

Philips Lighting Distributor Webinar February 2017

Professional Channel Marketing

Philips Lighting North America

02-28-2017

Agenda

Day-Brite FluxStream Family

OmniSpot LED



Day-Brite / CFI FluxStream Family

New Product Launch

February 24, 2017

The FluxStream Story



Every project has difficult and time consuming decisions.

(Schedules, budget, personnel, coordination with other trades, complicated systems.)

Selecting an LED strip, industrial, or wraparound...shouldn't be one of them.

(They're strips, industrials, wraps – c'mon!)

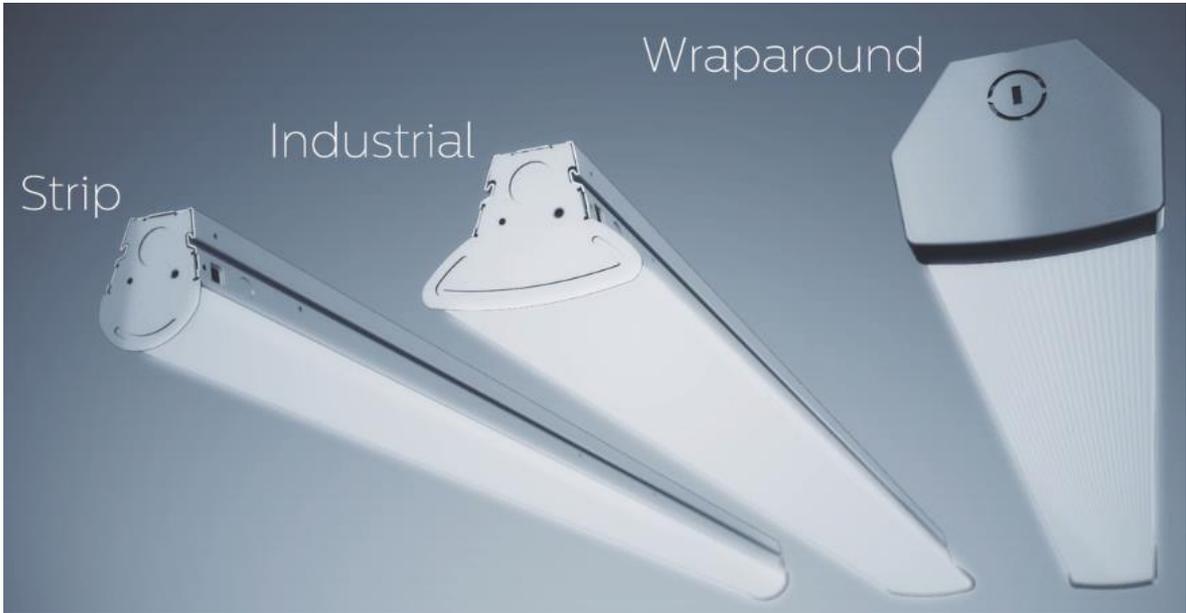
Make it quick and easy by choosing from the newly expanded Philips FluxStream family.

(Yes...that's right, FluxStream is now a family.)

FluxStream, your reliable "go to" LED linear strip, is **now** available as an industrial and a wraparound.

(The FluxStream family...yeah!)

Introducing the newly expanded FluxStream family





Same housing used for all 3 allows for design consistency.

New (and intuitive) nomenclature makes for easy selection:



FSS FSI FSW

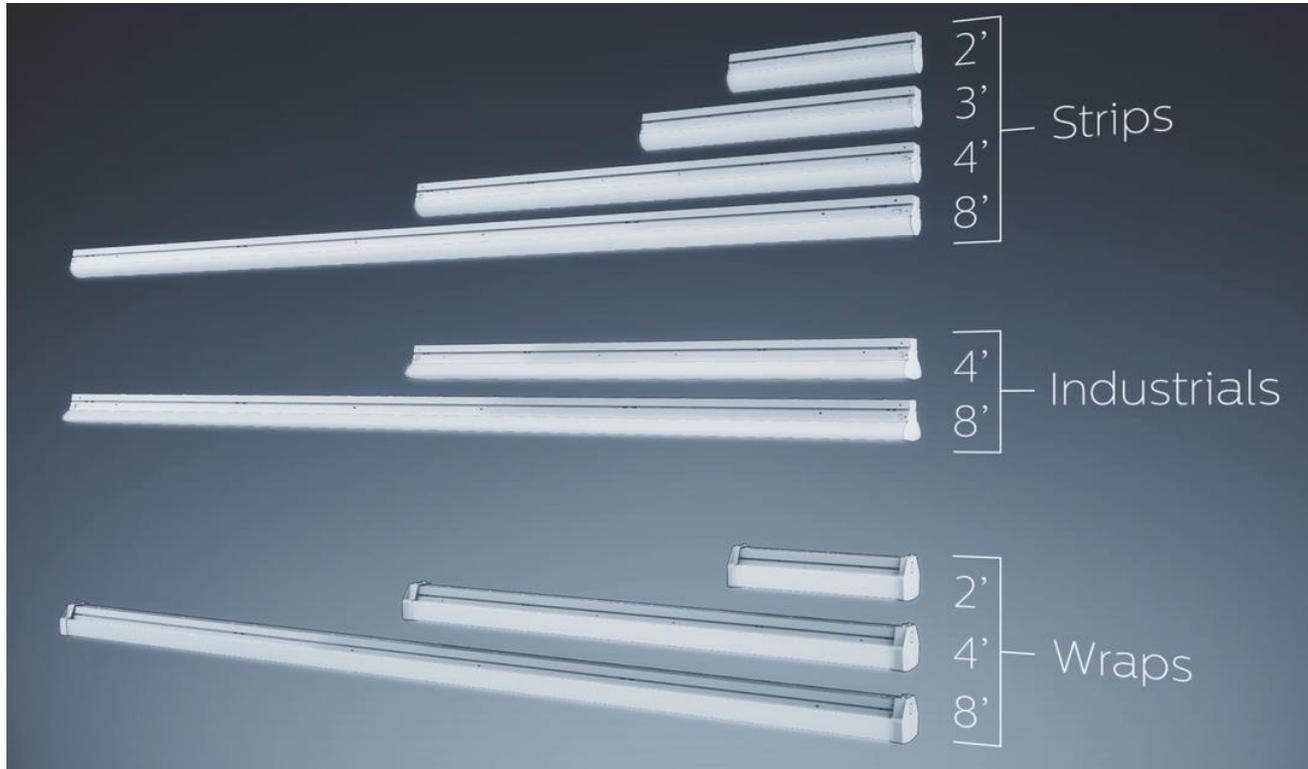
There is also an “EZ” version for the FSS and FSW for the budget sensitive projects.

