

WEBCAST

January 21st 2020

9:00 AM CDT / 5:00 PM EEST

How to choose the right
optics for effective
fashion retail lighting



By Tero
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Guide customers with light

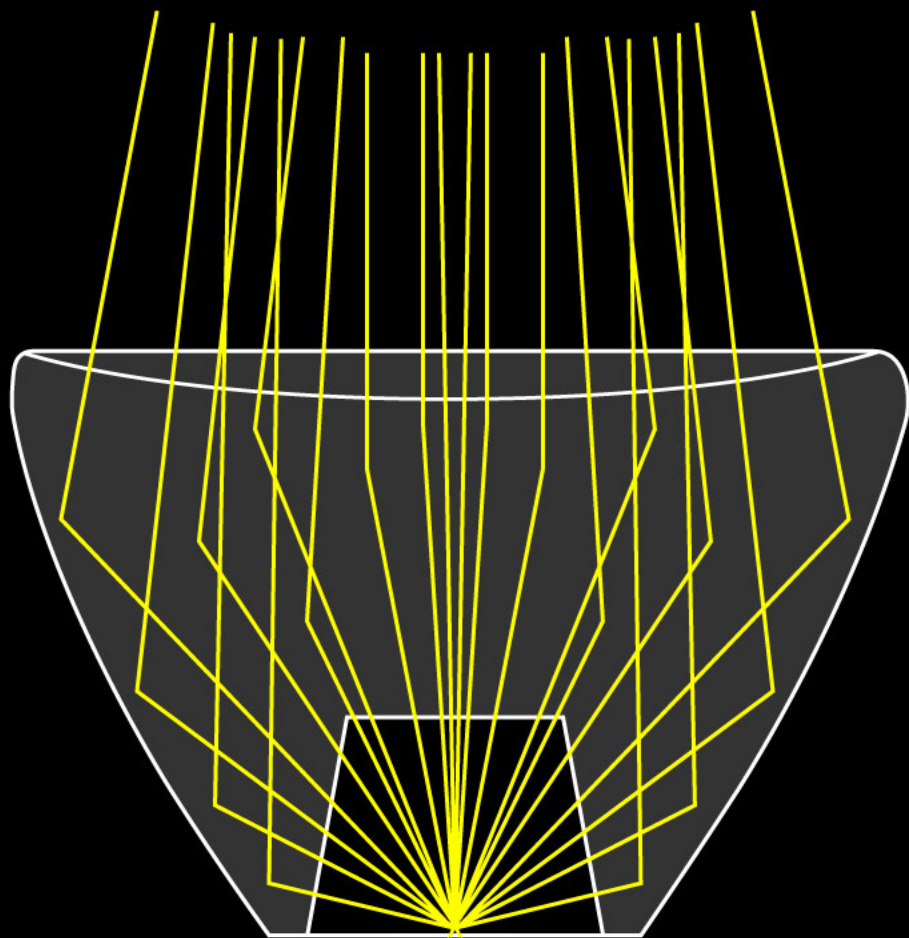


Key elements for effective fashion retail lighting

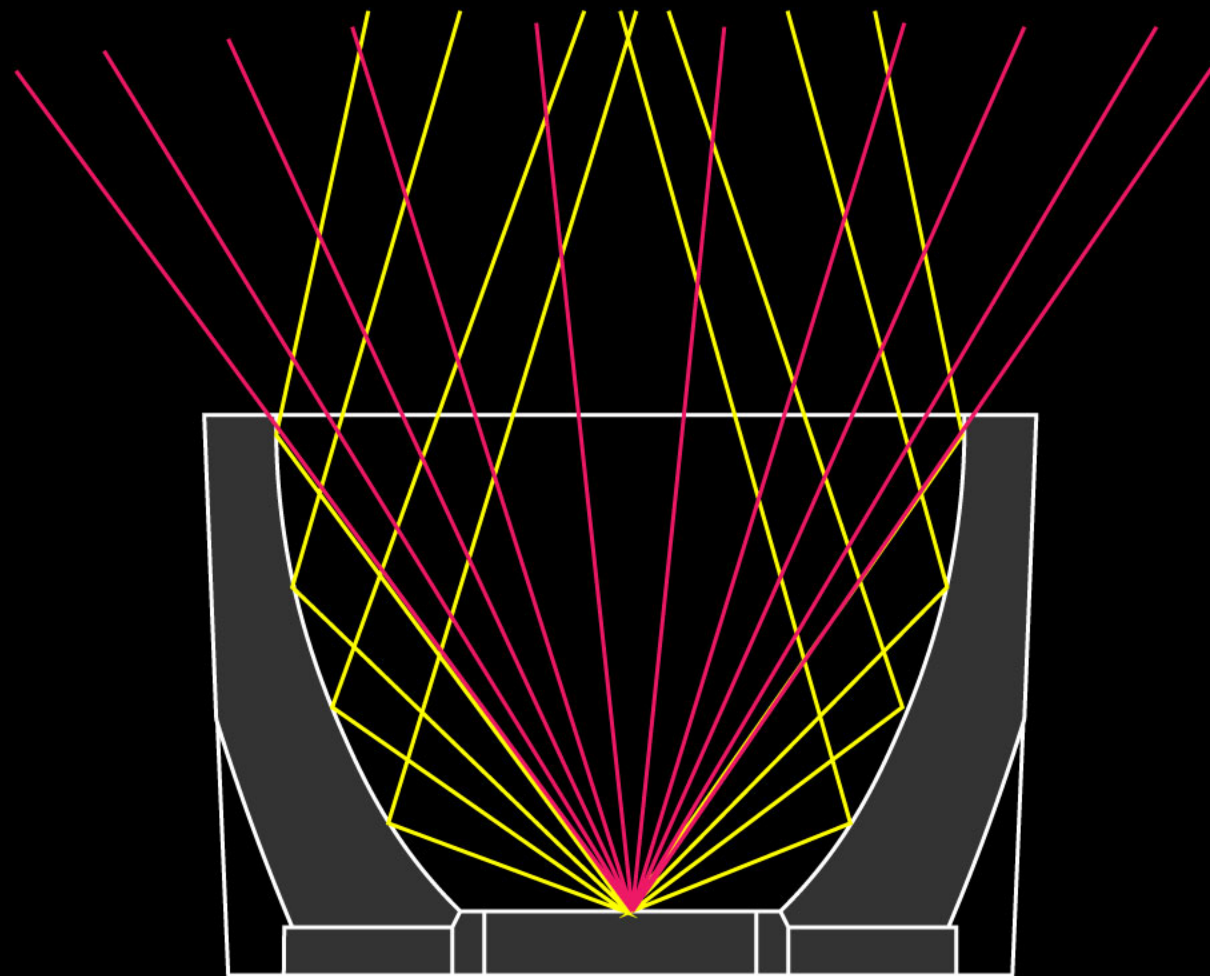
- | Lighting design matching the brand and target customers
- | Well planned visual hierarchy guiding shoppers journey
- | Balance of ambient and accent lighting for planned contrasts
- | Effective vertical illumination



