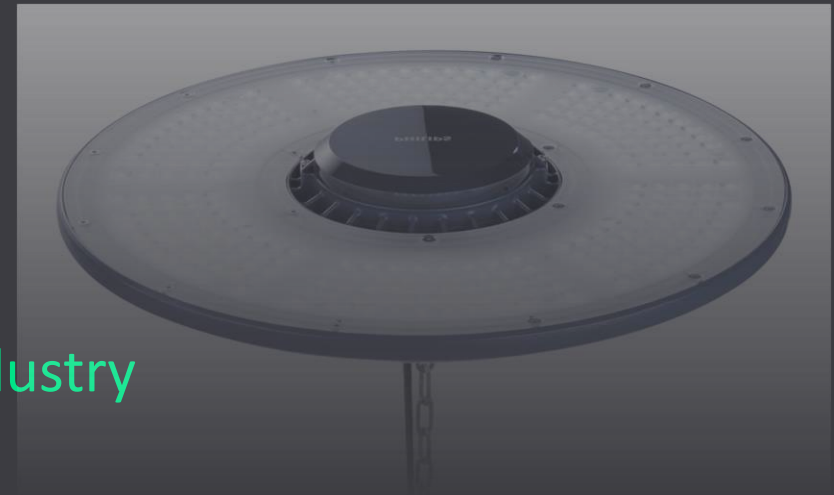


Signify



Green Perform Elite Highbay



Gaurav Yadav

Professional Lighting Solutions – Industry

Green perform Elite



Claim

This is the new Highbay family with a value that customers understand.

Differentiators of the new Elite Highbay are:

- Excellent efficacy and light output
- Easy installation (single point suspension)
- One-to-one replacement with conventional products
- Wide application possibilities
- Superior aesthetics

Reasons to believe

- 10/15/20/25/30K lm output
- 4000K or 6500K
- CRI ≥ 80 at SDCM < 3
- Robust: IP65 / IK08
- Life Class of 50,000 hrs. @ Ta 45° C
- WB and NB optics
- Single suspension point
- Suspended or Eyebolt mounting



Content of presentation

Commercial story

1. Why this product?
2. Market & trends, competitive field
3. Target group
4. Application area
5. External positioning
6. Internal positioning
7. Customer validation (optional)

Technical story

1. Claim + USP + RtB
2. Product specifications
3. Spec comparison with competition
4. Technical details
5. Photometrical data
6. Application calculation (optional)

Detailed product info

1. Dimensional drawings
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5. Codes & choice sheet
6. Phase in/phase out management (Optional)
7. Spare parts (Optional)

Why this product?

Green perform Elite

High-bay market is booming

- Huge quantity growth expected
- Many competitors on the market
- Differentiator product needed

Increase application fit

- High lumen output required for high ceiling
- Multiple lumen packs required with various optics

Future proof

- Product readiness for sensor integration
- Provision for Interact drivers
- Excellent quality and lifetime



Application area

High-bay



General industry



Logistics



Warehousing

Target groups

Installers and specifiers

PARTNERS/ SPECIFIERS

Key Influencer

- Defines lighting design plan and technical specification (considering application, national work regulations etc.)
- Less concern on cost, more into aesthetic



INDUSTRY

Product buyer

- Provides installation services
- Provides products via wholesalers
- Looking for cheapest products which meets lighting framework



BUILDING OWNERS

- Initiates and develops the building plan
- Budget owner and decides price limits and initial budget for lighting (only for general area if its rented to tenants)
- Overall focus on cost and increasing awareness on green buildings
- Often no or little dedicated lighting knowledge



BUILDING OPERATOR

- Only have role during maintenance/refurbishment, not for new built
- Act as mediator between building users and architects/installers
- Most of the time has role as initiator for building refurbishment, due to knowledge of building maintenance (regulations & trends)


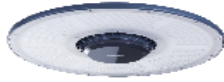




BUILDING USERS

- Budget owner and decides price limits and initial budget (for rented area)
- Requests products and/or services (e.g. technical planning, installation etc.)
- Makes final decision on product buying
- Specifies technology (sometimes/seldom: supplier / brand)