2.5”h x 3”w

3.13”h x 4.25”w

3.4”h x 4.1”w

Product Details



All standard (non EZ) units DLC listed

FluxStream strip FSS

114-133 lm/w
2000-14,000 lm
30-35-40-50K
2', 3', 4', 8'

EZ version available: FSSEZ

FluxStream industrial FSI

126-134 lm/w
4000-14,000 lm
30-35-40-50K
4', 8'

FluxStream wraparound FSW

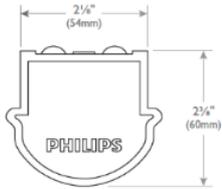
104-122 lm/w
2000-14,000 lm
30-35-40-50K
2', 4', 8'

EZ version available: FSWEZ

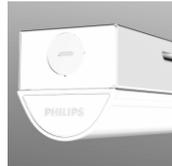
FluxStream strip old vs. new

Old FluxStream (LF)

LF4/LF8



LF4EZ



New FluxStream (FS)

FSS4/FSS8



FS4EZ



Integral DayOcc Sensor



DAYOCC

- Integrated fixture mount Philips EasySense sensor featuring daylight and PIR occupancy sensing
- Compatibility with Philips Advance Xitanium SR Sensor Ready LED drivers
- Features automatic or manual on/off scenarios for code compliance and to realize full energy savings potential
- Basic grouping to a wireless switch via an IR interface with the Philips Field App

FluxStream Ordering Guide

Ordering guide

Series	Length (nominal)	Lumens ² (nominal)	Color	Voltage	Driver	Options
FSS FSW	2 2' length	20L 2000 lumens 30L 3000 lumens	830 80 CRI, 3000K	UNV Universal voltage 120-277V 120 ⁴ 120V 277 ⁴ 277V 347 347V	DIM 0-10V dimming SDIM ^{5,6} Step dimming to 40% input power XDIM ^{4,5,6} MarkX phase dimming DALI ⁷ DALI	EMLED ^{5,8} Factory wired Philips Bodine BSL310LP integrated emergency pack. Nominal 1100lm.
FSS	3 3' length	30L 3000 lumens	835 80 CRI, 3500K			DAYOCC ^{9,10} Integral sensor, daylighting and occupancy, Philips EasySense SNS102
FSS FSI FSW	4 4' length	40L 4000 lumens 55L 5500 lumens 70L 7000 lumens	840 80 CRI, 4000K 850 ³ 80 CRI, 5000K			PAF Paint after fabrication (white) LSXR10 120-347V motion sensor, factory installed on end cap
FSS FSI FSW	8 8' length ¹	80L 8000 lumens 110L 11000 lumens 140L 14000 lumens				LSXR10ADC 120-347V motion sensor with photocell and hi/lo trim dimming, factory installed on end cap

DIM = 0-10V to 1%

FluxStream EZ ordering guide

Series	Length (nominal)	Lumens ² (nominal)	Color	Voltage	Options
FSSEZ FSWEZ	4 4' length	40L 4000 lumens	830 80 CRI, 3000K 835 80 CRI, 3500K 840 80 CRI, 4000K	UNV Universal voltage 120-277V EZ = UNV = Non Dim	EMLED Factory wired Philips Bodine BSL310LP integral emergency pack. Nominal 1100 lm

Accessories and Options



Customer Service Offering (Service Smart 2-day)



