

PHILIPS

StyliD

Retail lighting



Product guide

Energy
efficiency
with style



win
on
style,
save on energy

Introduction

Make the space
 come alive



Design

Sometimes simplicity is
 the most versatile solution

Light flavors

Four different
 shades of white



Sell more on fresh food

Optimizing the saturation

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Turning museums
 into masterpieces



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Beautifully
 energy efficient

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Make your shop windows
 stand out



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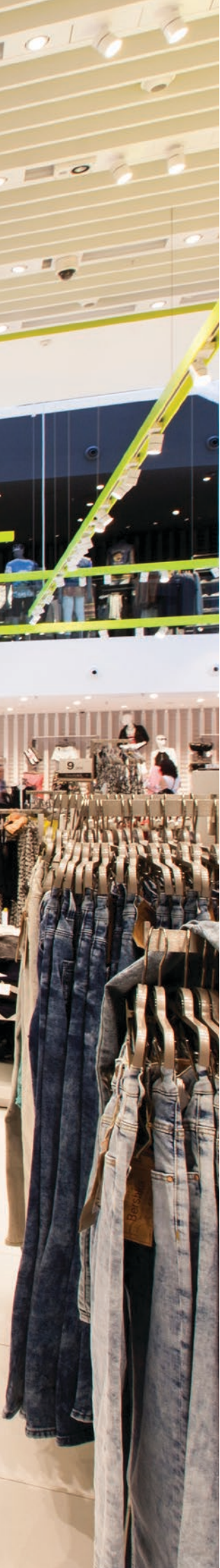


ershka

↑
ZAK

“

Lighting should have character, **make the space come alive.**”



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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 aesthetic 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

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)

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.

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

To know more about light and discoloration of meat visit Philips special webpage on www.lighting.philips.com/main/application_areas/supermarket/meatdiscoloration.wpd














Retail lighting

 StyliD

 FreshFood

+3.5%

	Fresh Food Rose	Fresh Food Meat	Fresh Food Authentic White	Fresh Food Champagne	Fresh Food Frost
Meat	 Traditional warm setting Meat discoloration reduction	 Natural cool setting			
Fish					 Natural cool setting
Fruit & vegetables			 Natural setting	 Traditional warm setting	
Cheese			 Natural setting	 Traditional warm setting	
Bread & pastries			 Natural setting	 Traditional warm setting	
Wine			 Natural setting	 Traditional warm setting	



StyliD PerfectBeam

Turning museums into masterpieces

Our life is enriched by art. The value of museums to society has always been acknowledged, but their role has been changing. Instead of being purely collection-driven institutions, they are becoming more of a place to deliver visitor-centered experiences. Our museum solutions will help you attract the new generation of museum visitors and help you deliver an unforgettable museum experience.

StyliD PerfectBeam has been developed specifically for museum applications. It strikes the perfect balance between presenting and preserving art, between ever-changing exhibitions and the need for low maintenance and energy efficiency. The often conflicting demands for good visibility and conservation are now being met with LED lighting that emits no harmful UV or IR radiation.

Retail lighting

StyliD

PerfectBeam

“

Good lighting is of paramount importance for art. If done properly, visitors will enjoy the works on show, without even noticing what we have done to make them shine.”