**Choose right
optics!**



Full control with lens

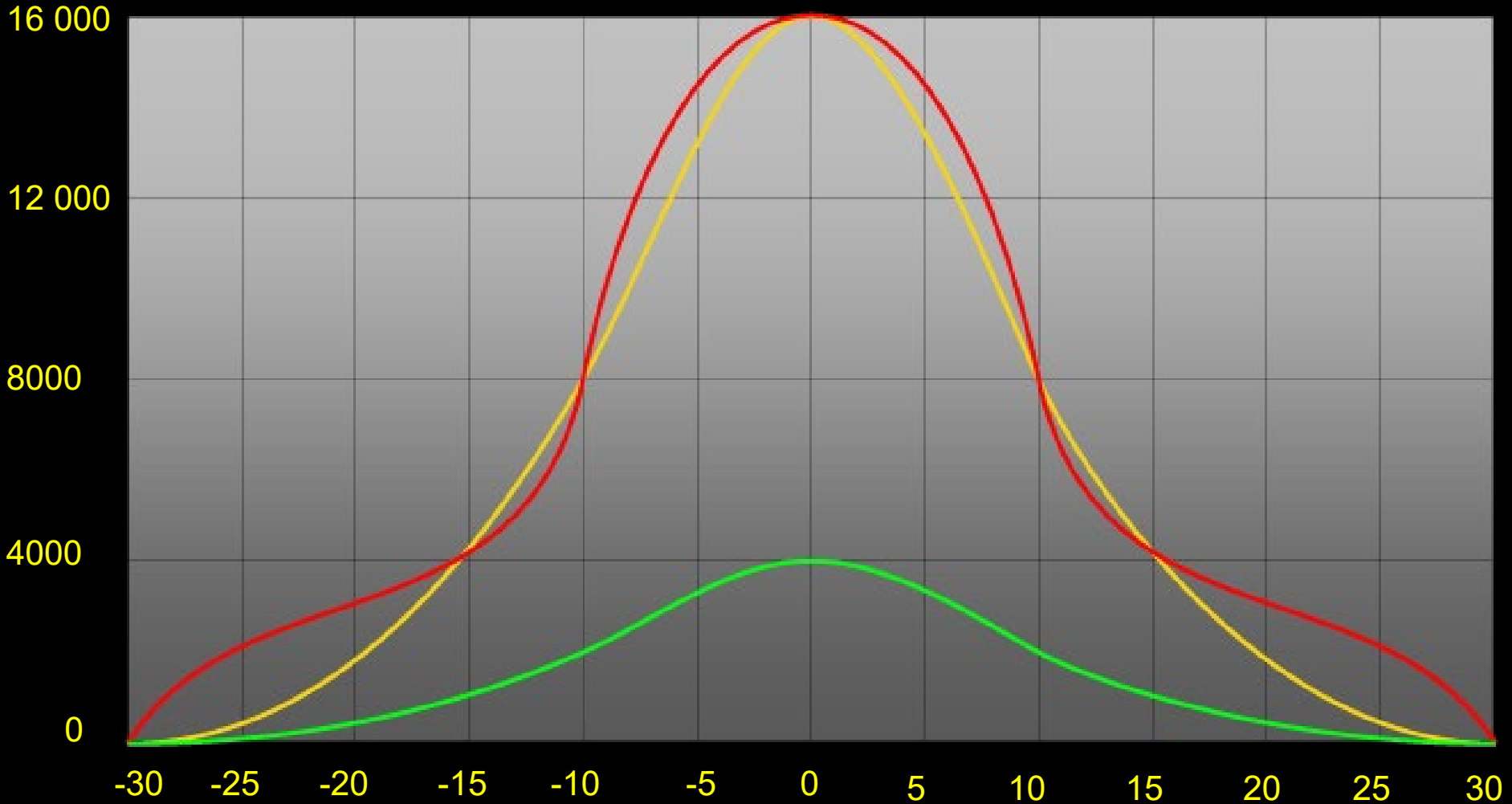


Partial control with reflectors