High energy saving

	 HPI P 400W	 BY718P LED200	 HPI P 250W	 BY718P LED100
Lamp wattage	400 W	135W	250 W	68 W
System wattage	440 W	135 W	275 W	68 W
Initial lumen output	32000 lm	20000 lm	18000 lm	10000 lm
Light Out Put Ratio (LOR) (Luminaire Optical design)	65%	100%	65%	100%
System Lumen Output	20800 lm	20000 lm	11700 lm	10000 lm
<i>Total Energy Saving (same lux level)</i>		65%		71%

**** For retrofit in existing plants, please validate the present lux level and decide the most optimum offering from GP HB Elite**

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Claim + USPs + Reasons to believe

Green perform Elite

Your claim on proposition

Unique Selling Points

Green perform Elite is part of the High-bay family with a value that customers understand. Differentiators of the new Elite Highbay are:

- Excellent efficacy and light output
- Easy installation (single point suspension)
- One-to-one replacement with conventional products
- Wide application possibilities
- Enhances Appeal

Reasons to Believe

- 10,000 / 15,000 / 20,000 / 25,000 / 30,000 lm output
- 145 lm/W Efficacy
- 4000/6500 K
- CRI >80 at SDCM <3
- Robust: IP65 / IK08
- Life Class of 50,000 hrs. @ Ta 45° C
- PSU, PSD*, Interact Ready*
- WB and NB optics
- Hook Mounting
- Finless aesthetics
- Sleek design (easy to handle)
- 5 years warranty

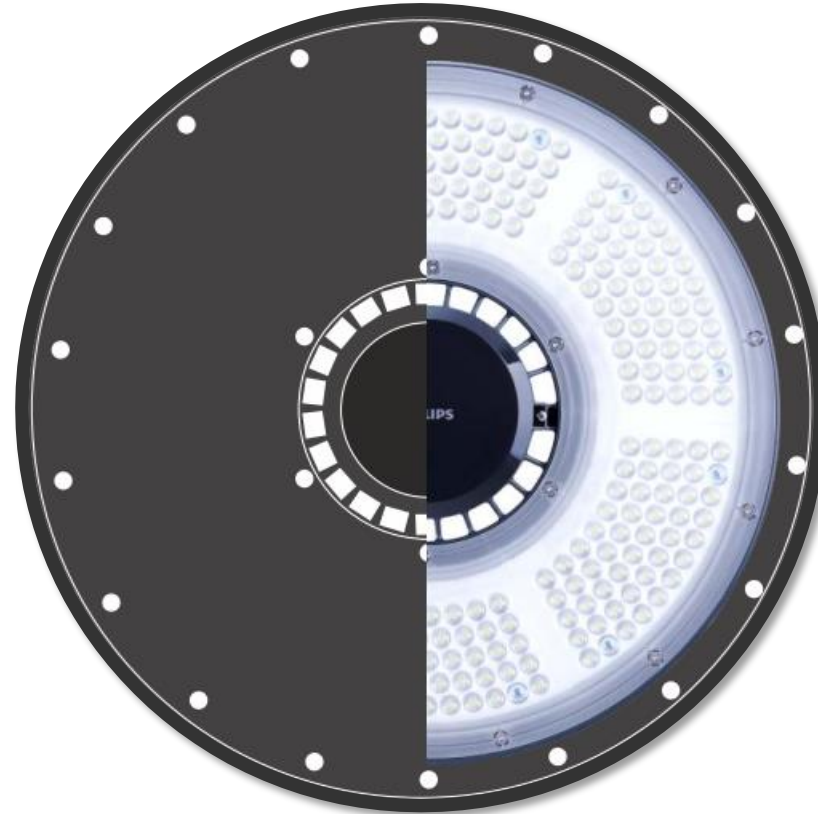
Features and Benefits

Outstanding Energy Efficiency

- Incorporates extremely efficient, state-of-the-art LED technology
- System efficiency >145 lm/W
- 75% energy savings versus conventional HID static light

Top performer in any environment

- Designed for operations under diverse environment from -30°C to 50°C
- Lack of Lens Glare makes it gentle and comfortable to eye, while its light distribution is uniform, allowing you to achieve a consistency of illumination: CRI 80; UGR 22 (NB) UGR26 (WB).
- Polycarbonate front cover makes this luminaire suitable for F & B industry



