

PHILIPS

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sense and simplicity

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TurnRound Family Product presentation

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Philips Lighting UK
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TurnRound Round

LED Accent lighting (retail, hospitality & office)



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65%
energy savings
possible

Key benefits:

- Low energy consumption
- Real 50W LV halogen replacement
- Convincing TCO
- Fixed & Adjustable version
- Compact form factor

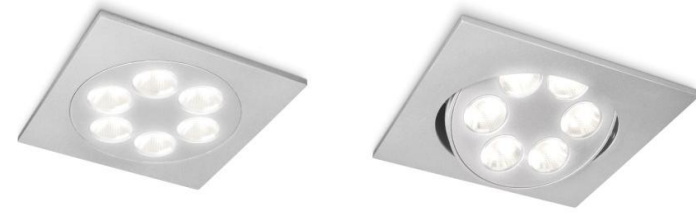
Flux: 620lm@3000K
700lm@4000K

CRI: >80

Lifetime: 30kh (L70)

TurnRound Square

LED Accent lighting (retail, hospitality & office)



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Key benefits:

- Low energy consumption
- Real 50W LV halogen replacement
- Convincing TCO
- Fixed & Adjustable version
- Compact form factor

Flux: 620lm@3000K
700lm@4000K

CRI: >80

Lifetime: 30kh (L70)

TurnRound IP54

LED Accent lighting (retail, hospitality & office)



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65%
energy savings
possible



Key benefits:

- Low energy consumption
- Real 50W LV halogen replacement
- Convincing TCO
- IP54: applicable for wet surroundings (e.g. bathrooms)
- Compact form factor

Flux: 620lm@3000K
700lm@4000K

CRI: >80

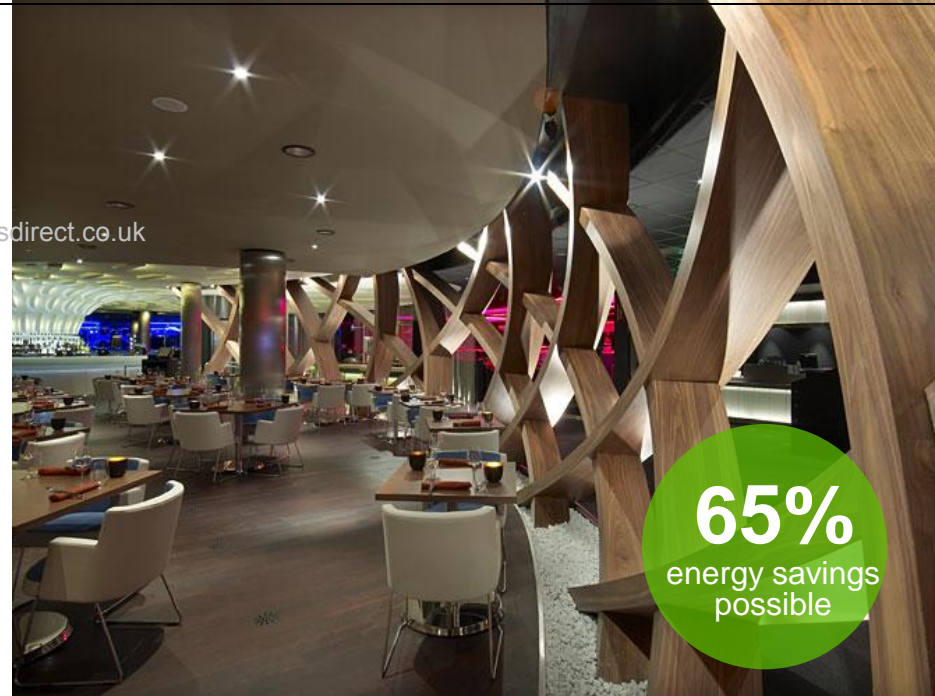
Lifetime: 30kh (L70)

TurnRound Gridlight

LED Accent lighting (retail, hospitality)



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Key benefits:

- Low energy consumption
- Real 50W LV halogen replacement
- Convincing TCO
- 1, 2 & 3 Light Engines in a housing
- Compact form factor

Flux: 620lm@3000K
700lm@4000K

CRI: >80

Lifetime: 30kh (L70)

TurnRound Projector 3C

LED Accent lighting (retail)



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65%
energy savings
possible

Key benefits:

