



save on energy

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Make your clients feel at home

As a retailer, you know that your store is much more than a business. It's a place where your customers feel at home. Sometimes they come in to buy a product, sometimes to find some inspiration. And with the right lighting design, your shop can offer them both.



Philips ProAir luminaires have a minimalist design that blends seamlessly into any space. They provide versatile, durable and energy-efficient lighting solutions that are ideally suited to retail environments.

By applying different color temperatures and beam projections – from narrow to wide – you can easily create a smart lighting design to suit any space, any purpose. As a result, the store matches its guests' mood, making for a welcoming environment.

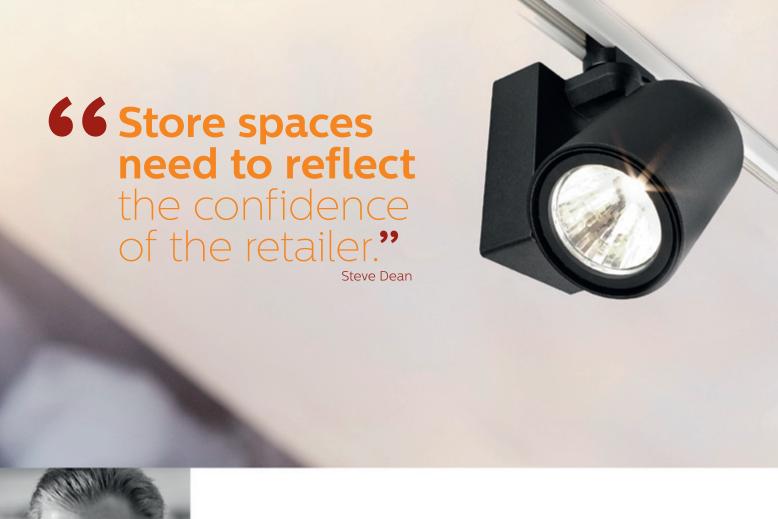
LEDs more efficient. And the spots' extremely long lifetime and excellent performance make them the perfect choice for an energy-saving solution that does not compromise on quality, durability or sustainability.

These stylish and flexible lights offer you the benefits of the latest advances in lighting technology, together with a comprehensive range of accessories. So you can focus on what you do best: making your shop a unique experience that delights your customers.



Technology meets creativity

In developing the ProAir luminaire series, Philips joined forces with LAPD, an award-winning lighting design team in the UK. The high-end innovations pioneered by Philips and the unique design approach developed by LAPD proved to be a perfect match.



LAPD's Steve Dean

One of the things that make ProAir special is how little it stands out. Its look is very clean, classic and simple. LAPD's Steve Dean explains, "We do not want anybody to like or dislike the physical form of the design. If you create emotion, some people will love it but some people will hate it." With its modest hardware design, the ProAir series lets emotion resonate through the lighting itself.

The goal in creating ProAir was to achieve a perfect unity of technology and style. We reduced the technological complexity to its essence, creating a versatile, accessible and energy-efficient luminaire. This was further enhanced by LAPD's minimalist design.

For shop owners, using these lighting innovations is simply good business. Steve Dean at LAPD says, "If retailers maintain and update the look of their store, they will generate extra sales. It's as simple as that." To provide better flexibility, the ProAir series has accessories that let you adapt and customize your shop's lighting design, easily and quickly.

ProAir brings all the benefits of cuttingedge LED quality and efficiency to retail lighting. It's an ideal solution for visual merchandisers, store designers and maintenance managers. ProAir is more than a luminaire – it's a new way to bring creativity into your shop lighting design.





ProAir

CrispWhite

Colors are warm, saturated and intense

Experience intense whites and rich colors with

CrispWhite

Up-and-coming Dutch fashion designer Jef Montes is a creative force to be reckoned with. His collections are futuristic in style but inspired by nostalgia. Montes is known for his experimental use of unconventional materials in combination with architectonic shapes and hand craftsmanship.

Montes's work is all about the interplay between couture and light. "Fabric has a mind of its own", he says. "It's fluid. It shapes around the body like water." In his final year at the ArtEZ Institute of the Arts, he became especially interested in the effect of light on glass and fiberglass. He started incorporating these materials into his fashion designs.

"To achieve the effect I want," Montes explains, "I combine both natural and artificial light." In a retail environment, this means striking the right balance between the brightness of white elements and the warm brilliance of the colors.

Seeing is believing!

The You Are Here fashion store in Eindhoven, the Netherlands, faced a very special challenge: showcasing one of Jef Montes's fascinating creations. To this this, it was essential to get the lighting just right.