Enhances Appeal

- Completely new finless aesthetics design
- Owns iF design award 2019 & Reddot design award 2019

Robust Design

- IK08 Polycarbonate cover provides strong protection from high pollution
- Pressure die-cast housing offers excellent corrosion-resistance and robustness
- Efficient heat dissipation assures long time at high temperature application

Suitable to Versatile applications

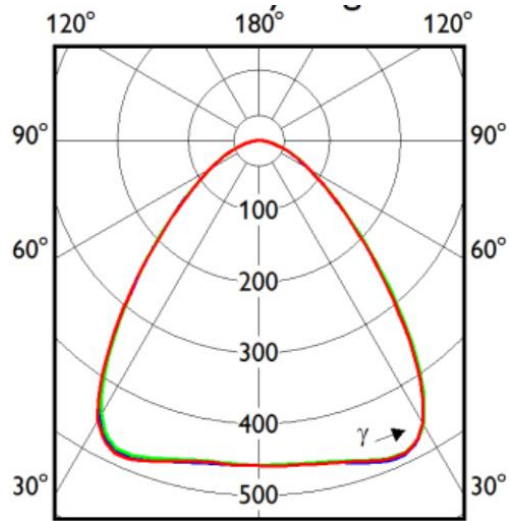
- Five lumen choices with two optics: Suitable for 10 to 30-meter height
- Wide Beam (WB) brings high uniformity to the whole area
- Narrow Beam (NB) delivers highly efficient light to make a brighter world

Detail Specification

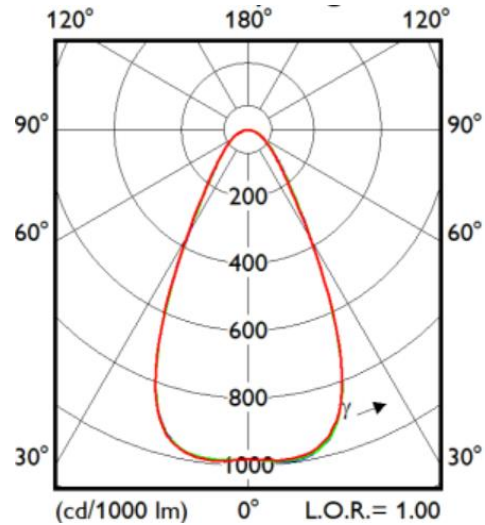
Types (BY718P)	LED100	LED150	LED200	LED250	LED300
Lumen Output (typ.)	10000lm	15000lm	20000lm	25000lm	30000lm
System Power (typ.)	68W	102W	135W	169W	203W
System efficacy	Typ. 145lm/W				
CCT (typ.)	CW (6500K)/ NW (4000K)				
CRI	≥ 80				
Color consistency	< 3 SDCM				
IP/IK rating	IP65/ IK08				
Classification	Class I				
Operation Temperature	-30°C to +50°C (Ta45°C)				
Lifetime (hrs)	50,000 hrs (Calculated L70B50) @45°C				
Optics	WB (86°) ; NB (54°)				
Input Voltage	220-240V, 50/60 Hz				
Power factor	0.95				
THD	<15%				
Mounting / Installation	Hook (included in the box)				
Housing	Aluminum die-casting				
Dimensions (mm)	Φ385/H95	Φ420/H95	Φ450/H95	Φ510/H90	
Weight	3.3KGS	4.3KGS	4.7KGS	5.8KGS	
Certificate	BIS/ROHS/LM79				

Comfort light quality

- High color rendering (CRI >80) highlights the real color and restores the natural experience
- Integral Lens cover structure realizes the accurate distribution of light, dramatically improved UGR and beam angle
- High quality PC with matt texture inside improves visual look