- Low energy consumption
- Real 50W LV halogen replacement
- Compact design

Flux: 620lm@3000K
700lm@4000K

CRI: >80

Lifetime: 30kh (L70)

TurnRound Family

One LED accent lighting family look and feel

TurnRound Round



TurnRound Square



TurnRound IP54



TurnRound Gridlight



TurnRound Projector



TurnRound Family

key customer benefits

1. Real 50W halogen LV replacement

- ✓ *Provide the same light effect and lumen package as 50W MR16 LV halogen*

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2. Low energy consumption and maintenance

- ✓ *Save 65% comparison with 50W Halogen and with 30k hours lifetime*

3. Compact form factor

- ✓ *Same size as halogen downlights & smaller than LED competition*

4. Convincing TCO

- ✓ *Pay-Back time :2 years*

5. Good value for Money

TurnRound Portfolio positioning

Accent Lighting – LED vs. Halogen



Statement

Replaces 35W Halogen LV (GU5.3)
Or 50W Halogen MV (GU10)
250 ~ 400lm

Replaces 50W Halogen LV (GU5.3)
450 ~ 800lm



Performance



Core



TurnRound Family:
Round/Square/IP54/Gridlight/Projector

Positioning

TurnRound compared with Zadora Halogen 50W Accentline



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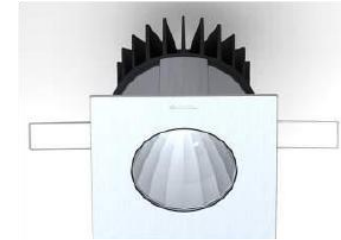
Main differences	TurnRound Family	Zadora Halogen 50W
Luminaire flux (light output)	620-700lm	700-790lm
I max (25D)	3782cd (@3000K)	2100cd
Lifetime	Long lifetime 30k hours (L70@25deg)	Short lifetime 3k hours (average life time, 50% failure)
System Power consumption (including driver losses)	17W	55W
System Efficacy	36-41lm/W	12-14lm/W
Upgradability/Serviceability	Not possible	Possible to change lamps
Controls	Not dimmable	Dimmable

Positioning

TurnRound compared with StyliD



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Main differences	TurnRound Family	StyliD Family
Range	Limited range 12 codes: Round + Round IP54 8 codes: Square 12 codes: Gridlight 4 codes: Projector	Extensive product range Complete range of recessed, track and surface mounted versions, etc.
Finishing	Aluminum finishing only*	Extensive range of finishes and colors
Lifetime	30k hours (L70@25deg)	50k hours (L70@25deg)
Beam angles	2 beam angles (25, 40D)	3 beam angles (13, 25, 40D)
Upgradability/Serviceability	Not possible	Possible to change parts and modules in future
Accessories	No accessories available	Number of accessories available
Controls	Not dimmable	Dimmable
Design & optical look	Basic design with collimators	Innovative design range with optics

Positioning

TurnRound compared with Zadora Master LEDspot KIT



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Main differences	TurnRound Family	Zadora MasterLED 7W
Luminaire flux (light output)	620-700lm Real 50W HAL LV replacement	250-270lm 35W HAL LV replacement
I max (25D)	3782cd (@3000K)	1324cd (@3000K)
Lifetime	30k hours (L70@25deg)	40k hours (L70/B50@25deg) (average life time)
Power consumption (including driver losses)	17W	7W
CCT	3000K – 4000K	2700K-4200K
Upgradability/Serviceability	Not possible	Possible to change lamps
Controls	Not dimmable	Dimmable