Enter CrispWhite, an innovative and unique concept in LED retail lighting. In a single light source, CrispWhite offers the perfect combination of warm and cool light – so whites remain bright and colors are rich and attractive. This brings out the best in the fashion items on display

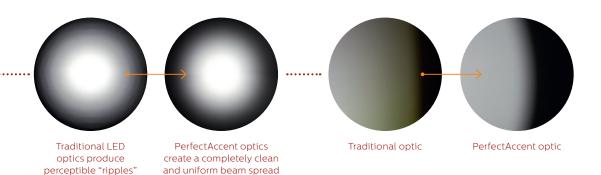
and it makes the store space appealing and engaging.

You Are Here seized the opportunity to present the design by Jef Montes with maximum effect. In the words of Steven Kardinaal, Product & Marketing Manager Indoor Lighting, "We believe in: attract, engage and convert. And the first thing that attracts customers to a shop is the quality of light."



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 20 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.





Experience

ProAir Benefits

Philips ProAir 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, ProAir is in a class all its own.

- **Timeless design.** The elegant, minimalist spots blend in easily in any environment.
- Efficient cooling system for maximum lifespan.

 To optimize lifespan and luminous flux,
 the ProAir fixture has a system for dissipating
 the heat produced in the LEDs.
- Aiming pole. To adjust the spots to shop-floor changes, use the dedicated aiming pole for quick and easy re-aiming from the ground.
- Maintenance savings. With an impressive lifetime of 50,000 hours, ProAir guarantees long-term performance and minimal disruption due to maintenance and replacements.

Optibin guarantees color consistency across the range

The Philips ProAir range makes it easy to a unified look and feel throughout your store lighting. Taking advantage of advanced Optibin technology, ProAir produces illumination that is comparable to natural light.

Optibin is a proprietary optimized selection process for LEDs. It guarantees perfect consistency of color temperature over time. This results in more unified and cleaner color rendering, with no variation from one spot to another.

Retail lighting

Benefits

ProAir

66 It's amazing that illumination is comparable to natural light."



Most energy-efficient solution compared with CDM-Elite

- Efficacy of up to 86 lm/W thanks to PerfectBeam (see page 20 for more information)
- · Passive cooling
- · Optimized dedicated LED board
- · DALI dimming available

Coverage of retail lighting applications 20 W CDM-Elite and 35 W CDM-Elite equivalents

- Flux range: 1600 lm up to 2700 lm
- Beam diversity: narrow, semi-medium, medium and wide beams
- Color temperatures: 3000 K CRI 80 and 90, CrispWhite

ProAir

- Extremely long lifetime
- Energy savings
- Maintenance savings
- · Instant light-up
- Excellent light quality
- No UV or IR radiation



Aiming Pole		
Proair		
ProAir		
Retail lighting		
Dotail lighting		

Store displays undergo many minor changes from week to week. Wouldn't it be great if you could easily adjust the available lighting to accommodate such variations? ProAir offers you a quick and convenient way to re-aim your lights - right from the shop floor.

Most retail spaces get a thorough makeover at least once a season, and shop windows are updated even more often. It's easy to replace the items on display and create a new floor plan. But re-aiming the spots that are located near the ceiling was always a time-consuming and difficult task. Until now.

The Philips ProAir series has a dedicated handheld aiming pole that attaches easily to any light, allowing for quick and effortless re-aiming. The benefits are self-evident:

- Lighting can be adjusted dynamically, for best sales results
- No need to clear floor space and place a ladder in your shop when lighting new displays
- Store staff can safely re-aim the lights from the shop floor
- A single aiming pole will fit every light in the ProAir series

Cost savings

Using the dedicated aiming pole is easy, and re-aiming the lights can be done much faster. So in addition to offering great convenience, the aiming pole will also give you significant cost savings: No need to call in a fitter to re-aim the spots
Minimal down-time during

shop restyling

Case: Shop fitter is sourced to re-aim the spots

Situation	Base case: ladder	Solution: aiming pole
Number of spots	100	100
Time needed to re-aim a spot	1 min	30 s
Total time needed	1 h 40	50 min
Cost of re-aiming / hour	€ 50	€ 50
# times spots are re-aimed	Every two weeks = 25 times a year	Every two weeks = 25 times a year
Total costs	€ 2100	€ 1200





The Total Cost of Ownership calculator tool from Philips allows you to easy compare the complete cost of alternative lighting solutions in comparison to your current lighting installation. So that you are able to make well-considered decisions on long term sustainability and cost impact.





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.