- WB
- 2 * 43 degree
- Symmetric



- NB
- 2 * 27 degree
- Symmetric



Safe and Reliable performance

All Philips key components and production assure long lasting performance

Philips PLS designed driver @50khrs

Philips customized LED
CRI>80



High quality
Aluminum die-casting
heat sink

Integrated PC lens
cover assure IP65
and IK08



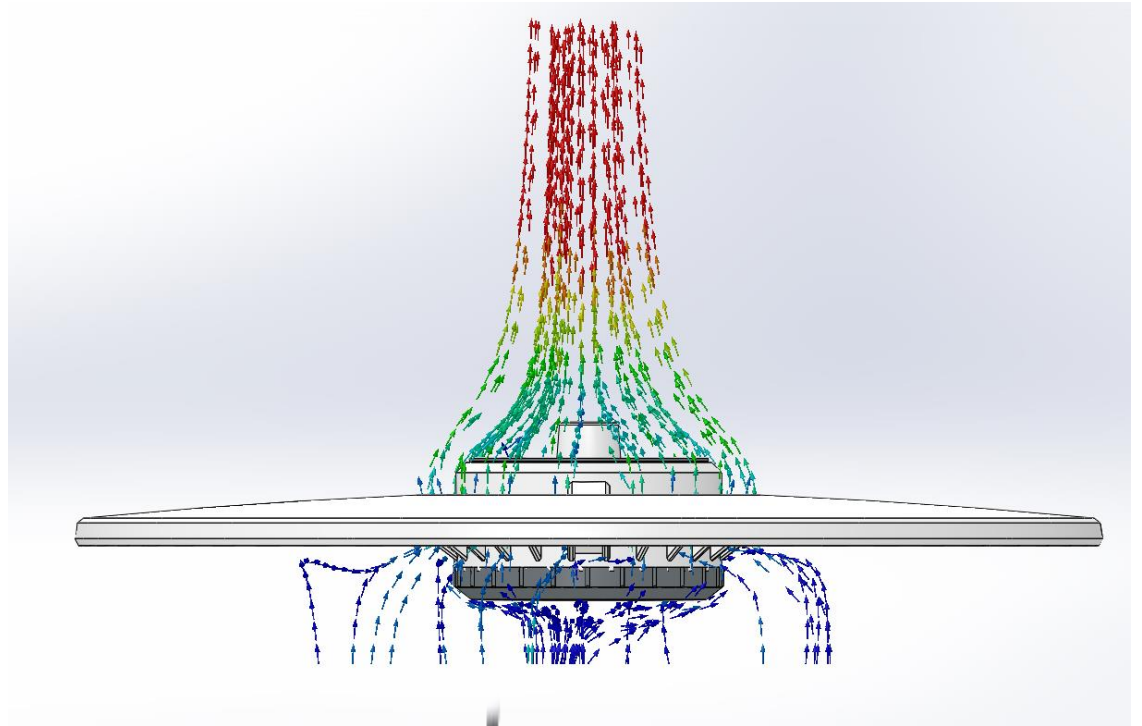
PHILIPS

Green Field

**Philips professional LED luminaire
assembly factory**

Professional thermal design

- Innovative thermal sink design, which is flat with slight inclination and thermal fins in the middle
- High efficient thermal discription creates an airflow through the product to prevent dirt from accumulating on the surface, suitable for installation at any angle
- Stable operation between $-30^{\circ}\text{C} \sim +50^{\circ}\text{C}$, ensuring the durable and reliable performance at $T_a 45^{\circ}\text{C}$