Pricing TurnRound Family

Trade Price

Product: **Trade Price: £**

Round fix 95.00

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Round adj 105.00

Square fix 120.00

Square adj 130.00

IP 54 fix 125.00

Projector 180.00

Gridlight 1X 140.00

Gridlight 2X 265.00

Gridlight 3X 400.00



Main Specs



Specs	Round Fixed	Round Adjustable	Square Fixed	Square Adjustable	Round Fix IP54
Type	Fixed – BBG390	Adjustable – BBG391	Fixed – BBG392	Adjustable – BBG393	Fixed – BBG390 – IP54
Total Luminaire Flux (incl. optical losses)	620 lm (3000K , 25D) 700 lm (4000K , 25D)				
Light source	www.downlightsdirect.co.uk 6x High brightness LEDs (approved A-Brand) Total flux LEDs: 750lm (3000K), 840lm (4000K) Power consumption LEDs:13W max.				
I max	3782cd (3000K, 25D) 4058cd (4000K, 25D)				
System power consumption (incl. driver)	17W – Philips Xitanium				
System Efficacy (4000K)	Max 42lm/W				
CCT	3000K, 4000K				
CRI (Ra)	>80				
Color consistency (between 2 products)	≤ 4 SDCM				
Color consistency (within 1 product)	≤ 3 SDCM				
Beam angle	25°, 40°				
Lifetime	30k hours (L70 @35° C)				
External Driver (included)	100-240V (~50-60Hz) Power Factor: 0.95 Connection: Push-in – Driver failure rate 1% at 5000 hr				
Controls	Not dimmable				
Tilting	N.A.	21° in all directions	N.A.	21° in all directions	N.A.
Cut-out	Ø72mm	Ø91mm	Ø72mm	Ø91mm	Ø72mm
Approbations	CE, IP20, Glowwire 950°, F operation temp -20C tot +50C				+IP54