Specifications

Sevice
ProAir
Retail lighting

A winning combination

Technological expertise and a complete range of services

Advisory service

Our ProAir 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 ProAir, 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

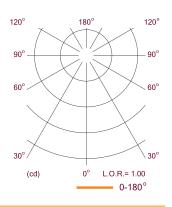
For more flexible funding of your lighting system update, you can now choose to spread the cost with our financing solutions and tailor-made purchasing schemes.

You can find the Philips Warranty Policy and Terms and Conditions on www.lighting.philips.com/main/connect/tools_literature/warranty-policy.wpd.

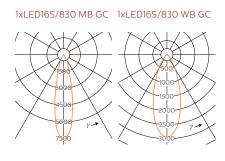
	Standard (ST640T)	High Efficacy (ST641T)	CrispWhite (ST642T)
Power	22 and 23 W	24 W	20, 21 and 31 W
Beam angles	8, 18, 28 and 36º	10, 18, 28 and 36°	10, 18 and 36º
Luminous Flux @830 MB	1750 or 2600lm	2600lm	1650 or 2700lm
Correlated Color Temperature	3000 K	3000 K	3000 K
Color Rendering Index	80, 90	80, 90	>92
Material	die-cast aluminum	die-cast aluminum	die-cast aluminum
Color	Black (BK = RAL9004) White (WH = RAL9003)	Black (BK = RAL9004) White (WH = RAL9003)	Black (BK = RAL9004) White (WH = RAL9003)
Accessories	Glare shield (GS) HoneyComb (HC) Skirt (SK), Aiming pole	Glare shield (GS) HoneyComb (HC) Skirt (SK), Aiming pole	Glare shield (GS) HoneyComwwHC) Skirt (SK), Aiming pole

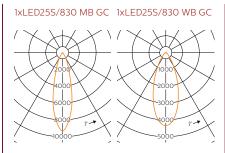
Photometric details

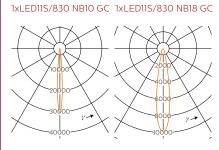
Polar intensity diagrams



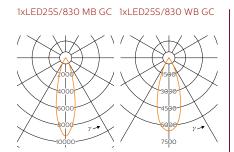
ProAir Standard Version (ST640T)







ProAir High Efficacy Version (ST641T)





Retail lighting

ProAir

Accessories

Accessories

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

HoneyComb (HC)

Eliminates glare to provide visual comfort from every direction







Glare shield straight (GS)

Provides visual comfort by reducing glare from the side







Glare shield angled (SK)

Provides visual comfort by reducing glare from the side and contributes to shaping the beam







