



# Low initial investment LED solution provides instant saving while retaining your uniqueness

## TrueForce LED Public (Urban/Road – HPS/MH)

Philips TrueForce LED Public Urban lamps provide an easy LED solution with a fast payback to replace High Intensity Discharge (HID) lamps. These lamps bring the energy efficiency and long lifetime benefits of LED to HID replacement, with a low initial investment delivering instant savings. With the right light distribution, compact lamp size and light weight, customers can easily retrofit TrueForce LED lamps into their existing system, thereby improving the light quality without having to change the fixtures or sacrifice the light effect. NAM Mogul E39 NEMA socket (3-pin ANSI receptacle) version offers connected lighting capability by adding connector node. Each individual light point can be controlled and monitored remotely to enhance flexibility, energy saving and operation efficiency.

### Benefits

- Cost savings ensure a quick payback
- Low initial investment
- Enhanced light quality and easy adoption

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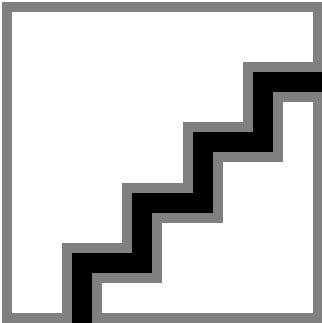
## Features

- High energy efficiency
- Long lifetime 50,000hrs
- Compact size, light in weight
- Up to 10KV surge protection
- NEMA socket (3-pin ANSI receptacle) for connector node installation (Available in NAM Mogul E39 only)

## Application

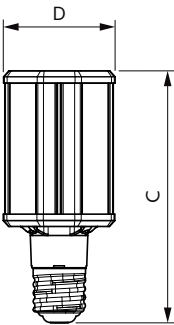
- Public urban – parks, squares
- Public road – streets, paths
- Public area – parking, transportation hubs

## Versions



Single Contact Mogul Screw  
Others Clear

## Dimensional drawing



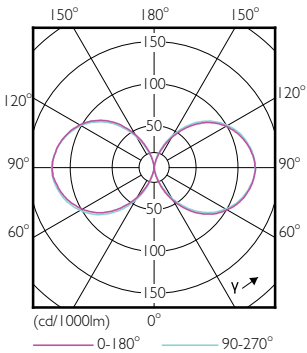
Product	D	C
35ED23.5/LED/740/ND 120-277V G2 4/1	84 mm	190 mm
35ED23.5/LED/730/ND 120-277V G2 4/1	84 mm	190 mm

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Approval and application	
Energy Consumption kWh/1000 h	- kWh
Controls and dimming	
Dimmable	No
Operating and electrical	
Input Frequency	50 to 60 Hz
Voltage (Nom)	120-277 V
Wattage Equivalent	HPS100 W
Power (Nom)	35 W
Starting Time (Nom)	0.5 s
General information	
Cap-Base	E39
Nominal Lifetime (Nom)	50000 h
Switching Cycle	50000
Light technical	
Beam Angle (Nom)	360 °
Color Rendering Index (Nom)	70
Llmf At End Of Nominal Lifetime (Nom)	70 %
Luminous Flux (Nom)	5000 lm
Mechanical and housing	
Bulb Finish	Clear
Bulb Shape	Others
Temperature	
T-Ambient (Max)	55 °C
T-Ambient (Min)	-40 °C
T-Case Maximum (Nom)	57 °C

Light technical

Order Code	Full Product Name	Color Code	Correlated Color Temperature (Nom)
473603	35ED23.5/LED/730/ND 120-277V G2 4/1	730	3000 K
473611	35ED23.5/LED/740/ND 120-277V G2 4/1	740	4000 K



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