



Small in size, big in quality

TrueFashion

TrueFashion is the LED projector family catering to the miniaturisation and presentation needs of specialised retailers. Firstly, these miniaturised spots, with clean and fine detailing, offer contemporary design and blend seamlessly into your shop's interior for a tailor-made look. Secondly, it provides high-quality accentuation effect thanks to its innovative OptiAccent lens technology (FPO), which provides higher central intensity beam without spill light to maximise the contrast ratio hence optimising the accent effect. Especially in challenging narrow spot (12D) and spot (18D) applications, the difference of OptiAccent to Chip on Board and reflector optics is like day and night. OptiAccent also reduces direct glare by a factor of 5 to enable superior visual comfort. Lastly, TrueFashion also takes care of the light spectra: the specially designed Philips LED flavours enhance colours (saturation) and whites, while offering high degree of fidelity (~GT~CRI90). This is how TrueFashion ensures a superior light experience in your retail applications.

Benefits

- High-impact and dramatic accentuation effect
- Unobtrusive and flexible lighting installation
- Bright whites, crisp blacks, vibrant colours
- Increased visual comfort

Features

- Quality of Light with dedicated Philips Fashion Proof Optics which are designed for fashion with a high centre beam intensity, low glare and absence of spill light
- Philips Fashion LED flavours: PremiumWhite CRI 90, 3,000 k/3,500 k/4,000 k, PremiumColour and Denim
- Miniaturised spot head with a diameter of 66 mm for the Mini and 80 mm for the Compact size
- Full range of beams from Extra narrow beam 6° with 64 Kcd centre beam intensity up to 12°/18°/24°/30°/36° beam angles
- TrueFashion EasyAim for remote aiming of high window spots and Interact Retail Display to attract shoppers in the street

Application

- Fashion
- Retail
- Hospitality
- Food and large retailers

Warnings and Safety

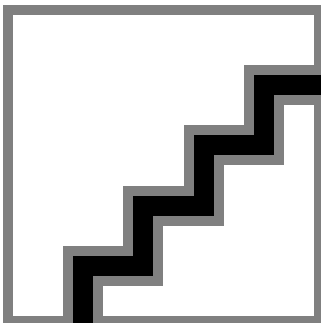
- The luminaire should be mounted outside of arm's reach
- The luminaire should be installed and disassembled by a qualified electrician and wired in accordance with the latest IEE electrical regulations or the national requirements

Specifications

Accessories	Barndoor ST710Z
Beam angle lightsource	120 °
Beam spread luminaire	6°
Main colour of the luminaire	Black
Dimming	Yes
Driver	Power supply unit with DALI interface (PSD)
Initial correlated colour temperature	3000 K
Initial input power	19.2 W

Initial LED luminaire efficacy	60 lm/W
Initial luminous flux	1150 lm
Input frequency	50 to 60 Hz
Input voltage	220 to 240 V
Inrush current (A)	5 A
Material	Housing: aluminium
Optic	Beam angle 6°
Type	ST720T
Warranty period	5 years

Versions

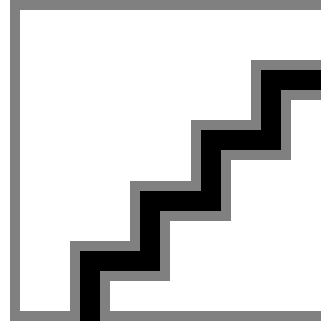


TrueFashion Highlight - 3000 K

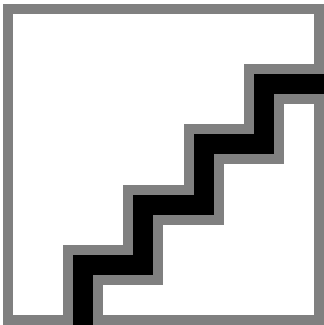
Product details



Truefashion-
ST720T_BK_ST721T_BK-1DPP.tif



Truefashion-
ST720T_BK_ST721T_BK-2DPP.tif



Truefashion-
ST720T_BK_ST721T_BK-3DPP.tif