Range offer

(EFE)				
	Technical Product ID	CRI	EAN	12NC
	ST640T LED11S/830 PSU NB10 GC BK	CRI80	871869 62574 87	9105 004 56707
1100 lm Narrow beam Fix	ST640T LED11S/930 PSU NB10 GC BK ST642T LED11S/CRW PSU NB10 GC BK	CRI90 CrispWhite	871869 62575 24 871869 62583 61	9105 004 56711 9105 004 56785
1100 lm Narrow beam DALI	ST640T LED11S/830 PSD NB10 GC 5C6 BK	CRI80	871869 62575 62	9105 004 56715
	ST640T LED11S/930 PSD NB10 GC 5C6 BK ST642T LED11S/CRW PSD NB10 GC 5C6 BK	CRI90 CrispWhite	871869 62576 09 871869 62584 08	9105 004 56719 9105 004 56789
1100 lm Sami Madium baam Fiv	ST640T LED11S/830 PSU NB18 GC BK	CRI80	871869 62575 00	9105 004 56709
1100 lm Semi-Medium beam Fix	ST640T LED11S/930 PSU NB18 GC BK	CRI90	871869 62575 48	9105 004 56713
1100 lm Semi-Medium beam DALI	ST640T LED11S/830 PSD NB18 GC 5C6 BK	CRI80	871869 62575 86	9105 004 56717
- Indian Semi Median Seam SAE	ST640T LED11S/930 PSD NB18 GC 5C6 BK	CRI90	871869 62576 23	9105 004 56721
	ST640T LED16S/830 PSU MB ACT BK	CRI80	871869 62576 47	9105 004 56723
1600 lm Medium Beam Fix	ST640T LED16S/930 PSU MB ACT BK	CRI90	871869 62576 85	9105 004 56727
	ST642T LED17S/CRW PSU MB ACT BK	CrispWhite	871869 62584 46	9105 004 56793
	ST640T LED16S/830 PSD MB ACT 5C6 BK	CRI80	871869 62577 22	9105 004 56731
1600 lm Medium Beam DALI	ST640T LED16S/930 PSD MB ACT 5C6 BK	CRI90	871869 62577 60	9105 004 56735
	ST642T LED17S/CRW PSD MB ACT 5C6 BK	CrispWhite	871869 62584 84	9105 004 56797
	ST640T LED16S/830 PSU WB ACT BK	CRI80	871869 62576 61	9105 004 56725
1600 lm Wide Beam Fix	ST640T LED16S/930 PSU WB ACT BK	CRI90	871869 62577 08	9105 004 56729
	ST642T LED17S/CRW PSU WB ACT BK	CrispWhite	871869 62584 60	9105 004 56795
	ST640T LED16S/830 PSD WB ACT 5C6 BK	CRI80	871869 62577 46	9105 004 56733
1600 lm Wide Beam DALI	ST640T LED16S/930 PSD WB ACT 5C6 BK	CRI90	871869 62577 84	9105 004 56737
	ST642T LED17S/CRW PSD WB ACT 5C6 BK	CrispWhite	871869 62585 07	9105 004 56799
	ST640T LED25S/830 PSU MB ACT BK	CRI80	871869 62578 83	9105 004 56747
2500 lm Medium Beam Fix	ST640T LED25S/930 PSU MB ACT BK	CRI90	871869 62579 20	9105 004 56751
	ST642T LED27S/CRW PSU MB ACT BK	CrispWhite	871869 62585 21	9105 004 56802
	ST640T LED25S/830 PSD MB ACT 5C6 BK	CRI80	871869 62579 68	9105 004 56755
2500 lm Medium Beam DALI	ST640T LED25S/930 PSD MB ACT 5C6 BK	CRI90	871869 62580 02	9105 004 56759
	ST642T LED27S/CRW PSD MB ACT 5C6 BK	CrispWhite	871869 62585 69	9105 004 56806
	ST640T LED25S/830 PSU WB ACT BK	CRI80	871869 62579 06	9105 004 56749
2500 lm Wide Beam Fix	ST640T LED25S/930 PSU WB ACT BK	CRI90	871869 62579 44	9105 004 56753
	ST642T LED27S/CRW PSU WB ACT BK	CrispWhite	871869 62585 45	9105 004 56804
	ST640T LED25S/830 PSD WB ACT 5C6 BK	CRI80	871869 62579 82	9105 004 56757
2500 lm Wide Beam DALI	ST640T LED25S/930 PSD WB ACT 5C6 BK	CRI90	871869 62580 26	9105 004 56761
	ST642T LED27S/CRW PSD WB ACT 5C6 BK	CrispWhite	871869 62585 83	9105 004 56808
2500 lm High Efficacy Medium Beam Fix	ST641T LED25S/830 PSU MB AC BK	CRI 80	871869 62580 40	9105 004 56763
2500 lm High Efficacy Medium Beam DALI	ST641T LED25S/830 PSD MB AC 5C6 BK	CRI 80	871869 62580 88	9105 004 56767
2500 lm High Efficacy Wide Beam Fix	ST64IT LED25S/830 PSU WB AC BK	CRI 80	871869 62580 64	9105 004 56765
2500 lm High Efficacy Wide Beam DALI	ST641T LED25S/830 PSD WB AC 5C6 BK	CRI 80	871869 62581 01	9105 004 56769
Glare Shield Straight (Snoot) Black	ST640Z GS BK		871869 62598 56	9105 004 56880
Glare Shield Angled (Skirt) Black	ST640Z SK BK		871869 62598 63	9105 004 56881
Honeycomb				