20° beam

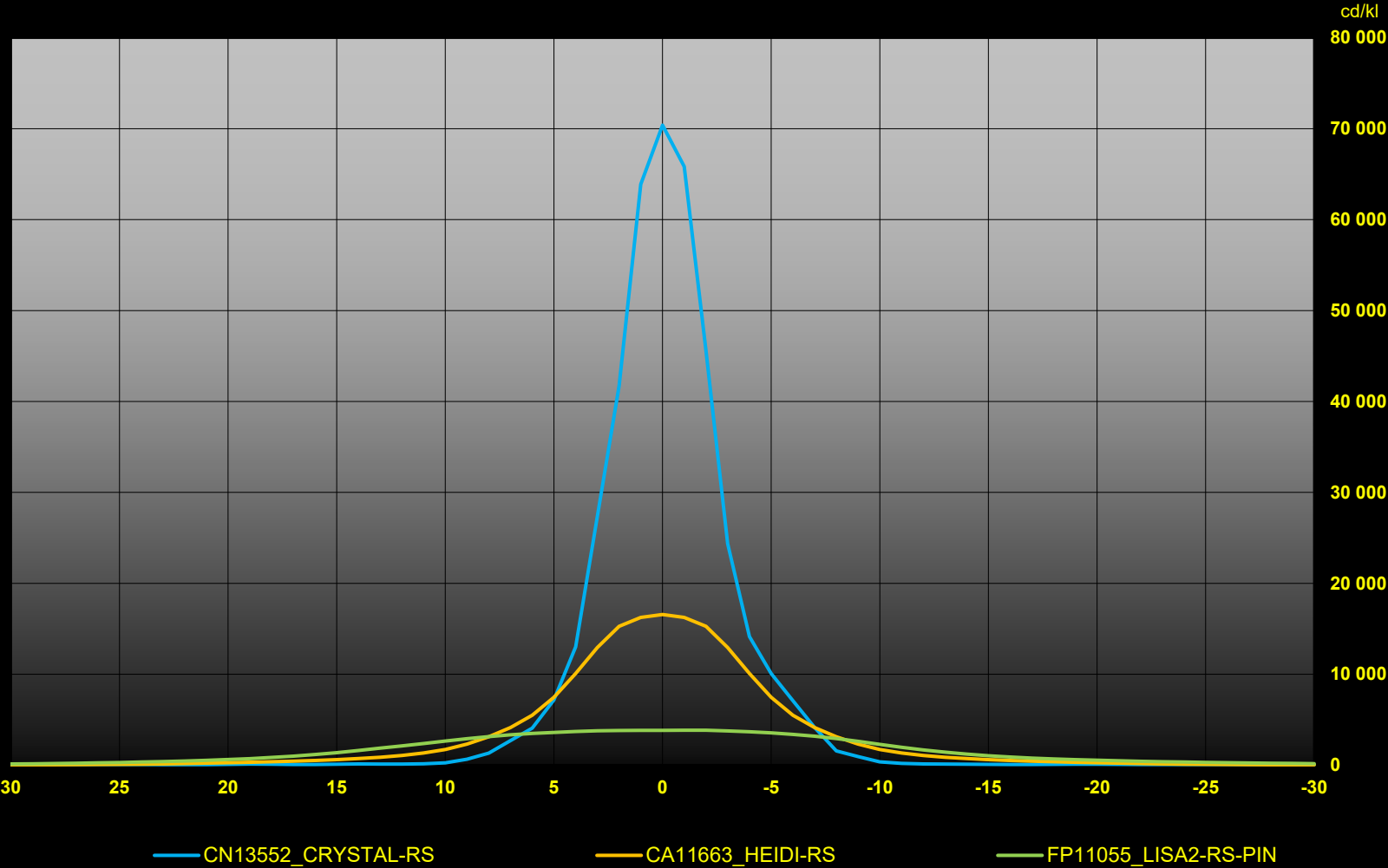
All three optics has the same FWHM but different peak intensities and 10 % values.