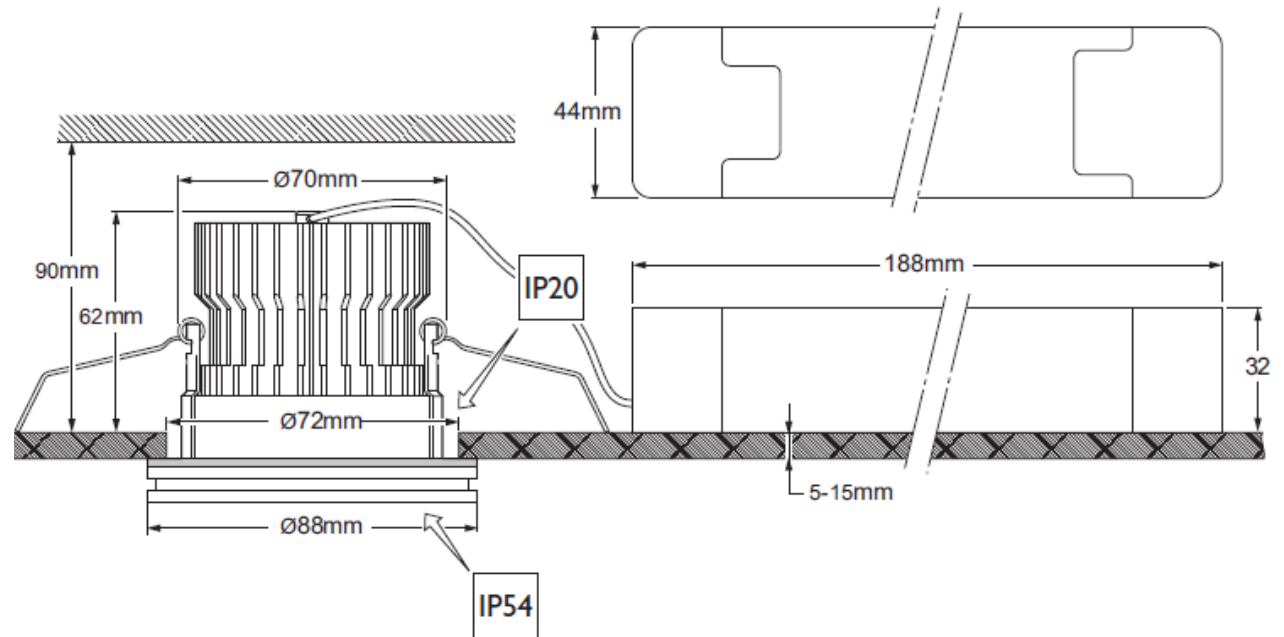
Main Specs

Specs	TurnRound Gridlight 1x	TurnRound Gridlight 2x	TurnRound Gridlight 3x	TurnRound Projector
Type	BBX395 1x6	BBX395 2x6	BBX395 3x6	BRG394
Total Luminaire Flux (incl. optical losses)	620 lm (3000K , 25D) 700 lm (4000K , 25D)			
Light source	Per light engine: 6x High brightness LEDs (approved A-Brand) Total flux LEDs: 750lm (3000K), 840lm (4000K) Power consumption LEDs:13W max.			
I max	3782cd (3000K, 25D) 4058cd (4000K, 25D)			
System power consumption (incl. driver)	17W - Philips Xitanium			
System Efficacy (4000K)	Max 42lm/W			
CCT	3000K, 4000K			
CRI (Ra)	>80			
Color consistency (between 2 products)	≤ 4 SDCM			
Color consistency (within 1 product)	≤ 3 SDCM			
Beam angle	25°, 40°			
Lifetime	30k hours (L70 @35° C)			
External Driver (included)	100-240V (~50-60Hz) Power Factor: 0.95 Connection: Push-in -Driver failure rate 1% at 5000 hr			
Controls	Not dimmable			
Adjustability	Max 17°	Max 17°	Max 17°	Vertical 350°, horizontal 350°
Cut-out / adaptor	106x110mm	106x200mm	106x295mm	3C track adaptor
Color finishing	Grey (Stock) White	Grey (Stock) White	Grey (Stock) White	Grey
Approbations	CE, IP20, Glowwire 950°, F operation temp -20C tot +50C			

Dimensions TurnRound IP54

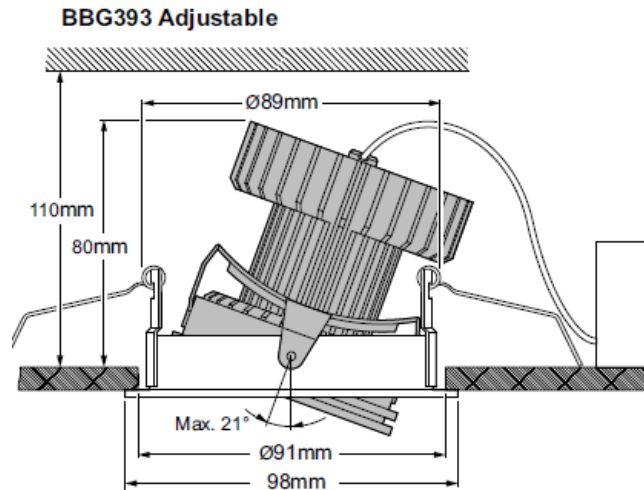
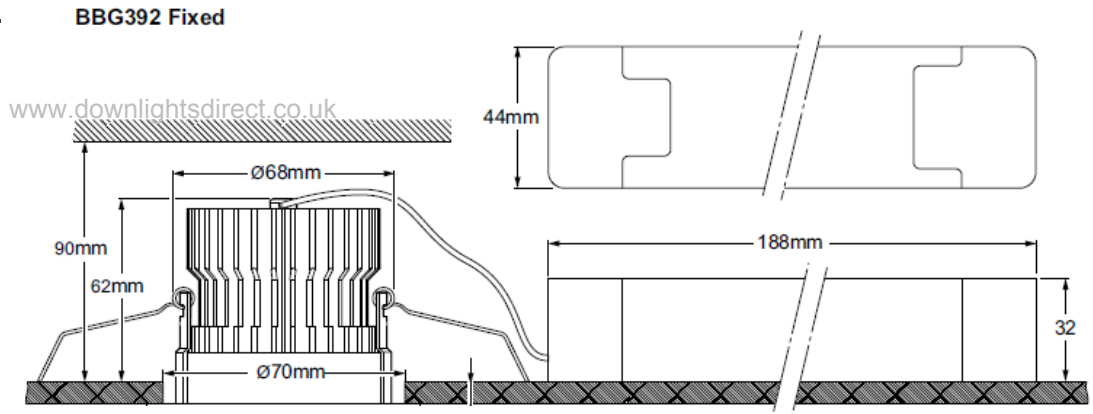
- Dimensions of the TurnRound IP54 are the same as the TurnRound Round.