	Technical Product ID	CRI	EAN	12NC
1100 lm Narrow beam Fix	ST640T LED11S/830 PSU NB10 GC WH	CRI80	871869 62574 94	9105 004 56708
	ST640T LED11S/930 PSU NB10 GC WH	CRI90	871869 62575 31	9105 004 56712
	ST642T LED11S/CRW PSU NB10 GC WH	CrispWhite	871869 62583 78	9105 004 56786
	ST640T LED11S/830 PSD NB10 GC 5C6 WH	CRI80	871869 62575 79	9105 004 56716
1100 lm Narrow beam DALI	ST640T LED11S/930 PSD NB10 GC 5C6 WH	CRI90	871869 62576 16	9105 004 56720
	ST642T LED11S/CRW PSD NB10 GC 5C6 WH	CrispWhite	871869 62584 15	9105 004 56790
1100 lm Semi-Medium beam Fix	ST640T LED11S/830 PSU NB18 GC WH	CRI80	871869 62575 17	9105 004 56710
	ST640T LED11S/930 PSU NB18 GC WH	CRI90	871869 62575 55	9105 004 56714
1100 lm Semi-Medium beam DALI	ST640T LED11S/830 PSD NB18 GC 5C6 WH	CRI80	871869 62575 93	9105 004 56718
1100 tm Semi-Medium beam DALI	ST640T LED11S/930 PSD NB18 GC 5C6 WH	CRI90	871869 62576 30	9105 004 56722
	ST640T LED16S/830 PSU MB ACT WH	CRI80	871869 62576 54	9105 004 56724
1600 lm Medium Beam Fix	ST640T LED16S/930 PSU MB ACT WH	CRI90	871869 62576 92	9105 004 56728
	ST642T LED17S/CRW PSU MB ACT WH	CrispWhite	871869 62584 53	9105 004 56794
	ST640T LED16S/830 PSD MB ACT 5C6 WH	CRI80	871869 62577 39	9105 004 56732
1600 lm Medium Beam DALI	ST640T LED16S/930 PSD MB ACT 5C6 WH	CRI90	871869 62577 77	9105 004 56736
	ST642T LED17S/CRW PSD MB ACT 5C6 WH	CrispWhite	871869 62584 91	9105 004 56798
	ST640T LED16S/830 PSU WB ACT WH	CRI80	871869 62576 78	9105 004 56726
1600 lm Wide Beam Fix	ST640T LED16S/930 PSU WB ACT WH	CRI90	871869 62577 15	9105 004 56730
1000 till Wide Beall I IX	ST642T LED17S/CRW PSU WB ACT WH	CrispWhite	871869 62584 77	9105 004 56796
1600 lm Wide Beam DALI	ST640T LED16S/830 PSD WB ACT 5C6 WH	CRI80	871869 62577 53	9105 004 56734
	ST640T LED16S/930 PSD WB ACT 5C6 WH	CRI90	871869 62577 91	9105 004 56738
	ST642T LED17S/CRW PSD WB ACT 5C6 WH	CrispWhite	871869 62585 14	9105 004 56801
	ST640T LED25S/830 PSU MB ACT WH	CRI80	871869 62578 90	9105 004 56748
2500 lm Medium Beam Fix	ST640T LED25S/930 PSU MB ACT WH	CRI90	871869 62579 37	9105 004 56752
	ST642T LED27S/CRW PSU MB ACT WH	CrispWhite	871869 62585 38	9105 004 56803
	ST640T LED25S/830 PSD MB ACT 5C6 WH	CRI80	871869 62579 75	9105 004 56756
2500 lm Medium Beam DALI	ST640T LED25S/930 PSD MB ACT 5C6 WH	CRI90	871869 62580 19	9105 004 56760
	ST642T LED27S/CRW PSD MB ACT 5C6 WH	CrispWhite	871869 62585 76	9105 004 56807
	ST640T LED25S/830 PSU WB ACT WH	CRI80	871869 62579 13	9105 004 56750
2500 lm Wide Beam Fix	ST640T LED25S/930 PSU WB ACT WH	CRI90	871869 62579 51	9105 004 56754
	ST642T LED27S/CRW PSU WB ACT WH	CrispWhite	871869 62585 52	9105 004 56805
	ST640T LED25S/830 PSD WB ACT 5C6 WH	CRI80	871869 62579 99	9105 004 56758
2500 lm Wide Beam DALI	ST640T LED25S/930 PSD WB ACT 5C6 WH	CRI90	871869 62580 33	9105 004 56762
	ST642T LED27S/CRW PSD WB ACT 5C6 WH	CrispWhite	871869 62585 90	9105 004 56809
2500 lm High Efficacy				
Medium Beam Fix	ST641T LED25S/830 PSU MB AC WH	CRI 80	871869 62580 57	9105 004 56764
2500 lm High Efficacy				
Medium Beam DALI	ST641T LED25S/830 PSD MB AC 5C6 WH	CRI 80	871869 62580 95	9105 004 56768
2500 lm High Efficacy				
2500 lm High Efficacy Wide Beam Fix	ST641T LED25S/830 PSU WB AC+B34C WH	CRI 80	871869 62580 71	9105 004 56766
2500 lm High Efficacy				
2500 lm High Efficacy Wide Beam DALI	ST641T LED25S/830 PSD WB AC 5C6 WH	CRI 80	871869 62581 18	9105 004 56770
Glare Shield Straight (Snoot) Black	ST640Z GS WH		871869 62598 87	9105 004 56883
Glare Shield Angled (Skirt) Black	ST640Z SK WH		871869 62598 94	9105 004 56884