Intensity (cd/klm)



Size matters

The bigger the optics the narrower and brighter the beam can be



CRYSTAL-RS

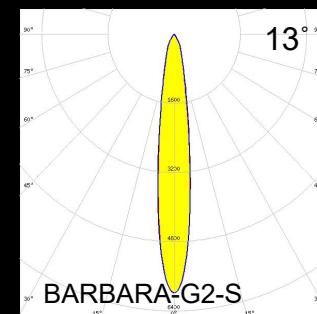


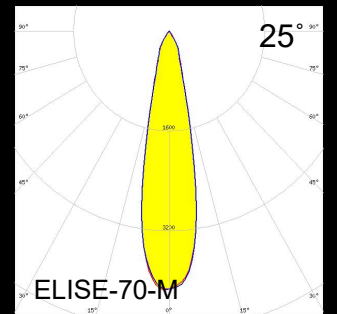
HEIDI-RS

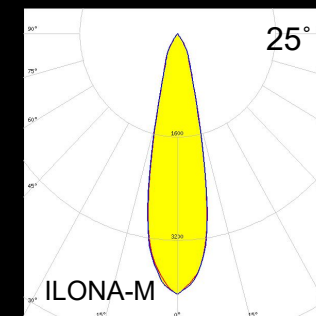


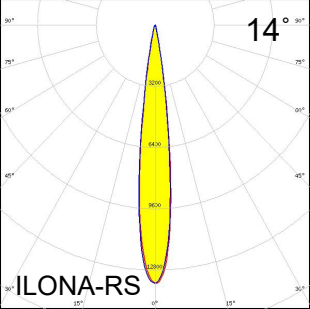
LISA2-RS

With CREE XP-G LED	Ø (mm)	FWHM (°)
CN13552_CRYSTAL-RS	46	4.6
CA11663_HEIDI-RS	21.6	9
FP11055_LISA2-RS-PIN	9.9	26









Create emotions!



1

Low contrast example
Track lights with reflectors and
suspended linear luminaires



2

High contrast example
Track lights with lenses and
suspended linear luminaires

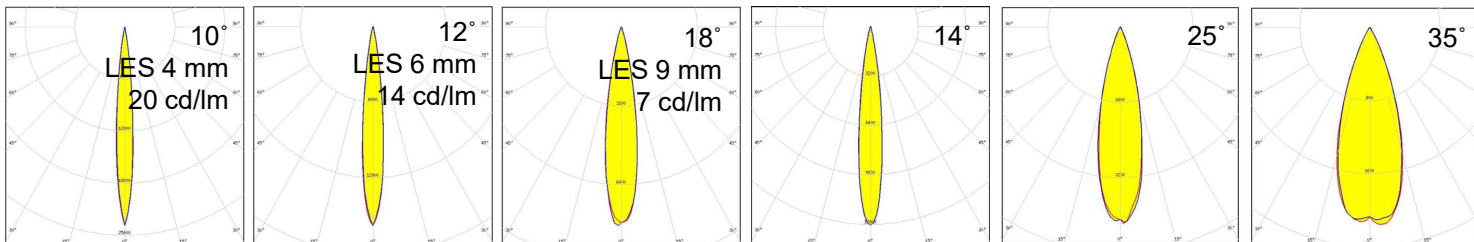
Track light #3

With ILONA

- ~900 lm @8.5 W
- COB package 12.5 x 12.5, LES size 4 mm
- Connector HEKLA-A

ILONA

- Ø50 mm TIR lens with excellent colour-mixing
- Simple and quick mounting into LEDiL HEKLA



C16686_ILONA-RS

C16731_ILONA-SS

C16687_ILONA-M

C16688_ILONA-W

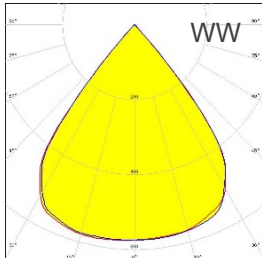
Linear luminaire

With DAISY-7X1

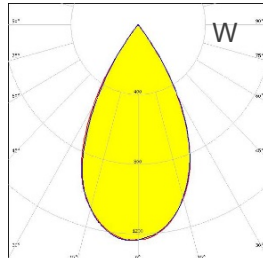
- ~1600 lm/7X1 module @11 W/module
- LED 2835 package

DAISY-7X1

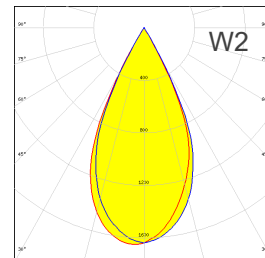
- Glare free optics (UGR >19) with high efficiency +85 %
- 40 x 280 mm