Tim Zeedijk
Head of Exhibitions Rijksmuseum



Photo: Rijksmuseum, the Netherlands



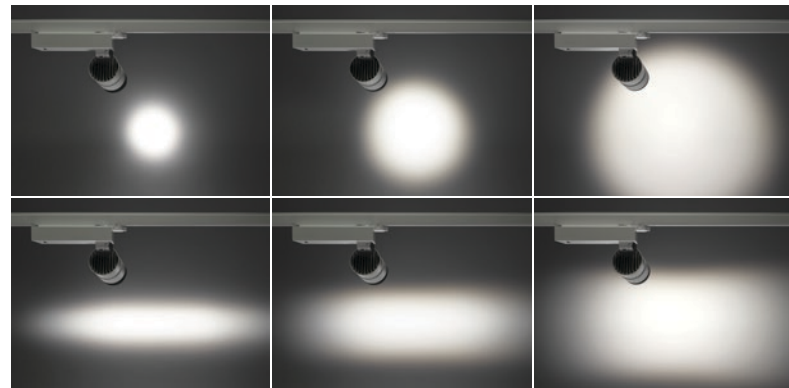
Photo: Wallraf Richartz Museum, Germany

Endless possibilities to shape light



Inspired by precision optics like camera lenses, this luminaire range comes with a zoom mechanism and a number of beam shaping lenses that are easy to adapt.

Variable Spot



Superior Light Quality

making visible what the artist intended

Perfect lighting is invisible: It gets out of the way, and makes visible what the artist intended.

Key to showcasing masterpieces is to present with authentic colors, subtly attracting and guiding the viewer's eye. Perfect lighting makes it easy to see, interpret, understand and appreciate, down to the smallest detail, using light to evoke personal emotions and to create an unforgettable museum experience.

Optimal Art Preservation

protecting precious exhibits

Perfect lighting is gentle: It provides good visibility, while adequately protecting precious exhibits.

The often contrary demands for good visibility, conservation and compliance with permissible limits for exhibits are now being met using LED lighting. Containing no harmful UV and IR rays, your sensitive exhibits do not need the use of additional filters and protection.

Key Features:

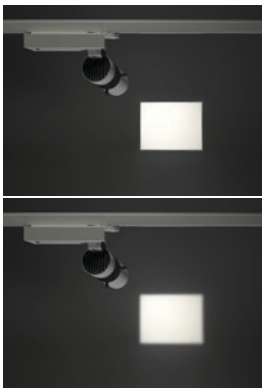
- CRI of 90+
- Patented technology for light uniformity
- No halo or spill light
- Crisp light, single shadow
- High color consistency
- Minimal glare

Key Features:

- No harming UV/IR radiation to precious exhibits
- Individual dimming and full control of light exposure
- Research has shown that PerfectBeam LEDs have the lowest damage potential at a given CCT compared to unfiltered incandescent and halogen sources.



Framing Projector



Maximum Beam Flexibility

adapting to changing exhibition needs

Perfect lighting is versatile: It adapts to constant change in exhibition and lighting needs.

PerfectBeam is creating the perfect light for any exhibit. Its modular design, the variable beam, the beam shaping accessories and onboard dimming ensure maximum flexibility, all from a single spot. Its extreme flexibility makes it easy to adapt to the unique demands of temporary exhibitions and last minute lighting design adjustments.

Available Options

Every museum is unique. Therefore, Philips can customize the PerfectBeam luminaire range (eg CCT and finish) in accordance to your needs.

- Product: Variable Spot or Framing Projector
- Finish: Black or White
- CCT: 2700K, 3000K, 4000K or customized
- CRI: 90+
- Dimming: Onboard or DALI
- Lenses: Clear, Soft or Linear

Key Features:

- Modular design, easy to adapt
- Variable beam angle (7°-43°)
- Beam shaping accessories (clear, soft, linear, etc)
- Onboard dimming, DALI



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 128 lm/w thanks to PerfectAccent reflector high efficiency up to 90%
- Passive cooling up to 5300 lm
- DALI dimming available