Type	Cat No	Description	Length	Lumens
STRIP	FSSEZ440L830-UNV	FluxStreamEZ, 4', 4000lm, 3000K	4	4000
STRIP	FSSEZ440L835-UNV	FluxStreamEZ, 4', 4000lm, 3500K	4	4000
STRIP	FSSEZ440L840-UNV	FluxStreamEZ, 4', 4000lm, 4000K	4	4000
STRIP	FSS440L835-UNV-DIM	FluxStream, 4', 4000lm, 3500K, 0-10v	4	4000
STRIP	FSS440L840-UNV-DIM	FluxStream, 4', 4000lm, 4000K, 0-10v	4	4000
STRIP	FSS455L835-UNV-DIM	FluxStream, 4', 5500lm, 3500K, 0-10v	4	5500
STRIP	FSS455L840-UNV-DIM	FluxStream, 4', 5500lm, 4000K, 0-10v	4	5500
STRIP	FSS8110L835-UNV-DIM	FluxStream, 8', 11000lm, 3500K, 0-10v	8	11000
STRIP	FSS8110L840-UNV-DIM	FluxStream, 8', 11000lm, 4000K, 0-10v	8	11000
Industrial	FSI455L840-UNV-DIM	FluxStream, 4', 5500lm, 4000K, 0-10v	4	5500
Industrial	FSI8110L840-UNV-DIM	FluxStream, 8', 11000lm, 4000K, 0-10v	8	11000
Wraparound	FSWEZ440L830-UNV	FluxWrapEZ, 4', 4000lm, 3000K	4	4000
Wraparound	FSWEZ440L835-UNV	FluxWrapEZ, 4', 4000lm, 3500K	4	4000
Wraparound	FSWEZ440L840-UNV	FluxWrapEZ, 4', 4000lm, 4000K	4	4000
Wraparound	FSW440L835-UNV-DIM	FluxWrap, 4', 4000lm, 3500K, 0-10v	4	4000
Wraparound	FSW440L840-UNV-DIM	FluxWrap, 4', 4000lm, 4000K, 0-10v	4	4000

FluxStream Compared to LBX

Foundation



Foundation: Base unit with no optics, no lens, ideal for "back of house" areas such as storage or utility spaces.

Distribution:



Choose from a wide selection

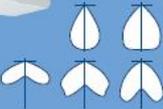
No matter what retail requirement or area, there's an LED luminaire to light the way. Each configuration is available in 4-foot and 8-foot units that are easy to install, and can be continuously mounted together in long runs.

High Performance



High performance: base unit with lightbalance optics, no lens, and a choice of narrow, medium, wide, aisle, or double asymmetric optics.

Distribution:



Flat Diffuse



Flat diffuse: base unit with flat lens. Ideal for retailers who want good performance, brightness control, and a minimal profile.

Distribution:



Brightness Control



Brightness control: base unit with fuser. Field installed fuser compatible with Foundation or performance versions.

Distribution:



Uplight Diffuse

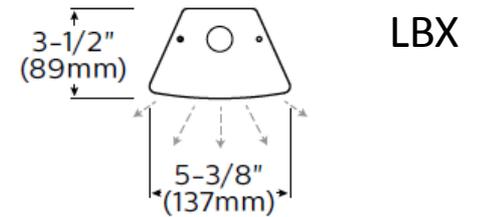


Uplight diffuse: base unit with oval lens and uplight. Ideal for retailers who want good performance and some uplight.

Distribution:



Dual lighting
Linear suspended
Configurable



Larger profile
Up to 9000 lumens / 4'
 5 configurations
5 optical distributions
 available
 40c ambient rating on
 all versions

Marketing FluxStream



- ✓ Demo case
- ✓ Landing page
www.Philips.com/FluxStream
- ✓ Brochure
- ✓ Spec Sheets
- ✓ Promotional video
- ✓ Digital banner ads (EC&M Magazine)
- ✓ Search Engine Advertising campaign
- ✓ Press Release
- ✓ Blog Post
- ✓ Distributor Promotion (April)

FluxStream Review



FluxStream is now a FAMILY.

FluxStream strips, industrials, and wraps are easy to specify and order.

The coordinated design will look great on projects where a combination of strips, industrials, and wraps are used.

High efficacy – up to 134 lpw
Up to 7000 lumens per 4'
Integral sensors available

FAQ's

Q. Is FluxStream wet location listed?

A. *No, FluxStream is damp location listed only.*

Q. Is FluxStream DLC listed in any other categories besides linear?

A. *Yes, FluxStream is also listed in the low bay / high bay category where appropriate. In addition the wraparound has been submitted for the stairwell / passageway category.*

Q. What is the dimming range of the FluxStream 0-10V?

A. *Standard FluxStream dims down to 1%. FluxStream EZ does not dim.*

Q. Where is FluxStream manufactured?

A. *Monterrey, Mexico*

Questions?

PHILIPS
LIGHTOLIER

Track lighting



OmniSpot LED



Accent Lighting

**Keeping the focus
where it needs to be**

Go big. Think Small.