CN16873_Daisy-7X1-WW



CN16874_Daisy-7X1-W



CN16990_Daisy-7X1-W2



REFERENCE

*Track lights with MOLLY
by LEDè, Italy*



Display windows

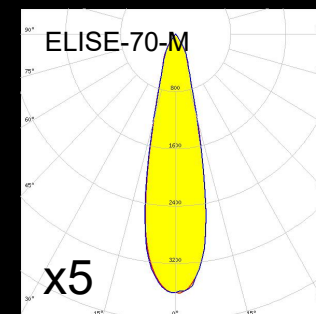


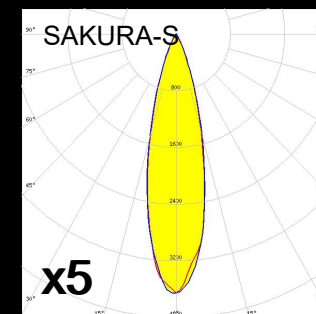
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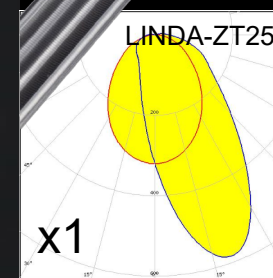
Display window lighting

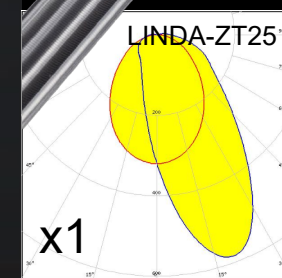
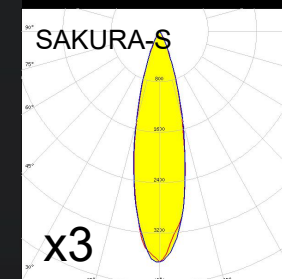
Track lights with lenses

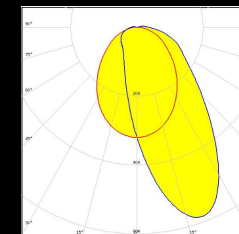
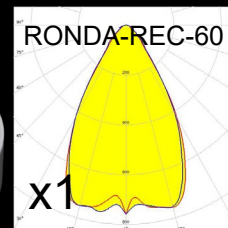
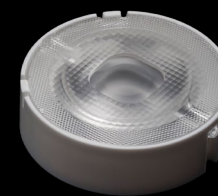
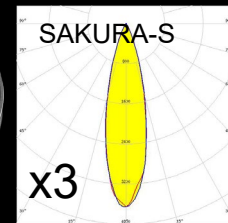


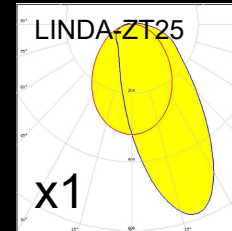
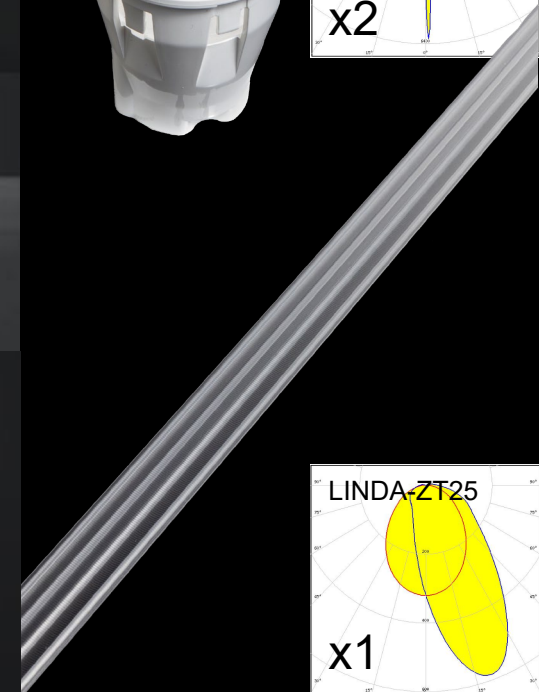
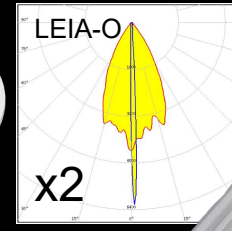
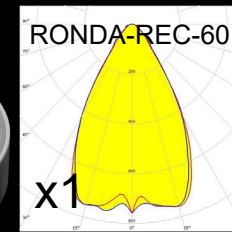
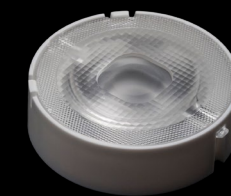
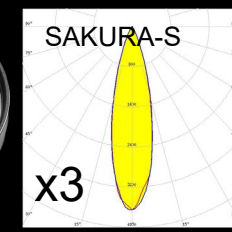












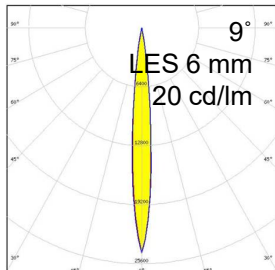
Track light

With SAKURA

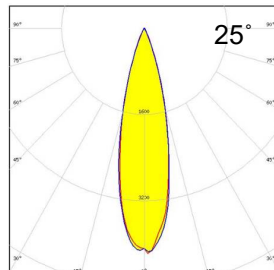
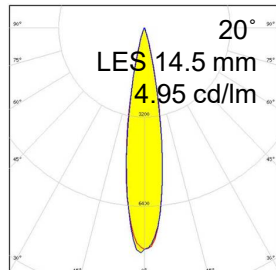
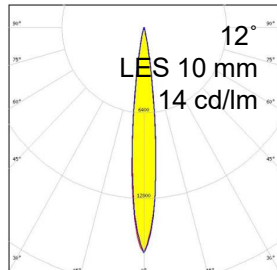
- ~6200 lm @ 52 W
- COB package 19 x 19, LES size 14.5 mm