High punch in the beam and high quality of light

- Narrow beam up to 35,300 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

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

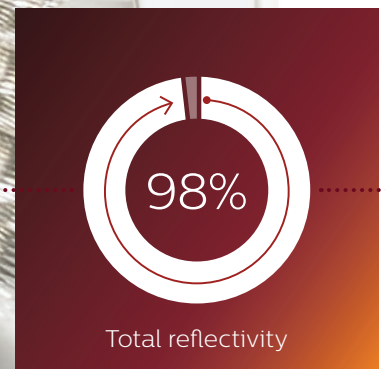


Efficient cooling system for maximum lifespan

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

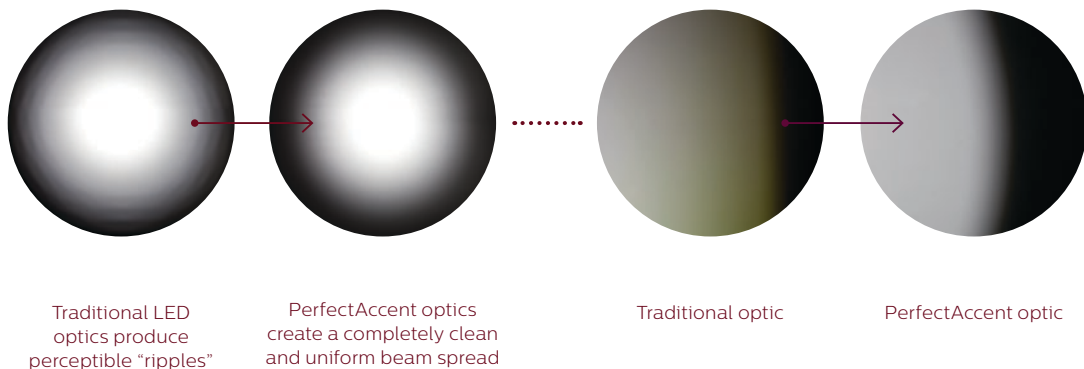
- Extremely long lifetime
- Energy savings
- Maintenance savings
- Instant light-up
- Excellent light quality
- No UV or IR radiation
- No front release of heat, which means greater comfort
- Environmentally-friendly: no mercury



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

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.

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, as the StyliD, 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.

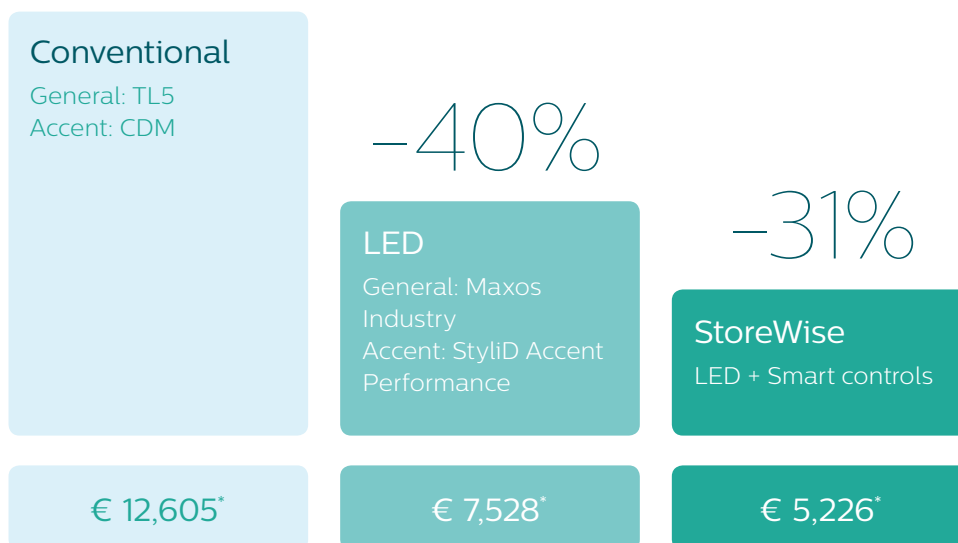
Presence detection in staff only areas saves you even more energy, while scheduling gives you freedom to set

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



Bizum

“

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

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.

