

TRU-AIM PROFESSIONAL

S P O T T H E D I F F E R E N C E

Traditional low
voltage tungsten
halogen dichroic
lighting.

Professional low
voltage tungsten
halogen dichroic
lighting.

SYLVANIA

GTE

New from Sylvania: low voltage dichroic

As you can see overleaf, despite their many advantages, traditional dichroic display lamps still have a few faults. Like the tendency to create an uneven light distribution with 'black spots' and striations.

Not so the new Professional range from Sylvania.

The first sealed low voltage dichroic display lamp. Now you can enjoy all the advantages of low voltage dichroic lighting without any of the disadvantages.

No more 'black spots'

Because with Professional an axial filament creates the light and a unique built-in front lens focuses it, you won't find any 'black spots'. Instead you'll discover a perfectly spread uniform beam.

Ensuring brightness lasts longer

The front lens of the Professional ensures it's fully sealed against the attack of dust and dirt.

It also prevents the build up of



damaging air convection currents around the capsule. As a result the dichroic reflector is kept completely clean and brightness is maintained at a maximum.

No need for clumsy enclosed fittings

Professional has been designed to fit all your existing enclosed fittings. But because it's sealed, and therefore, totally safe, there's no

longer any need for a front glass (which by the way reduces light output).

This also means you're free to make the most of its attractive appearance, right out in the open.

And when its long life comes to an end you'll find it that much easier to change.

A better coating for a better light

The Professional features a unique semi-hard dichroic reflector coating.

More stable than the traditional soft type this

too results in better brightness and colour maintenance especially in conjunction with the built-in front lens.

Easier to handle, harder to break

Because the capsule at the centre of the Professional lamp is sealed out of harm's way, you'll find it that much easier to handle and that much harder to break.

Professional. The only sealed dichroic display lamp.

Professional possesses all the other qualities that you've come to expect from traditional low voltage tungsten halogen dichroic lighting.

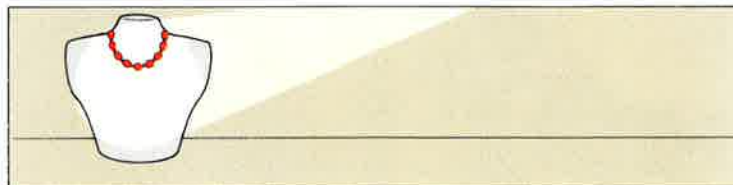
A compact light source

Although it is sealed, due to low voltage technology, Professional is still the same size as other small dichroic display lamps. Making it extremely compact when compared to bulky incandescent reflectors and PAR lamps.

Dichroic means a cool beam

Standard display lamps throw forward the heat they produce. Creating an uncomfortable environment for people and a far from suitable way of displaying goods, particularly perishables.

On the other hand Professional with its dichroic reflector, whilst throwing light forward, actually passes most of the heat back. Its cool beam making it ideal for all types of display.



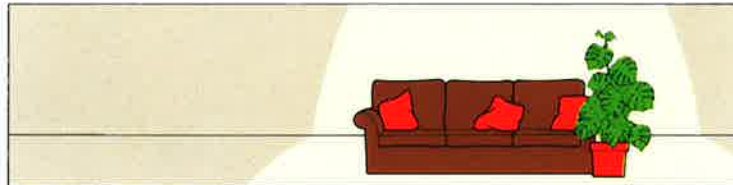
A PRECISE BEAM



A POWERFUL LIGHT



A COOL BEAM



A NATURAL LIGHT

Quality controlled natural light

Because Professional is a tungsten halogen lamp it provides excellent natural quality light with both superb colour rendering and colour appearance. And because of that built-in front lens, and small powerful light source, the light is precisely focused producing a highly controlled beam. Allowing you to spot what you want or flood without leaks.

More life, less energy

The combination of both tungsten halogen and low voltage found in Professional also produce a very

compact and efficient light source. For instance, in appropriate applications, a 50W dichroic lamp is able to replace a 150W PAR lamp resulting in energy cost savings of 66%.

Professional also reduces maintenance because of much longer lamp life. Reflector lamps typically last 1000 hours and PAR lamps about 2000 hours. Where as, just a 50W type Professional

will give you 3000 hours of undiminished brightness. Indeed the unique 65W type Professional can replace a conventional 75W type with no loss of light.

The same life, the same performance, at the right price

You might expect a sealed lamp that gives you all the benefits of low voltage tungsten halogen dichroic lighting, without any of the faults, to cost more. In fact, you're in for a pleasant surprise when you compare its price with its less than perfect rivals.