SAKURA

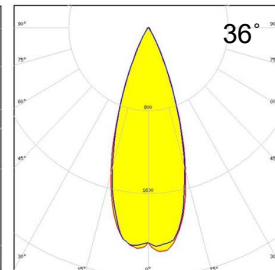
- Ø70 silicone COB lens family for high lumen applications (>30 W)
- Excellent light quality with high candela peak in 15 degree beam



F16997_SAKURA-70-S
FP17001_SAKURA-70-S



F16998_SAKURA-70-M
FP17002_SAKURA-70-M



F16999_SAKURA-70-W
FP17003_SAKURA-70-W

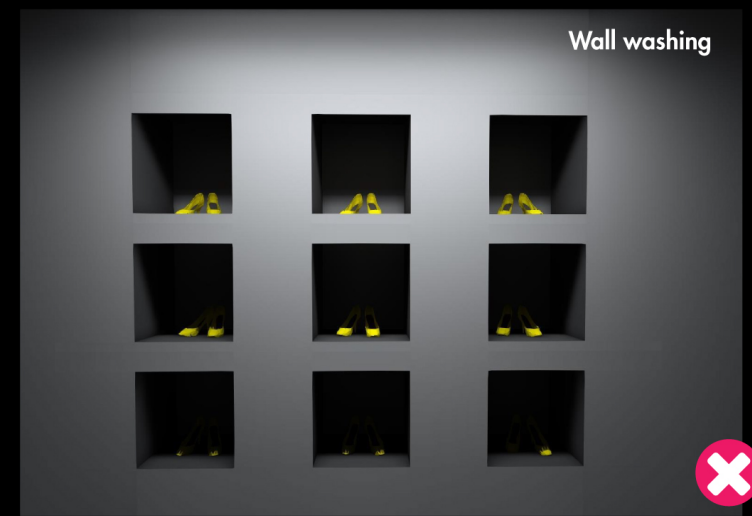
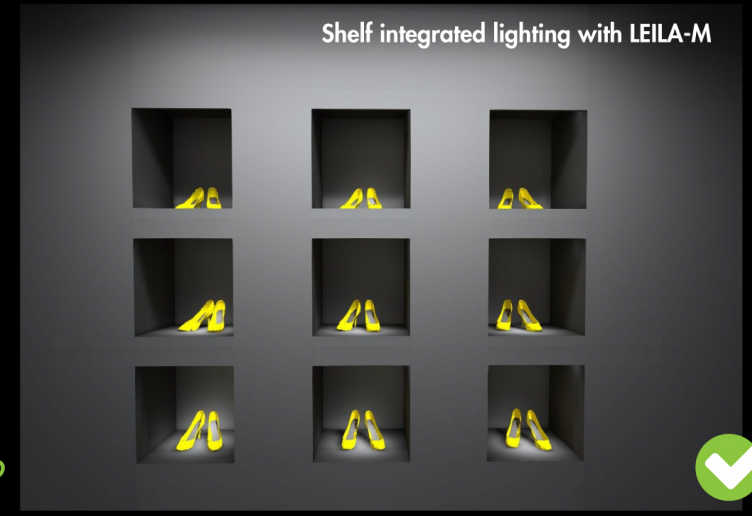
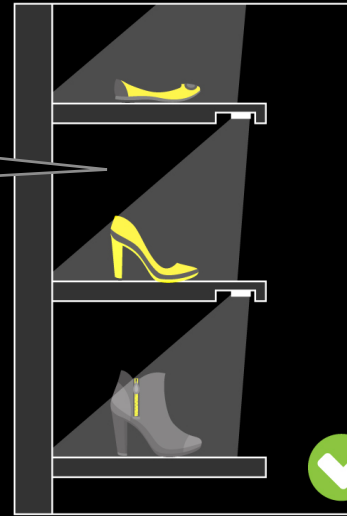
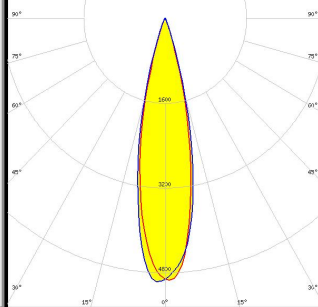