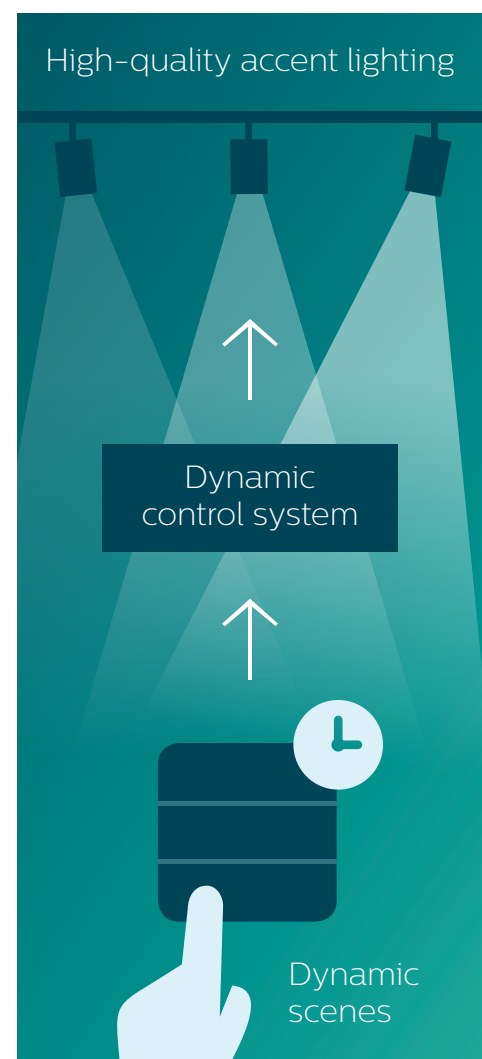
This innovative form of shop-window lighting helps stores make that crucial first step: get shoppers' attention and attract them into the store. The next step is to engage them using dynamic in-store displays. Finally, carefully pitched fitting-room lighting will convert the buyer and drive the sale.

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.

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



Extensive lifetime

50,000 hours with 80% lumen maintenance at 25 °C

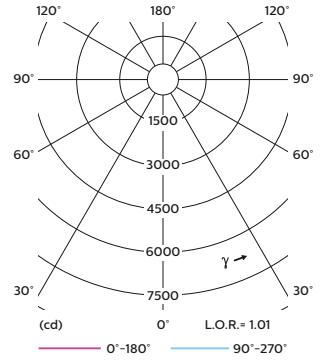


5-year warranty

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

Photometric details

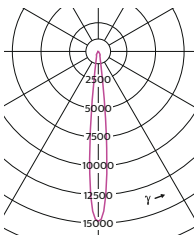
Polar intensity diagrams



StyliD Mini (ST730T)

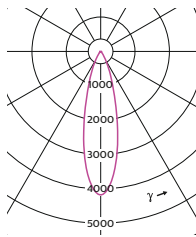
Narrow beam

1xLED11S-830 NB



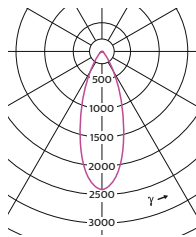
Medium beam

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Wide beam

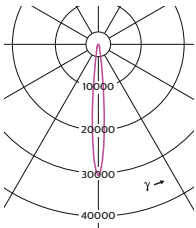
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StyliD Compact (ST740T)

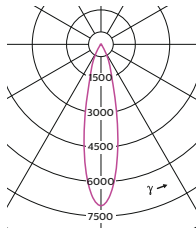
Narrow beam

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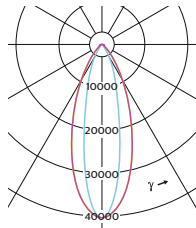


Medium beam

1xLED17S-830 MB

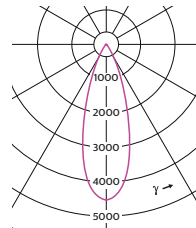


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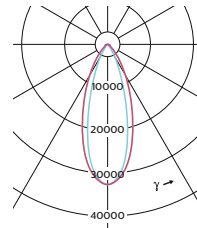


