Press Information

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Retail Spaces Take on New, Inviting Look with Revolutionary Philips Lumileds CrispWhite Technology

CrispWhite Technology brings a completely new look to retail settings, with its unique ability to highlight bright whites while also revealing the richest colors found in clothing, paints and other goods.

San Jose, CA – Today Philips Lumileds launches its proprietary CrispWhite Technology, yet another quality of light breakthrough in its portfolio, making whites appear vivid and bright while colors appear saturated. LUXEON CoB arrays with CrispWhite Technology are game-changing for retail downlights and spotlights, resulting in more inviting and attractive displays.

Proper lighting is central to the perception and evaluation of goods. It is a critical component of branding, highlighting and presenting merchandise and creating a space where shoppers want to visit. With CrispWhite Technology, all colors, including the white, show the best saturation, just like daylight. And unlike CDM solutions, LUXEON CoB with CrispWhite Technology turns on instantly, which is a compelling advantage for retail lighting applications.

“CrispWhite really delivers the light quality that retailers have been seeking for some time,” said Eric Senders, Product Line Director, Philips Lumileds. “Shop owners have told us that CDM sources do a fine job of rendering warm colors but they would like to save energy and take advantage of the longer lifetime of LEDs.” Just like CDMs, the new CrispWhite LEDs maintain high CRI and bring out the white color in merchandise by utilizing a second peak in the blue spectrum. This approach creates the optimal illumination for retail displays.

LUXEON CoB with CrispWhite Technology is available in multiple lumen packages, from 800 lumens for MR16 and PAR lamps, all the way up to 7000 lumens to replace 70W and 100W CDM solutions.

For more information on LUXEON CoB with CrispWhite Technology and the range of compatible drivers and optical solutions, visit www.philipslumileds.com/CrispWhite and www.philipslumileds.com/designtools.

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