In-store displays

Luminaires with LEILA-M



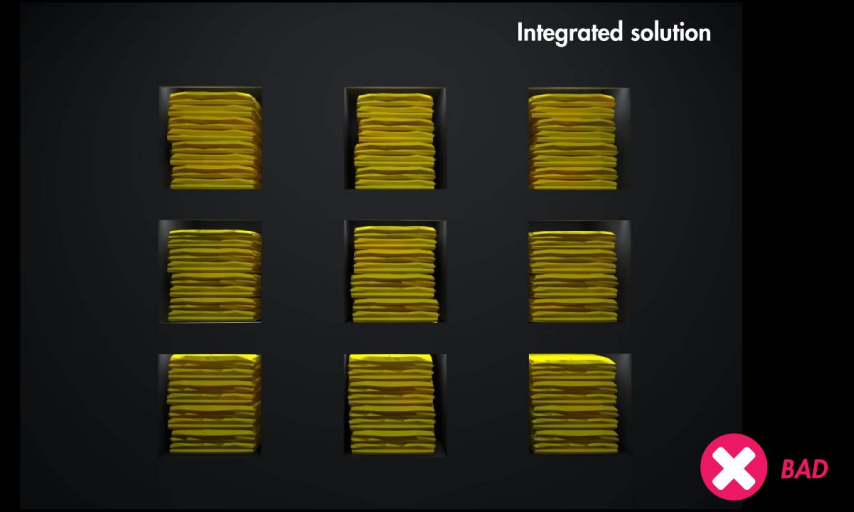
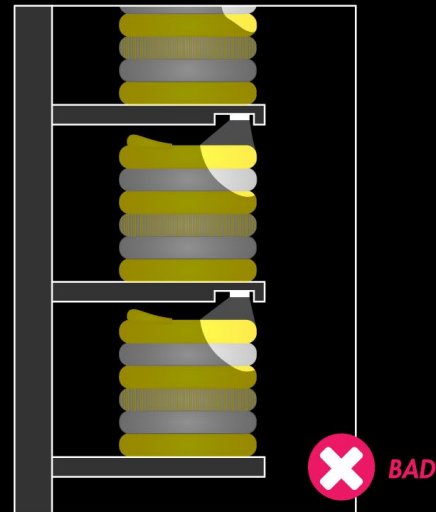
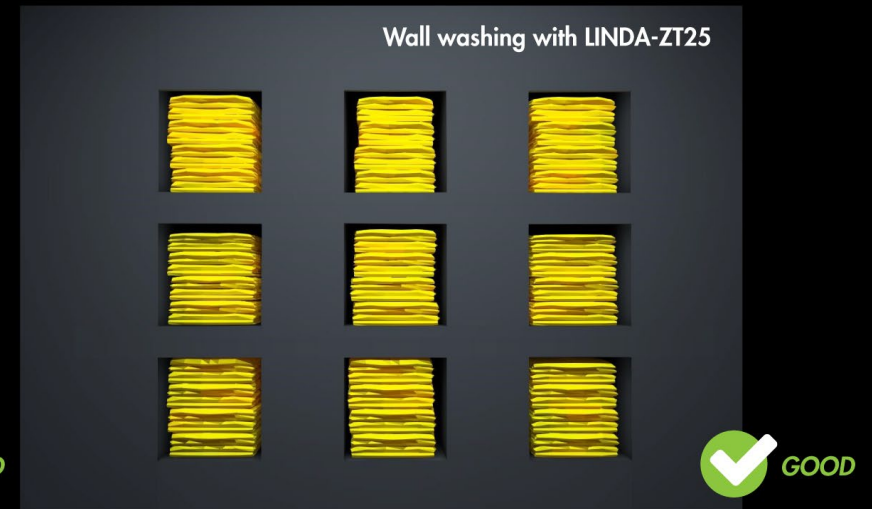
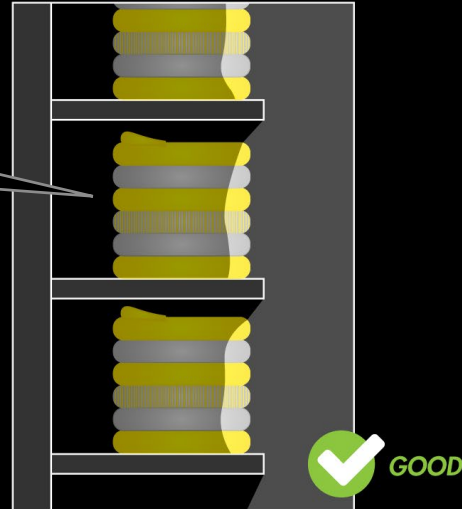
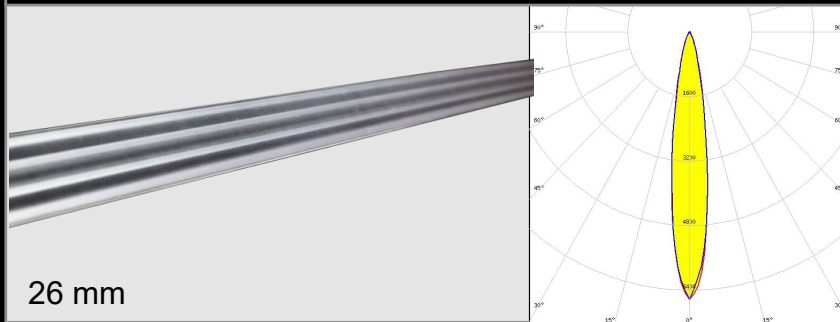
Ø22 mm