Wide beam

1xLED17S-830 WB

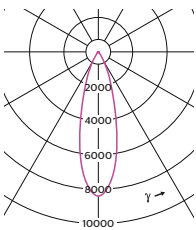


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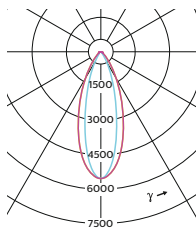


Medium beam

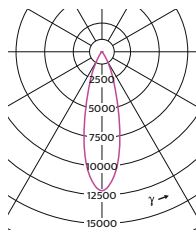
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1xLED27S-830 MB LIN

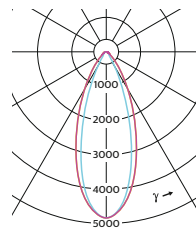


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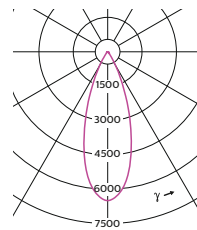


Wide beam

1xLED27S-830 WB LIN

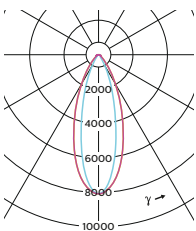


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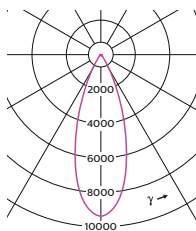
Medium beam

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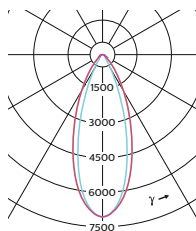


Wide beam

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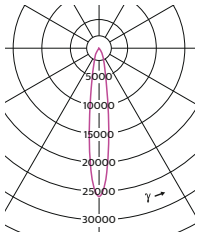


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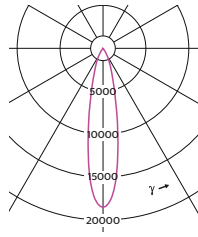


StyliD Performance (ST750T)

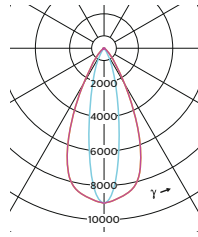
Narrow beam
1xLED40S-830 NB



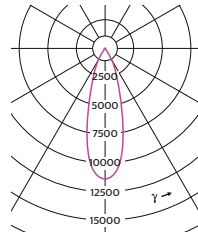
Medium beam
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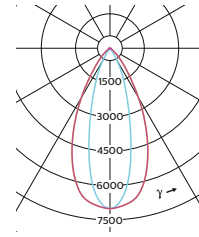
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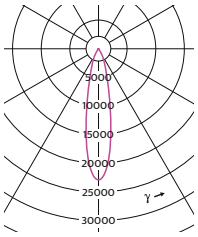
Wide beam
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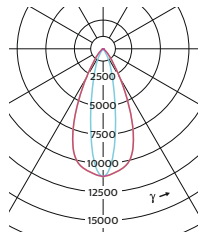
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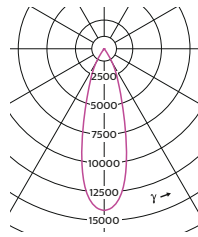
Medium beam
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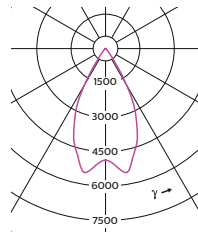
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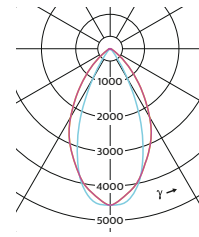
Wide beam
1xLED39S-830 WB



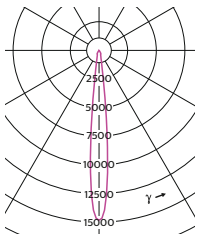
Very wide beam
1xLED39S-830 VWB



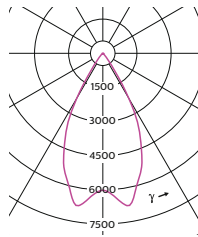
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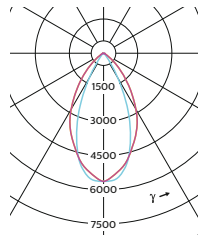
Wide beam
1xLED39S-830 WB LIN