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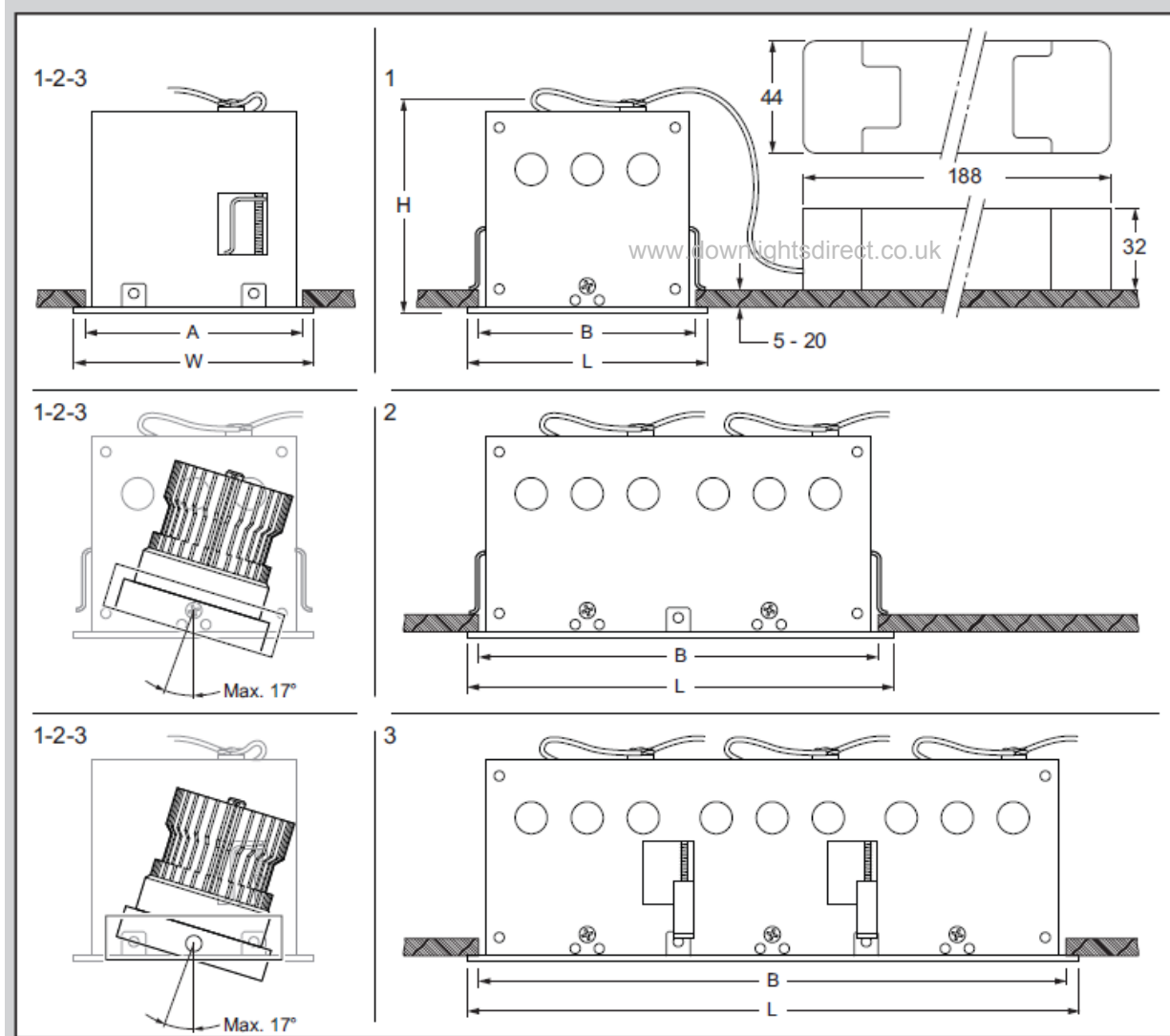



Dimensions TurnRound Square

- Dimensions of the TurnRound square are the same as the TurnRound Round.



Dimensions TurnRound Gridlight

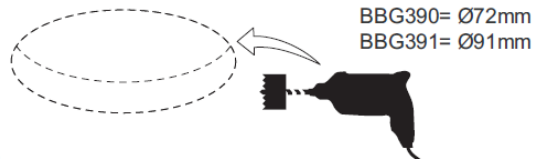


L	W	H	 AxB
120	120	110	106 x 110
213	120		106 x 200
306	120		106 x 295

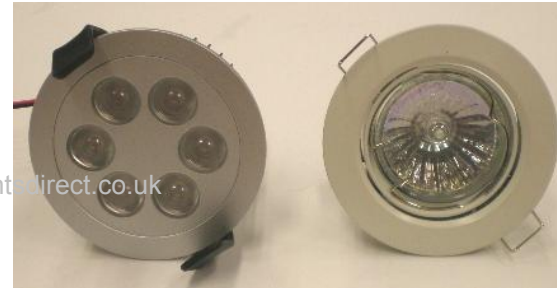


TurnRound round/Square dimensions Compared

TurnRound vs. Zadora



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	Fixed		Adjustable	
	TurnRound Round/square	Zadora	TurnRound Round/Square	Zadora
Outer diameter luminaire	85mm	85mm	98mm	85mm
Cut-out	72mm	64mm	91mm	75mm
Height Installation	90mm	145mm	110mm	145mm

Conclusions:

- TurnRound is very compact.
- TurnRound size is comparable with existing (Zadora) halogen luminaires.
- TurnRound can be easily placed in a (slightly adapted) Zadora hole.

