



# TrueFashion EM

## ST700T P35 LED37 930PC PSU MB 1C BK

TrueFashion EM, 35.4 W, 3746 lm, 3000 K

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      |                                 | 106 lm/W  |
| Light source engine type           | LED      | Color rendering index (CRI)     | 90  |
| Light Technical                    |          | Light source color              | Premium color with CRI ≥90 and color temperature 3000 K |
| Luminous Flux                      | 3,746 lm | Unified glare rating CEN        | Not applicable  |
| Correlated Color Temperature (Nom) | 3000 K   |                                 |   |

## TrueFashion EM

### Operating and Electrical

|  |                 |
|--|-----------------|
| Input Voltage                            | 220 to 240 V    |
| Line Frequency                           | 50 or 60 Hz     |
| Power Consumption                        | 35.4 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          | - |
| Control interface | - |

### 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) | 0.590 kg |
|--------------------|----------|

### 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 LED37 930PC PSU MB 1C BK |
| Full product name               | ST700T P35 LED37 930PC PSU MB 1C BK |
| Order code                      | 911401544946                        |
| Material Nr. (12NC)             | 911401544946                        |
| Numerator - Quantity Per Pack   | 1                                   |
| Numerator - Packs per outer box | 1                                   |

## Dimensional drawing