THE TRU-AIM PROFESSIONAL RANGE

LOW VOLTAGE TUNGSTEN HALOGEN DICHROIC LAMPS

PRODUCT CODE	WATTS	ANSI REF	BEAM ANGLE AT HALF PEAK INTENSITY
21900	20	ESX	12° NARROW SPOT
21901	20	BAB	36° FLOOD
21902	50	EXT	13° NARROW SPOT
21903	50	EXZ	24° SPOT
21904	50	ENL	28° NARROW FLOOD
21905	50	EXN	38° FLOOD
21906	65	FPA	13° NARROW SPOT
21907	65	FPB	38° FLOOD
21910	50	FNC YELLOW	13° SPOT
21911	50	FND RED	13° SPOT
21912	50	FNE GREEN	13° SPOT
21913	50	FNF BLUE	13° SPOT

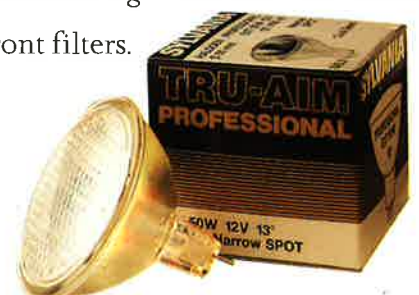
THE TRU-AIM PROFESSIONAL RANGE

ANSI REF	PEAK CENTRE INTENSITY (cd)	COLOUR TEMP (K)	AVERAGE LIFE (HRS)
ESX	3300	2925	2000
BAB	460	2925	2000
EXT	9150	3050	3000
EXZ	3000	3050	3000
ENL	2500	3050	3000
EXN	1500	3050	3000
FPA	11500	3050	3500
FPB	2000	3050	3500
FNC YELLOW	11500	—	3000
FND RED	1800	—	3000
FNE GREEN	5000	—	3000
FNF BLUE	2700	—	3000

Professional has a wide range of beam angles which are achieved by different shaped lenticules on the built-in lens. You can choose from narrow spot, spot, narrow flood and

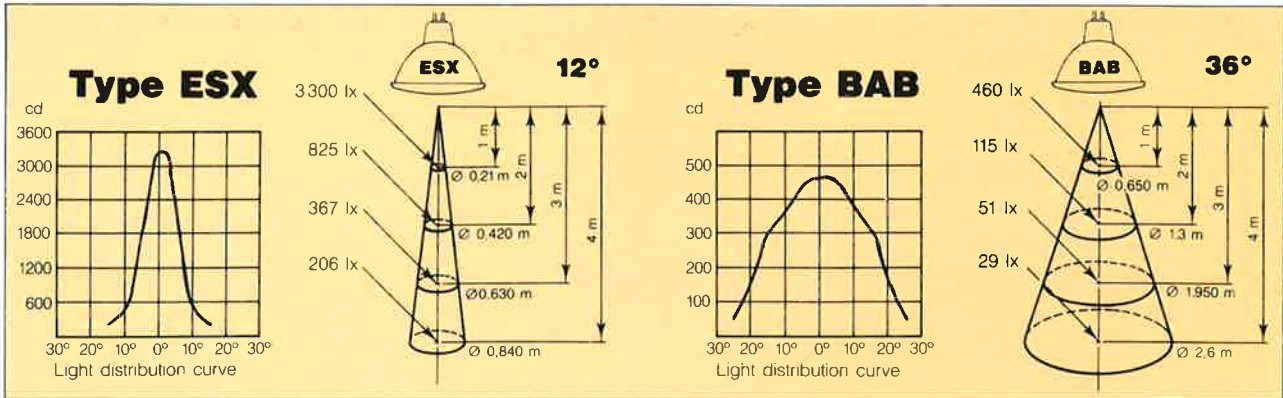
flood. And the range also includes the unique Professional colours of blue, green, yellow and red which are achieved by light subtraction/reflection. So now you can have soft

coloured light without inefficient front filters.