TurnRound IP54 Dimensions Compared

TurnRound vs. Zadora



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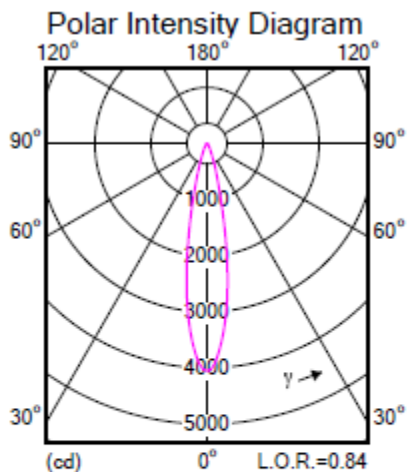
	Fixed	
	TurnRound IP54	Zadora QBW163
Outer diameter luminaire	85mm	84mm
Cut-out	72mm	66mm
Height Installation	90mm	105mm

Conclusions:

- TurnRound is very compact.
- TurnRound size is comparable with existing (Zadora) halogen luminaires.
- TurnRound can be easily placed in a (slightly adapted) Zadora hole.

Photometrics

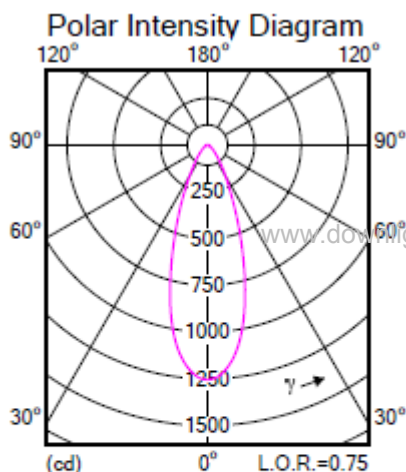
TurnRound 4000K 25D



Light output ratio 0.84
 Service upward 0.00
 Service downward 0.84

I_{max} 4054 cd

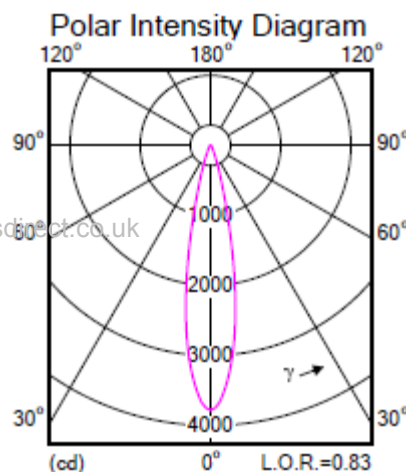
TurnRound 4000K 40D



Light output ratio 0.75
 Service upward 0.00
 Service downward 0.75

I_{max} 1255 cd

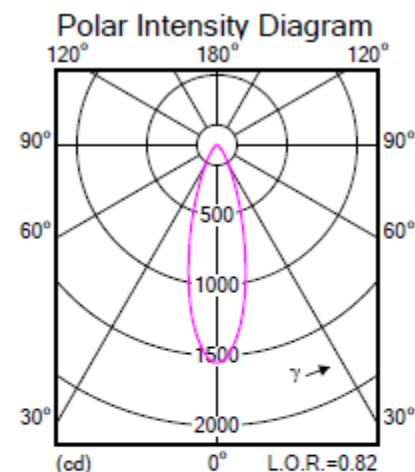
TurnRound 3000K 25D



Light output ratio 0.83
 Service upward 0.00
 Service downward 0.83

I_{max} 3782 cd

TurnRound 3000K 40D



Light output ratio 0.82
 Service upward 0.00
 Service downward 0.82

I_{max} 1552 cd

TurnRound type	Flux LED source	Flux luminaire	I_{max}
4000K 25D	840lm	710lm	4058cd
4000K 40D	840lm	635lm	1256cd
3000K 25D	750lm	625lm	3782cd
3000K 40D	750lm	615lm	1552cd