Key applications



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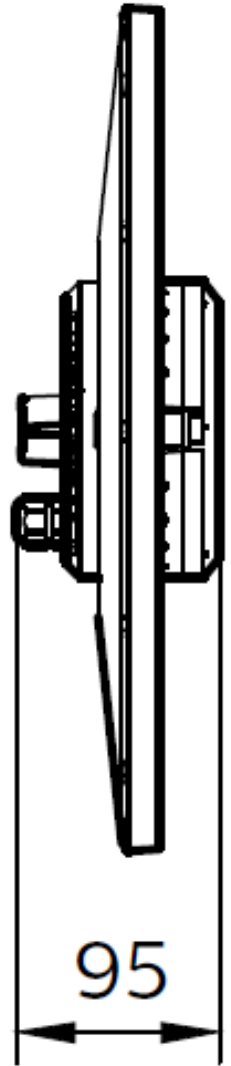
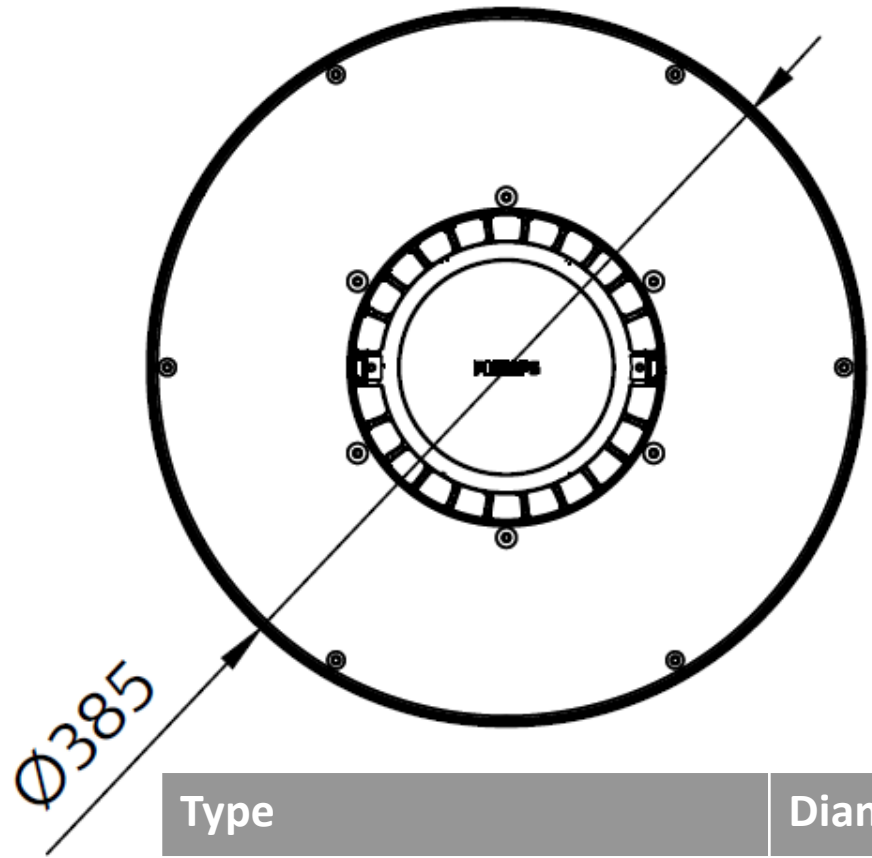
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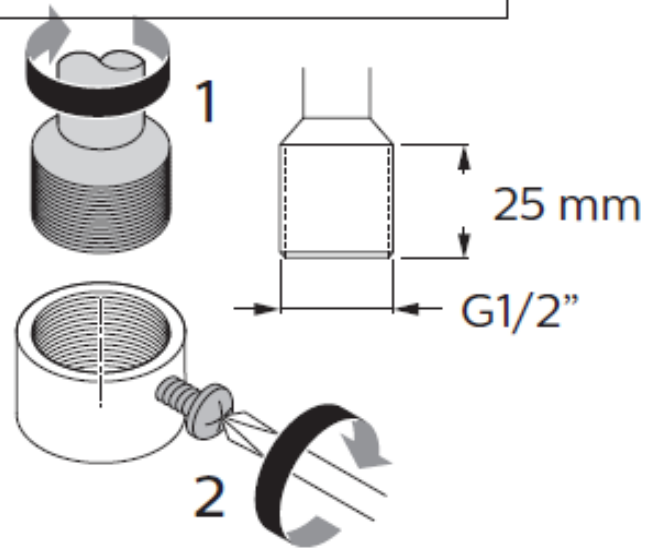
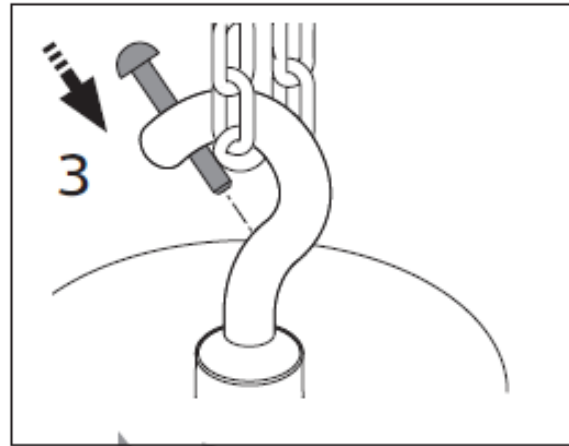
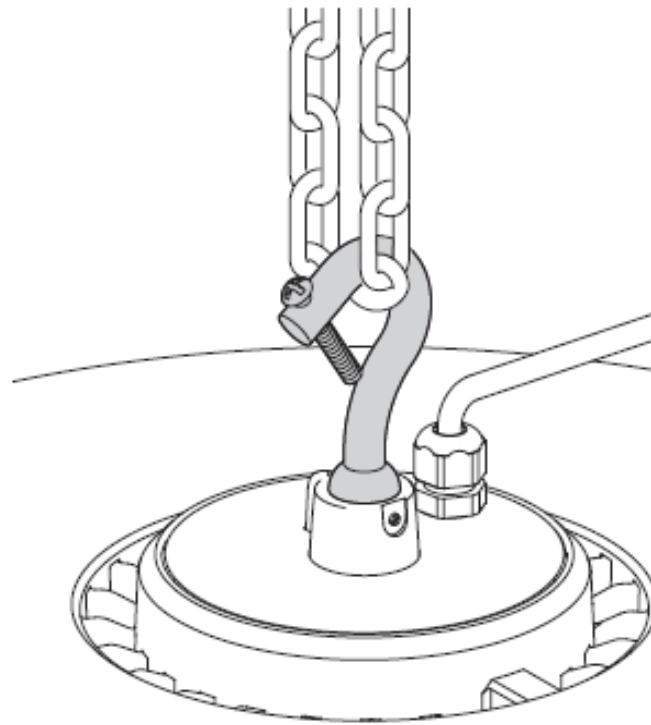
Product Dimension



