5 W	59 lm/W		16 300 cd	NB			
Surface Mounted ST750C	LED27S (MB, WB, VWB, LIN)	CH	3100 lm	49.5 W	63 lm/W	NA	MB WB WVB MB-LIN WB-LIN	Fix current	*Not available for WB	Surface Mounted	WH (RAL9003) BK (RAL9004) SI-BK (RAL9006-RAL9004) WH-BK (RAL9003-RAL9004) ALU-BK (ALU-RAL9004)	
Surface Mounted ST750C	LED19S (MB, WB, VWB, LIN)	ROSE	1900 lm	31 W	61 lm/W	NA						Fix current
Surface Mounted ST750C	LED26S (MB, WB, VWB, LIN)	FMT ROSE	3000 lm 2600 lm	50 W 48 W	60 lm/W 54 lm/W	NA	Fix current	*Not available for WB	Surface Mounted	WH (RAL9003) BK (RAL9004) SI-BK (RAL9006-RAL9004) WH-BK (RAL9003-RAL9004) ALU-BK (ALU-RAL9004)		
Surface Mounted ST750C	LED39S (MB, WB, VWB, LIN)	830 930 827 840 CRW	3900 lm 3900 lm 3600 lm 4200 lm 3800 lm	37 W 47 W 47 W 37 W 51 W	100 lm/W 80 lm/W 90 lm/W 110 lm/W 74.5 lm/W	NA NA NA NA NA					DALI dimming	*Not available for WB
Surface Mounted ST750C	LED49S (MB, WB, VWB, LIN)	830 930 827 840	4900 lm 4500 lm 4500 lm 5200 lm	47.5 W 56.5 W 47.5 W 47.5 W	100 lm/W 80 lm/W 90 lm/W 110 lm/W	NA NA NA NA	DALI dimming	*Not available for WB	Surface Mounted	WH (RAL9003) BK (RAL9004) SI-BK (RAL9006-RAL9004) WH-BK (RAL9003-RAL9004) ALU-BK (ALU-RAL9004)		

Retail lighting  
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StyliD  
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**Main specifications**  
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## Accessories

All these StyliD accessories reduce the luminous flux and let you fine-tune the distribution of light and glare to enhance visual comfort.

### HoneyComb (HC)

- Provides visual comfort from every direction: no glare
- Reduces the luminous flux



### Glare Shield (GS)

- Provides visual comfort from every direction: no glare
- Reduces the luminous flux