- Fully integrated, sleek design
- Smallest form factor per lumen package in the market
 - Luminaire sits less than 1" from the track
 - 1000lm 12° 15,000 CBCP
 - 2000lm 11° 30,000 CBCP
 - Efficacy: up to 108lm/W
 - Beams: Narrow Spot, Spot, Narrow Flood, Flood
 - CRI: 80 and 90 CRI
 - CCT: 2700K, 3000K, 3500K, 4000K, CrispWhite
- Field changeable optics
- ELV Dimming
- Accessories: Snoots, Diffusion Films, Hex Cell Lou
- Lifetime: 50,000 hours
- Certifications: Energy Star, cULs



Size and Output

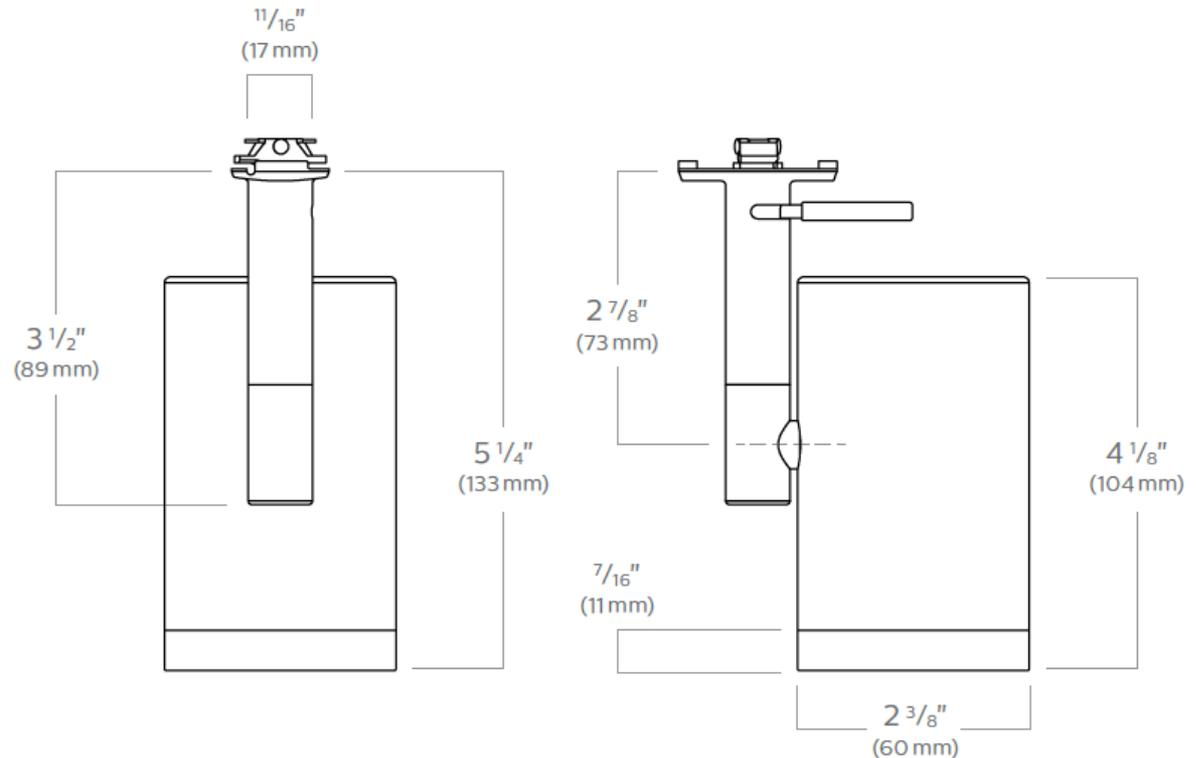
SKU: LC06

- 600lm
- 6 Watts
- Efficacy: up to 108lm/W
- CBCP: 8,259 @ 12°

SKU: LC10

- 1000lm
- 12 Watts
- Efficacy: Up to 98lm/W
- CBCP: 14,160 @ 12°

Dimensions

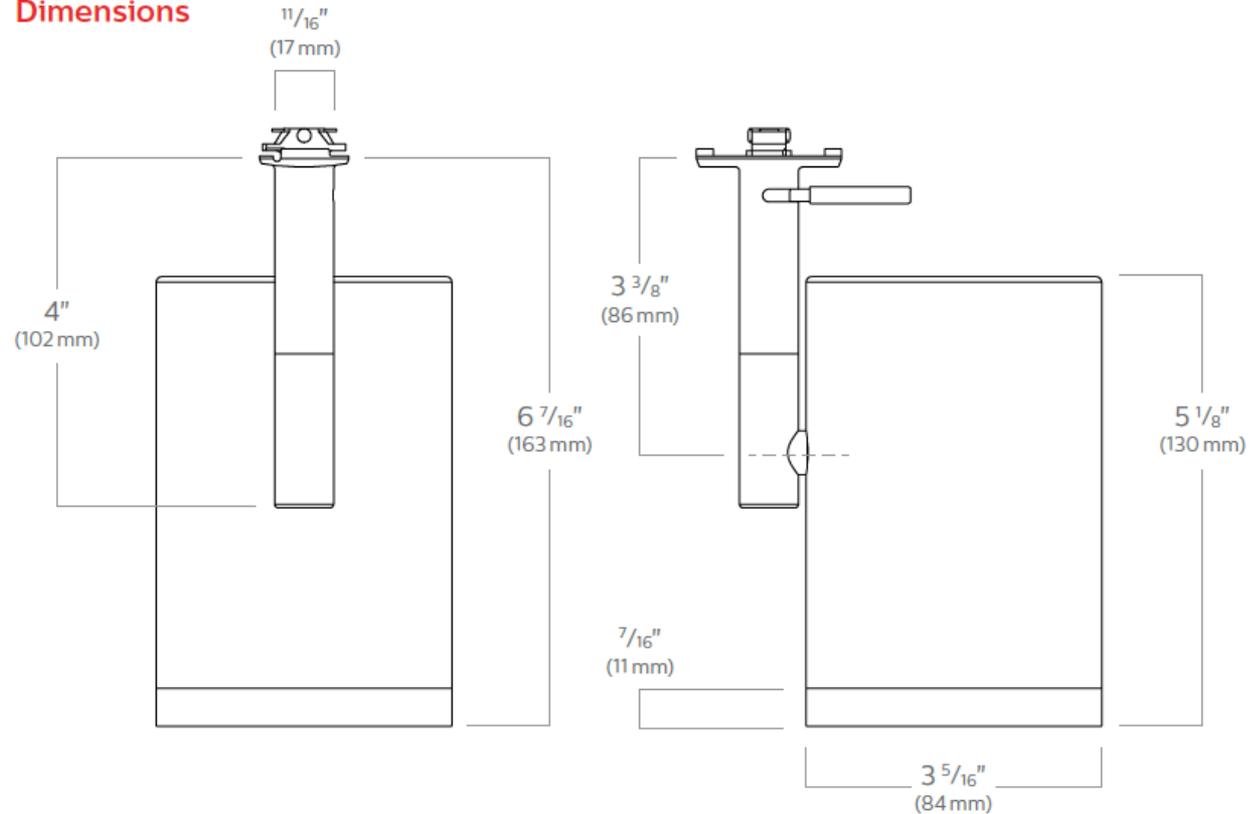


Size and Output

SKU: LC20

- 2000lm
- 25 Watts
- Efficacy: up to 86lm/W
- CBCP: 29,711 @ 11°

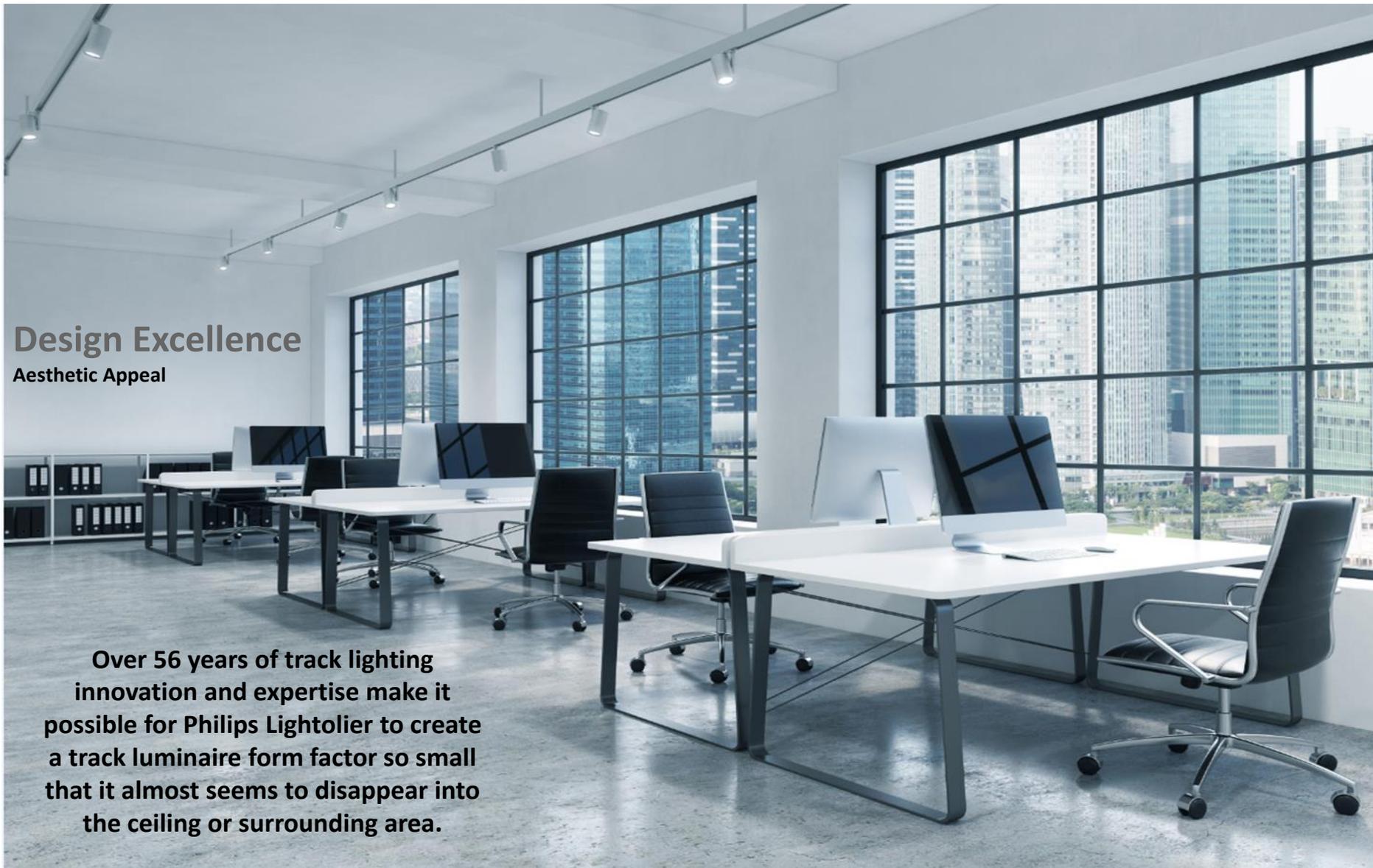
Dimensions



Design Excellence

Aesthetic Appeal