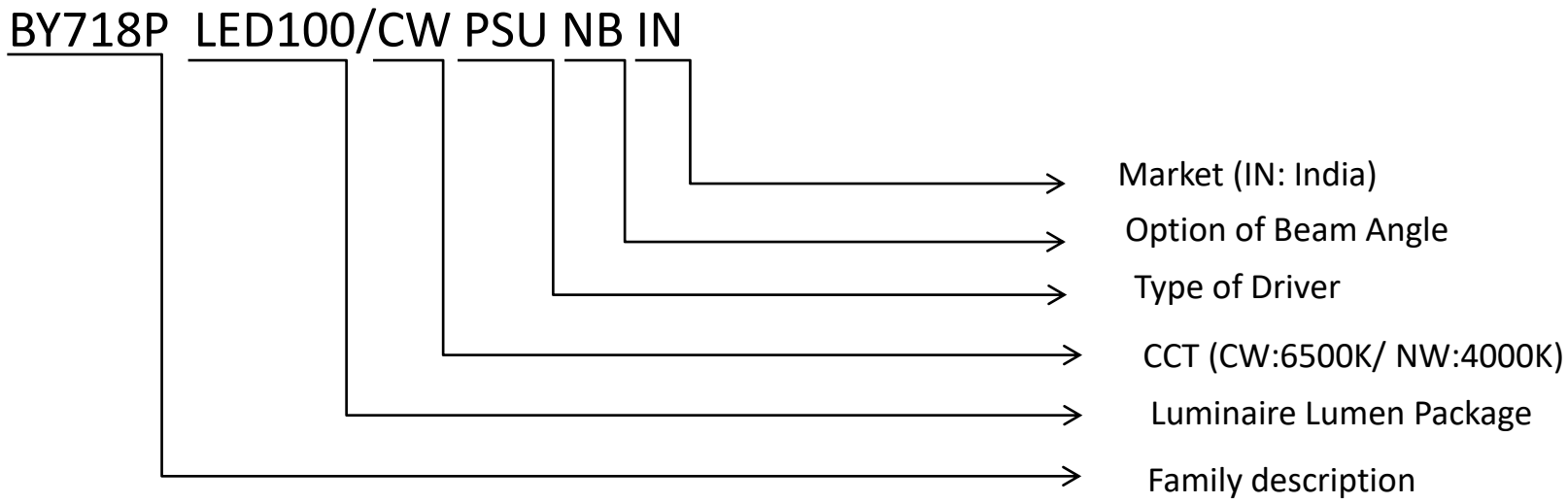
Type	Diameter	Height
BY718 LED100 PSU	385mm	95mm
BY718 LED150 PSU	420mm	95mm
BY718 LED200 PSU	450mm	95mm
BY718 LED250/300 PSU	510mm	90mm

