



TrueFashion EM

ST700T P35 LED38 930PW PSD VLC WB BK

TrueFashion EM, 35 W, 3865 lm, 3000 K, DALI

TrueFashion is the LED projector family answering miniaturization and presentation needs of specialized retailers. Firstly, these miniaturized spots with clean and fine detailing offer contemporary design and blend seamlessly into your store interior for a tailor-made look. Secondly, it provides high quality accentuation effect thanks to its innovative OptiAccent lens technology (FPO), which provides higher central intensity beam without spill light to maximize the contrast ratio hence optimize the accent effect. Especially in challenging narrow spot (12D) and spot (18D) applications, the difference of OptiAccent to Chip on Board and reflector optics is like day and night. OptiAccent also reduces direct glare by a factor of 5 to enable superior visual comfort. Lastly, TrueFashion also has the light spectra taken care of: the specially designed Philips LED flavors enhance colors (saturation) and whites, while offering high degree of fidelity (exceeds CRI90). This is how TrueFashion ensures a superior light experience in your retail applications.

Warnings and Safety

- The luminaire should be mounted outside of arm's reach
- The luminaire should be installed and disassembled by a qualified electrician and wired in accordance with the latest IEE electrical regulations or the national requirements

Product data

General Information		Luminous Efficacy (rated) (Nom)	
Driver included	Yes		111 lm/W
Light source engine type	LED	Color rendering index (CRI)	90
Light Technical		Light source color	PremiumWhite with CRI ≥90 and color temperature 3000K
Luminous Flux	3,865 lm	Unified glare rating CEN	Not applicable
Correlated Color Temperature (Nom)	3000 K		

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Operating and Electrical

Input Voltage	220 to 240 V
Line Frequency	50 or 60 Hz
Power Consumption	35 W
Power Factor (Fraction)	0.9
Number of products on MCB of 16 A type B	28
Protection class IEC	Safety class II

Controls and Dimming

Dimmable	DALI
Control interface	DALI

Mechanical and Housing

Housing Material	Aluminum Alloy
Optical cover material	Polymethyl methacrylate
Housing Color	Black
Optical cover finish	Structured optic
Ingress protection code	IP20 [Finger-protected]
Mech. impact protection code	IK03 [0.35 J reinforced]
Optical cover type	Lens

Net Weight (Piece)	0.890 kg
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Approval and Application

CE mark	Yes
Ambient temperature range	-20 °C to 35 °C

Initial Performance (IEC Compliant)

Luminous flux tolerance	-10% / +10%
Power consumption tolerance	+/-10%

Product Data

Order product name	ST700T P35 LED38 930PW PSD VLC WB BK
Full product name	ST700T P35 LED38 930PW PSD VLC WB BK
Order code	911401544046
Material Nr. (12NC)	911401544046
Numerator - Quantity Per Pack	1
Numerator - Packs per outer box	1

Dimensional drawing