Over 56 years of track lighting innovation and expertise make it possible for Philips Lightolier to create a track luminaire form factor so small that it almost seems to disappear into the ceiling or surrounding area.



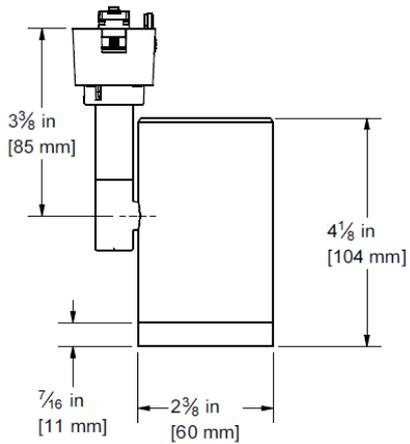
Design Excellence

Thermal Management

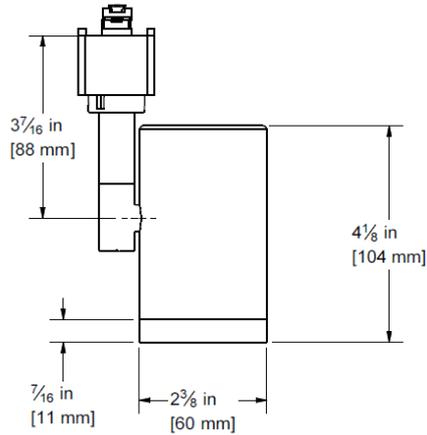
**The smooth,
contemporary style
eliminates the need for
heat sink fins to
complement accent
lighting designs from
subtle to bold.**