Mounting Instruction

Hook Mounting



Product Description






Variety:									
Family	CCT		Lumen Pack		Option of Optics			Option of Driver	
BY718	6500K CW		LED100S	10000Lum	NB	Narrow Beam		PSU	Universal non dimmable driver
	4000K NW		LED150S	15000Lum	WB	Wide Beam		PSD	*DALI Dimmable Driver
			LED200S	20000Lum.					
			LED250S	25000Lum.					
			LED300S	30000Lum.					

Order Information

12NC	Description	Specification
9114 015 21161	BY718P LED100/CW PSU NB IN	68W, 10000lm, 6500K, fixed output, narrow beam
9114 015 21261	BY718P LED100/CW PSU WB IN	68W, 10000lm, 6500K, fixed output, wide beam
9114 015 21361	BY718P LED100/NW PSU NB IN	68W, 10000lm, 4000K, fixed output, narrow beam
9114 015 21461	BY718P LED100/NW PSU WB IN	68W, 10000lm, 4000K, fixed output, wide beam
9114 015 21561	BY718P LED150/CW PSU NB IN	102W, 15000lm, 6500K, fixed output, narrow beam
9114 015 21661	BY718P LED150/CW PSU WB IN	102W, 15000lm, 6500K, fixed output, wide beam
9114 015 21761	BY718P LED150/NW PSU NB IN	102W, 15000lm, 4000K, fixed output, narrow beam
9114 015 21861	BY718P LED150/NW PSU WB IN	102W, 15000lm, 4000K, fixed output, wide beam
9114 015 21961	BY718P LED200/CW PSU NB IN	135W, 20000lm, 6500K, fixed output, narrow beam
9114 015 22061	BY718P LED200/CW PSU WB IN	135W, 20000lm, 6500K, fixed output, wide beam
9114 015 22161	BY718P LED200/NW PSU NB IN	135W, 20000lm, 4000K, fixed output, narrow beam
9114 015 22261	BY718P LED200/NW PSU WB IN	135W, 20000lm, 4000K, fixed output, wide beam
9114 015 22361	BY718P LED250/CW PSU NB IN	169W, 25000lm, 6500K, fixed output, narrow beam
9114 015 22461	BY718P LED250/CW PSU WB IN	169W, 25000lm, 6500K, fixed output, wide beam
9114 015 22561	BY718P LED250/NW PSU NB IN	169W, 25000lm, 4000K, fixed output, narrow beam
9114 015 22661	BY718P LED250/NW PSU WB IN	169W, 25000lm, 4000K, fixed output, wide beam
9114 015 22761	BY718P LED300/CW PSU NB IN	203W, 30000lm, 6500K, fixed output, narrow beam
9114 015 22861	BY718P LED300/CW PSU WB IN	203W, 30000lm, 6500K, fixed output, wide beam
9114 015 22961	BY718P LED300/NW PSU NB IN	203W, 30000lm, 4000K, fixed output, narrow beam
9114 015 23061	BY718P LED300/NW PSU WB IN	203W, 30000lm, 4000K, fixed output, wide beam

Family differentiation High-bay

	Durabay	Green perform Elite	Maxolid
			
Product designations	BY325P	BY718P	BY415P
Luminous flux	10/13/16.5/19 klm	10/15/20/25/30 klm	14.5/16.5/19.5/23/26/28.5 klm
Efficacy	Up to 130lm/w	Up to 145 lm/w	Up to 125 lm/w
IP / IK rating	IP66 / IK07	IP65 / IK08	IK65 / IK07
Driver options	PSU/ PSD	PSU/PSD (On demand)	PSU/PSD
System ready	-	Interact Pro (On demand)*	-
Optics	NB/ WB	NB/WB	NB/WB
Lifetime	50k hrs L70	50k hrs L70	50k hrs L70

* Will be launched in Q4'19

Signify