Very wide beam
1xLED39S-830 VWB



1xLED39S-830 VWB LIN

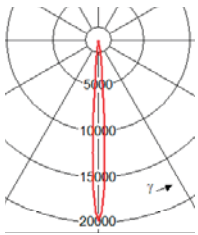


StyliD PerfectBeam (3000 K)

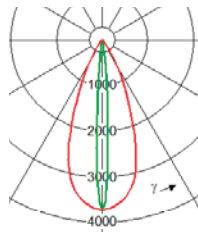
Variable Spot

Narrow Beam set-up (7 degrees)

Soft Lens
1xLED5S/930 7



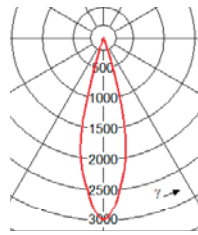
Linear Lens
+ST741Z LBSP



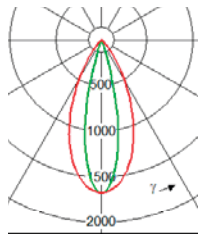
Variable Spot

Medium Beam set-up (24 degrees)

Soft Lens
1xLED5S/930 24



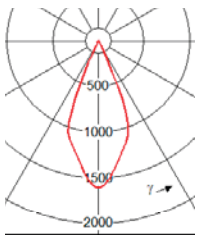
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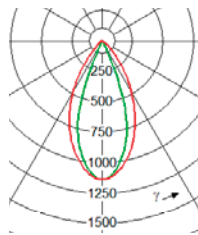
Variable Spot

Wide Beam set-up (43 degrees)

Soft Lens
1xLED5S/930 43

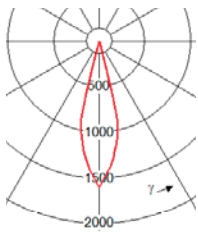


Linear Lens
+ST741Z LBSP



Framing Projector

Clear lens
1xLED5S/930 30



- 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)
Track Mounted ST730T	LED11S (NB)	830 930 827 840	1000 lm 960 lm 1050 lm 1000 lm
	LED14S (NB)	CRW	1200 lm
Surface Mounted ST730C	LED12S (MB, WB)	830 930 827 840 CRW	1200 lm 1200 lm 1150 lm 1300 lm 1150 lm
Track Mounted ST740T	LED20S / LED15S for CRW (NB)	830 930 827 840 CRW PW9	2000 lm 1650 lm 1900 lm 2200 lm 1250 lm 2100 lm
	LED17S (MB, WB, LIN)	830 930 827 840 CRW PW9	1800 lm 1750 lm 1700 lm 1900 lm 1700 lm 1850 lm
Surface Mounted ST740C	LED17S (MB, WB, LIN)	CH	1900 lm
	LED19S (MB, WB, LIN)	FMT	2100 lm
	LED27S (MB, WB, LIN)	830 930 827 840 CRW PW9	2700 lm 2700 lm 2600 lm 3000 lm 2700 lm 2800 lm
	LED39S (MB, WB, LIN)	830 930 827 840 PW9	3900 lm 3400 lm 3700 lm 4300 lm 4000 lm
	LED49S (MB, WB, LIN)	830 930 827 840 PW9	5000 lm 4500 lm 4700 lm 5400 lm 4600 lm
Track Mounted ST750T	LED40S (NB)	830 930 827 840	3600 lm 3100 lm 3400 lm 3900 lm
	LED26S (NB)	CRW	2300 lm
Surface Mounted ST750C	LED19S LED26S (MB, WB, VWB, LIN)	Fresh Food Rose ROSE	1900 lm 2600 lm
	LED27S (MB, WB, VWB, LIN)	CH	3000 lm
	LED26S (MB, WB, VWB, LIN)	FMT	3000 lm
	LED39S (MB, WB, VWB, LIN)	830 930 827 840 CRW	3900 lm 3900 lm 3700 lm 4200 lm 3800 lm
	LED49S (MB, WB, VWB, LIN)	830 930 827 840	4900 lm 4600 lm 4700 lm 5300 lm