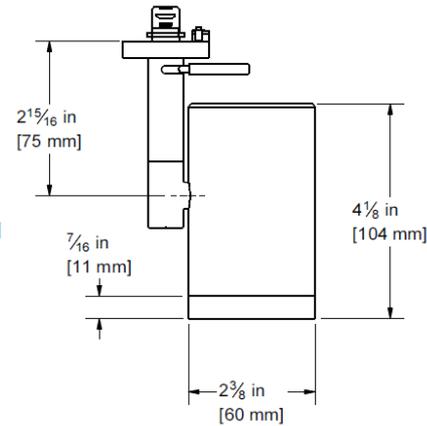
Competitor Adapters



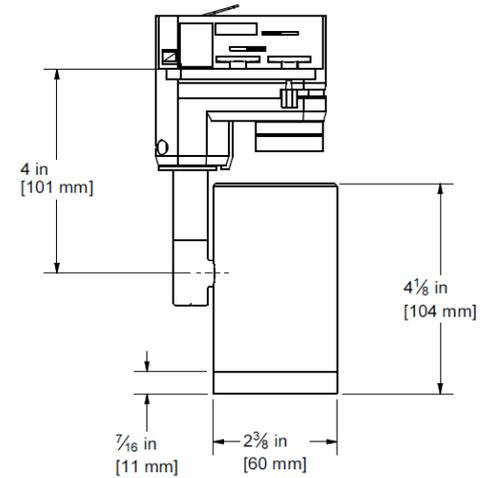
Juno
LCJ10830WTE



Halo
LCH10830WTE



Prospec
LCP10830WTE



GTEK
LCGT10830WTE

Precision Optics

Field changeable reflectors



Narrow Spot

11°

Spot

18°

Narrow Flood

24°

Flood

36°

Superior Optical Performance

Narrow Spot - 11°

600 lm: 8,259
1000 lm: 14,160
2000 lm: 29,711

Spot - 18°

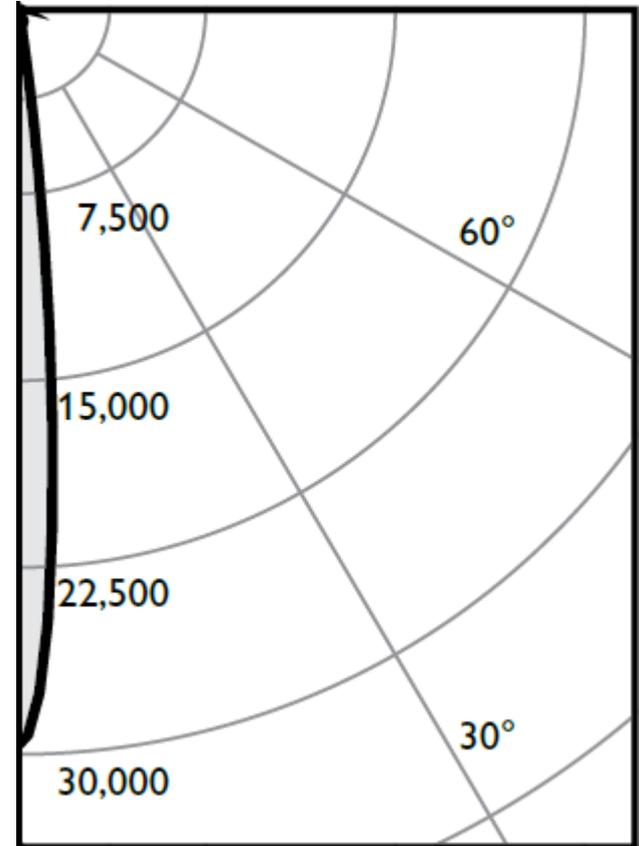
600 lm: 4,102
1000 lm: 7,103
2000 lm: 13,093

Narrow Flood - 24°

600 lm: 2,832
1000 lm: 4,891
2000 lm: 8,345

Flood - 36°

600 lm: 1,558
1000 lm: 2,680
2000 lm: 4,396



Fixture: LC20830WTE
Reflector: LLAV11RNS

Matching Platforms

- Seamless transition from track to recessed product
- Light quality consistency, specifically designed for retailers
- OmniSpot LC06 & LC10 will share with Calculite Evolution 3in Accent
- OmniSpot LC20 will share with Calculite 4in Accent



Accessories

With a wide range of personalized options, OmniSpot has the selection and accessories to tailor to all of your lighting needs and applications

Reflector



Hex Cell



Snoot



Accessory Holder



Finish Options



Aluminum



Black



White

CrispWhite Technology

CrispWhite Technology creates the most impactful retail lighting ever available, by revealing the richest whites, vibrant reds and colors that pop.

Delivering the warm saturated colors of high 90 CRI solutions while creating a natural crisp whiteness by activating fluorescent whitening agents (FWAs) in paints and fabrics to properly display merchandise in retail shops.



Ordering Logic

Fixture Complete product = Fixture + Reflector + Optional Accessory example: LC10930ALTECW

Series	Adapters	Lumens	CRI/CCT	Finishes ¹	Dimming	Options
<input type="text" value="LC"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="TE"/>	<input type="text"/>
LC OmniSpot LED cylinder track head	– Lightolier H Halo J Juno P Prospec ² GT Global TEK	06 600lm 10 1000lm 20 2000lm	827 80CRI/2700K 830 80CRI/3000K 835 80CRI/3500K 840 80CRI/4000K 927 90CRI/2700K 930 90CRI/3000K 930 90CRI/3000K	AL Alum ² BK Black W White AL Alum ² BK Black W White	TE Trailing edge (ELV) TE Trailing edge (ELV)	– None (leave blank) CW CrispWhite

Reflector example: LLMRNS

Series	Beam spreads
<input type="text"/>	<input type="text"/>
LLM for 600/1000lm	RNS 11°/12° Narrow Spot ³
LLAV11 for 2000lm	RS 18° Spot RNF 24° Narrow Flood RF 36° Flood

Accessories⁴ example: LC10AHWH

Series	Type/Finish
<input type="text"/>	<input type="text"/>
Diffusion films	
LC10 600lm & 1000lm	SY Symmetrical Spread
LC20 2000lm	SF Soft Focus
	LS Linear Spread
	FR Frosted Etched
Snoots	
LC10SN 600lm & 1000lm	AL Aluminum
LC20SN 2000lm	WH Matte White
	BK Matte Black
Accessory holders⁵	
LC10AH 600lm & 1000lm	AL Aluminum
LC20AH 2000lm	WH Matte White
	BK Matte Black
Hex cell louvers⁶ (matte black only)	
7472 600lm & 1000lm	
LC20HC 2000lm	

1. Black and White are a matte finish.
2. Prospec adapter is not available with aluminum finish.
3. Reflector LLM has a 12° Narrow Spot and LLAV11 has a 11° Narrow Spot.
4. Aperture ring on the fixture can hold a maximum of 1 film and 1 snoot.
5. Accessory holder can hold a maximum of 1 hex cell, 1 film, and 1 snoot.
6. Hex cell louver needs to be ordered with an Accessory holder.