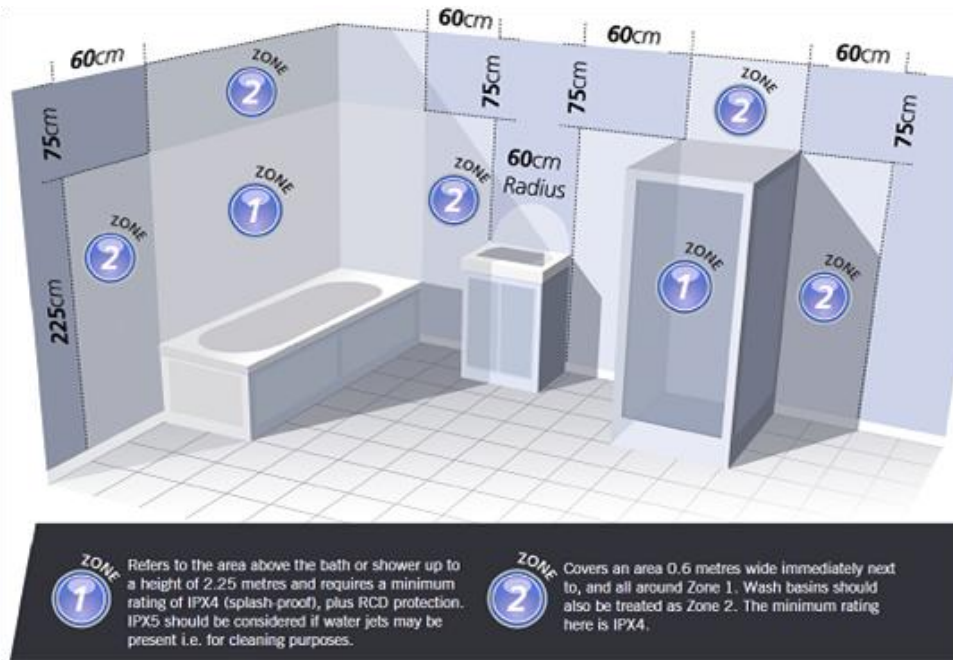
TurnRound IP54

Application: Wet surroundings

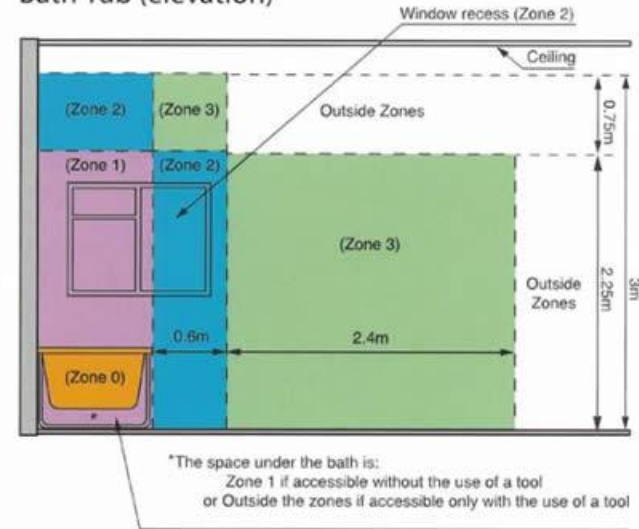
IP54 & IP44: are applicable in :

- Zone 1 and Zone 2 of bathrooms
- Shower areas
- Under-canopy

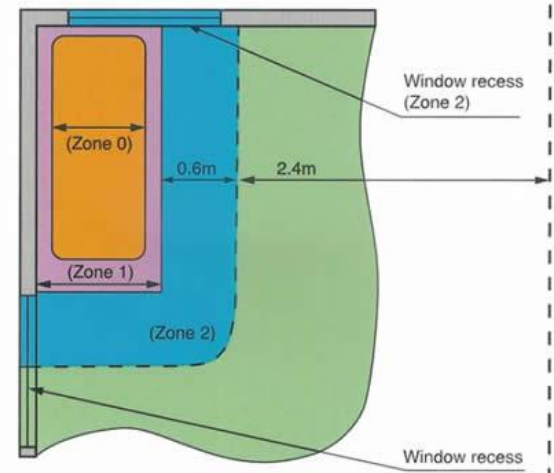
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Bath Tub (elevation)



Bath Tub (plan)



Please always check you local regulations