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



Retail lighting

 StyliD

Main specifications

Typical Power	Efficacy (less relevant for NB)	Punch (candela) (relevant for NB only)	Cooling	Beam	Dimmability	Optical Accessories	Electrical Connection	Colors
15 W 18 W 17 W 15 W	66.5 lm/W 53.5 lm/W 62 lm/W 66.5 lm/W	16 900 cd 15 800 cd 17 300 cd 16 900 cd	Passive	NB	Fix current	HC* (Honey-comb)	Track (GA69 for fix - GA600 for DALI Pulse)	WH (RAL9003) BK (RAL9004) SI-BK (RAL9006-RAL9004) WH-BK (RAL9003-RAL9004) ALU-BK (ALU-RAL9004)
19.4 W	62 lm/W	12 800 cd		NB		DALI dimming		
11.2 W 13.6 W 11.2 W 11.2 W 15.8 W	107 lm/W 88 lm/W 103 lm/W 116 lm/W 73 lm/W	NA NA NA NA NA		MB WB		*Not available for WB	Surface Mounted	
26.5W 27W 26.5W 26.5W 19.6W 25.5W	75.5 lm/W 61 lm/W 71.5 lm/W 83 lm/W 64 lm/W 82.5 lm/W	34 000 cd 27 800 cd 31 500 cd 36 500 cd 21 200 cd 18 400 cd	Passive	NB	Fix current DALI dimming	HC* (Honey-comb) GS* (Glare Shield) *Not available for WB	Track (GA69 for fix - GA600 for DALI Pulse) Surface Mounted	WH (RAL9003) BK (RAL9004) SI-BK (RAL9006-RAL9004) WH-BK (RAL9003-RAL9004) ALU-BK (ALU-RAL9004)
14.8W 27.6W 14.8W 14.8W 21.5 W 18.6 W	122 lm/W 100 lm/W 115 lm/W 128 lm/W 79 lm/W 100 lm/W	NA NA NA NA NA NA		MB WB MB-LIN WB-LIN				
30.5W	62.5 lm/W	NA						
34 W	62 lm/W	NA						
24W 29W 24W 24W 34.5 W 30.5 W	113 lm/W 93 lm/W 108 lm/W 125 lm/W 78.5 lm/W 92 lm/W	NA NA NA NA NA NA						
35.5W 35.5W 35.5W 35.5W 44W	110 lm/W 96 lm/W 104 lm/W 121 lm/W 91 lm/W	NA NA NA NA NA						
50W 55W 50W 50W 54W	100 lm/W 82 lm/W 94 lm/W 108 lm/W 85 lm/W	NA NA NA NA NA						
47W	76.5 lm/W 66 lm/W 72.5 lm/W 83 lm/W	32 800 cd 28 100 cd 31 000 cd 35 300 cd	Active	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)
38.5 W	59.5 lm/W	20 400 cd		NB				
31W 47.5W	61 lm/W 55 lm/W	NA	Passive (except LED39S/ CRW = active cooling)	MB WB VWB MB-LIN WB-LIN	DALI dimming	*Not available for WB	Surface Mounted	
49.5W	60.5 lm/W	NA						
50W	60 lm/W	NA						
33.5W (except 930: 46W & CRW:51W)	116 lm/W 90.5 lm/W 110 lm/W 125 lm/W 74.5 lm/W	NA NA NA NA NA						
47.5W (Except 55W @930)	103 lm/W 83.5 lm/W 99 lm/W 112 lm/W	NA NA NA NA						

Glare Shield (GS)

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