2a

Shelf lighting Integrated luminaires

Linear luminaires with LINNEA-ZT25



2b

Shelf lighting
Wall washing

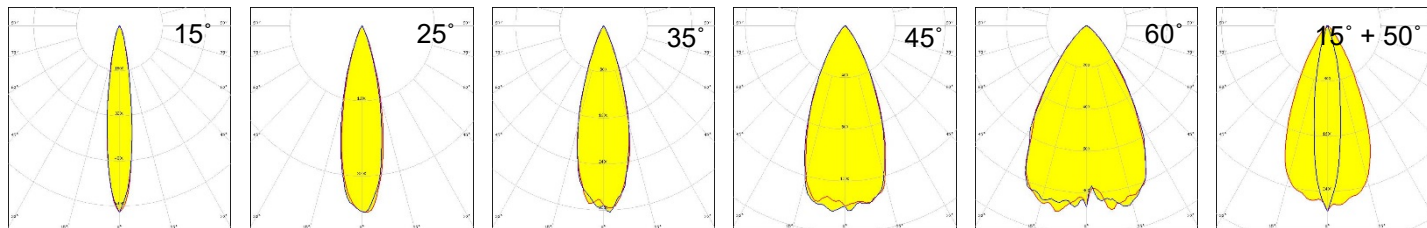
Micro luminaire

With LISA3

- ~500 lm/luminaire @6 W/luminaire
- LED 3535 high power
- 3x LISA3-M

LISA3

- Small footprint, many beams
- Ø10 mm, H 7.9 mm



FP16558_LISA3-RS-PIN FP16559_LISA3-M-PIN FP16560_LISA3-W-PIN FP16561_LISA3-WW-PIN FP16562_LISA3-WWW-PIN FP16563_LISA3-O-PIN





3a

Display case lighting

Luminaires with spot lenses

3a

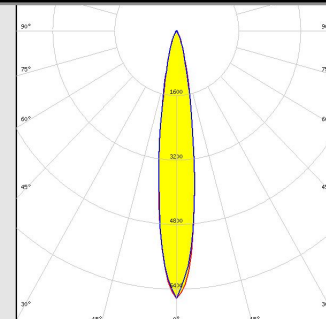
Display case lighting Luminaires with spot lenses



Micro luminaires with LISA3-RS



Ø10 mm



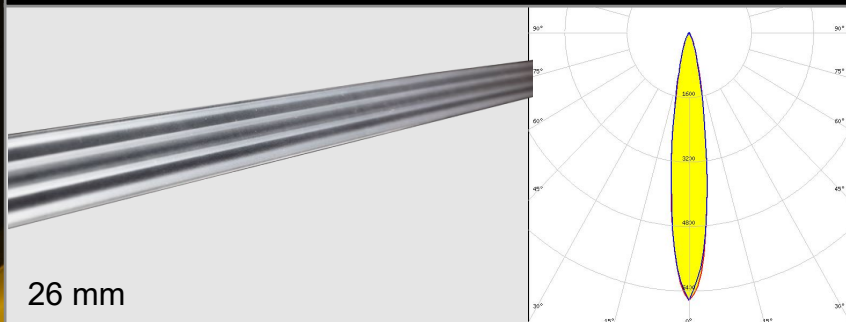
A wooden board is placed on a black tray, which is set against a background with yellow diagonal stripes. On the wooden board, there are several lighting components: a large circular lens with concentric rings, a smaller circular lens, a small cylindrical lens, and a white linear light fixture with multiple small square lenses. The text '3b' is in the bottom left corner.

3b

Display case lighting

Luminaires with linear lenses

Linear luminaires with LINNEA-ZT25



3b

Display case lighting
Luminaires with linear lenses



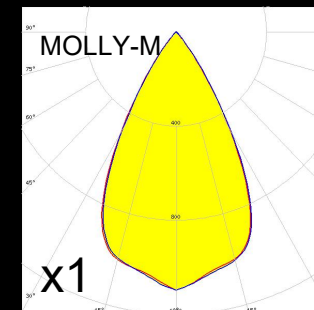
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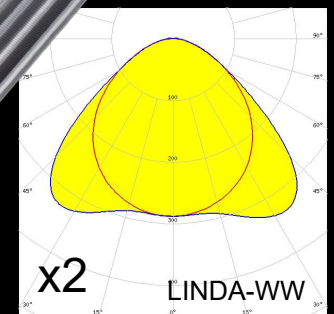
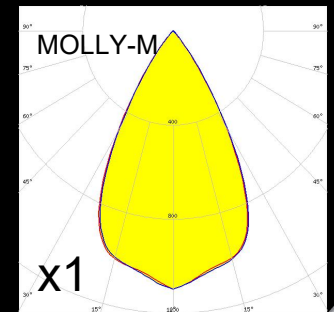
Display case lighting

Linear and spot luminaires combined

Fitting rooms







Questions?



LEDiL[®]

Light that is right

www.ledil.com