Customer Service Offering

Track Heads	Description	CSO
LC06830WTE	OmniSpot LED 600lm 80CRI 30K WH ELV	A
LC06830BKTE	OmniSpot LED 600lm 80CRI 30K BK ELV	B
LC10830WTE	OmniSpot LED 1000lm 80CRI 30K WH ELV	A
LC10830BKTE	OmniSpot LED 1000lm 80CRI 30K BK ELV	B
LC10930WTECW	OmniSpot LED 1000lm 90CRI 30K WH ELV CW	A
LC10930WTE	OmniSpot LED 1000lm 90CRI 30K WH ELV	B
LC10930BKTE	OmniSpot LED 1000lm 90CRI 30K BK ELV	B
LC20830WTE	OmniSpot LED 2000lm 80CRI 30K WH ELV	A
LC20830BKTE	OmniSpot LED 2000lm 80CRI 30K BK ELV	B
LC20930WTECW	OmniSpot LED 2000lm 90CRI 30K WH ELV CW	A
LC20930BKTECW	OmniSpot LED 2000lm 90CRI 30K BK ELV CW	B
LC20930WTE	OmniSpot LED 2000lm 90CRI 30K WH ELV	B
LC20930BKTE	OmniSpot LED 2000lm 90CRI 30K BK ELV	B
Reflectors (All sizes)	Narrow Spot, Spot, Narrow Flood, Flood	A
Accessories (All sizes)	Snoots, Hex Cell, Films, Accessory Holders	A

Marketing Tools



Marketing Pieces..

- ✓ Comprehensive Track Brochure
- ✓ Sales Bulletin
- ✓ 3 Specification Sheets
- ✓ Press Release
- ✓ OmniSpot Landing Page
- ✓ OmniSpot Video

On the road tools..

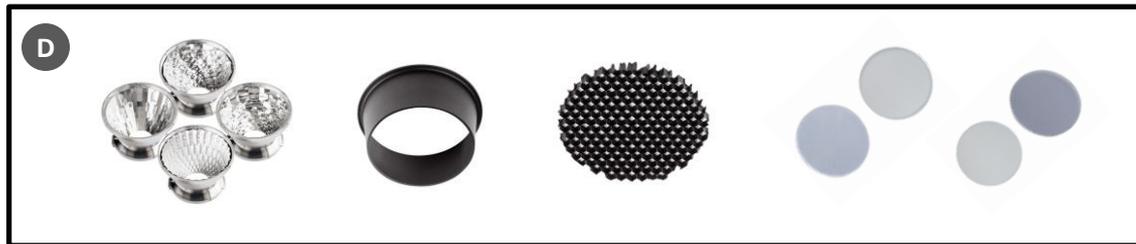
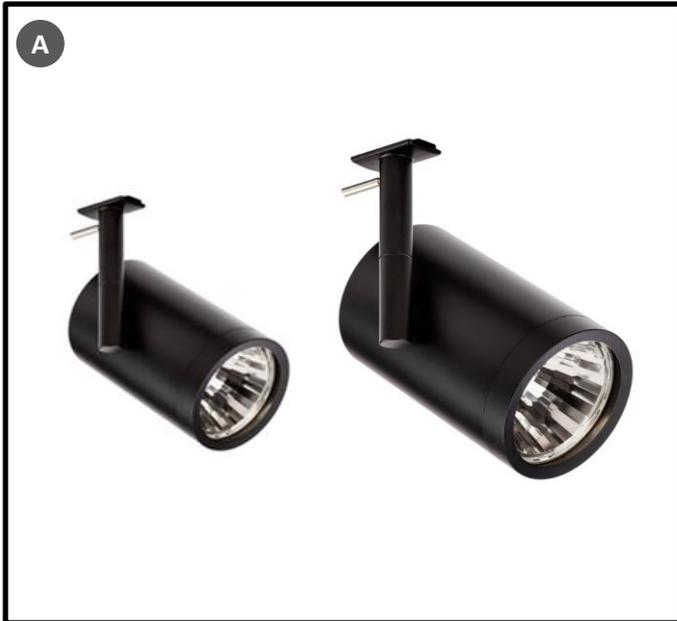
- ✓ Sales Sample Demo Kit
 - 1000lm & 2000lm
 - 1' Radius Track
 - Optic Kit
 - Accessories Kit

The top-left document is a brochure featuring the Philips Lightolier logo, a product image of the OmniSpot LED luminaire, and the headline "Small is the new big". Below the headline is a paragraph describing the luminaire's compact design and power efficiency. The top-right document is a specification sheet titled "OmniSpot LED" with a table of features and technical specifications. The bottom document is a sales bulletin for the "LC20 OmniSpot LED" luminaire, including a detailed technical drawing, a table of beam angles and illuminance, and a list of accessories.

This is a detailed technical specification sheet for the Philips LC20 OmniSpot LED luminaire. It includes the following sections:

- Product Information:** Philips Lightolier logo, product name "OmniSpot LED", and model "LC20 2000lm".
- Features:** A list of key features such as "LED based (50000h)", "High power LED", and "Adjustable beam angle".
- Technical Specifications:** A table with columns for "Beam angle", "Lumen", "Power", "Voltage", and "Temperature".
- Accessories:** A list of optional accessories like "Reflector", "Optic Kit", and "Power Supply".
- Diagrams:** A technical drawing showing the luminaire's mounting and beam spread.
- Notes:** A section for additional information and contact details.

Sample Case



Sample Case

- A. 1000lm & 2000lm Fixture
- B. Sales Bulletin & Brochure
- C. 1' Radius Track & Plug
- D. Accessories
 - Optic Kits
 - Snoots
 - Hex Cell Louvers
 - Diffusion Films
 - Accessory Holders



Aesthetic Appeal
Powerful Performance

Questions?