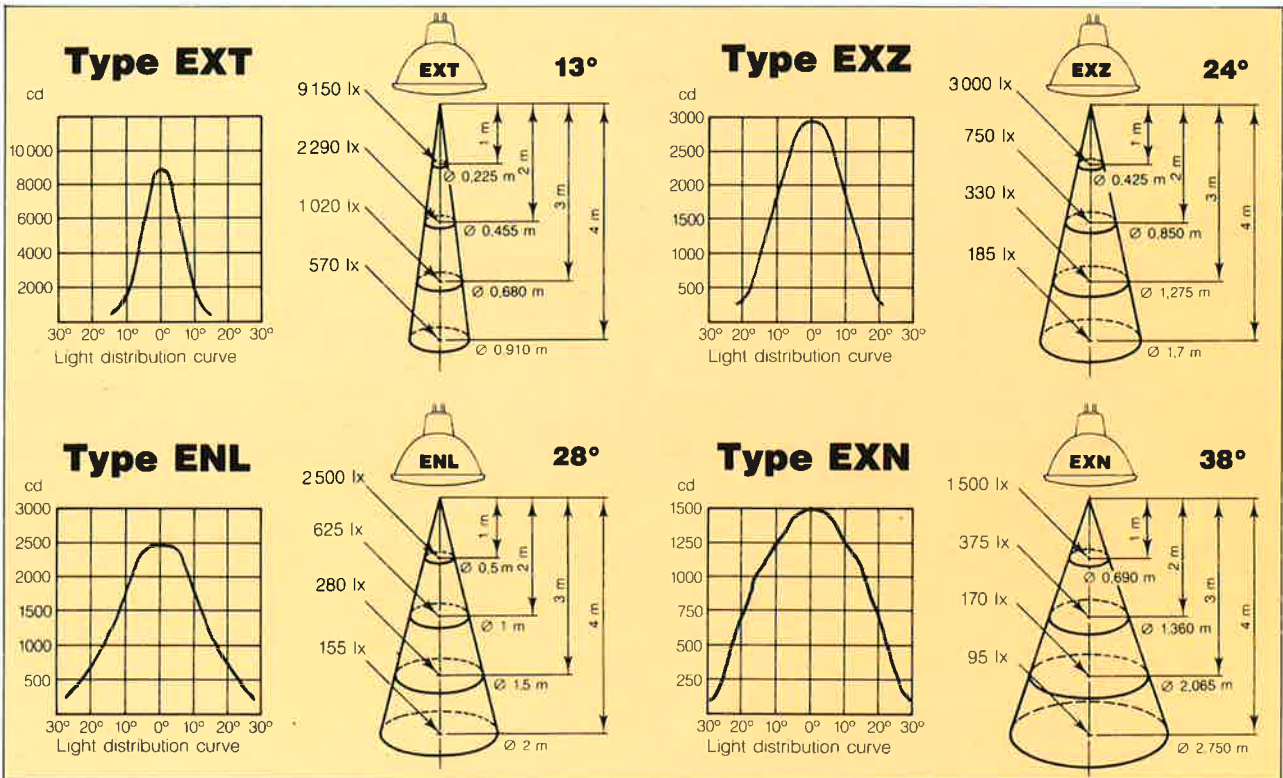


TRU-AIM PROFESSIONAL SPECIFICATION

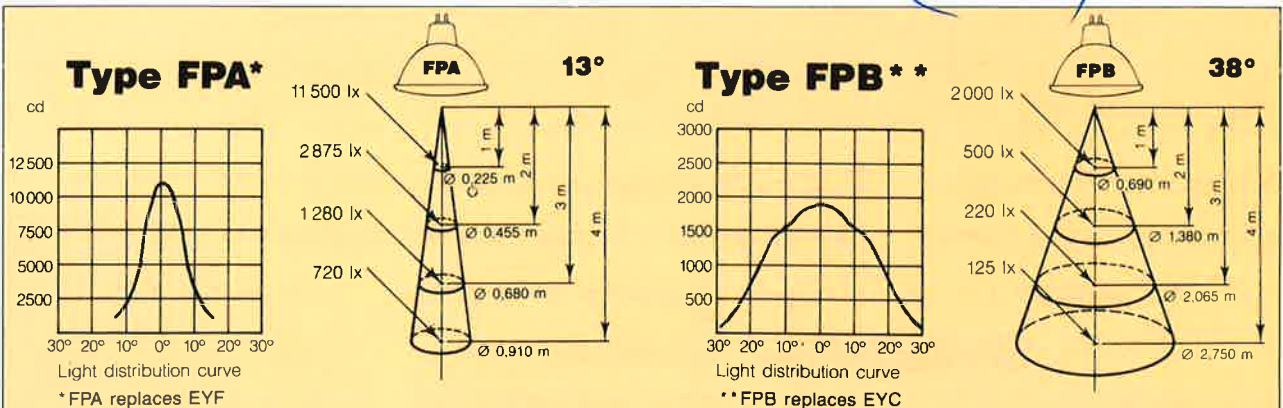
PROFESSIONAL 20 W 12 V



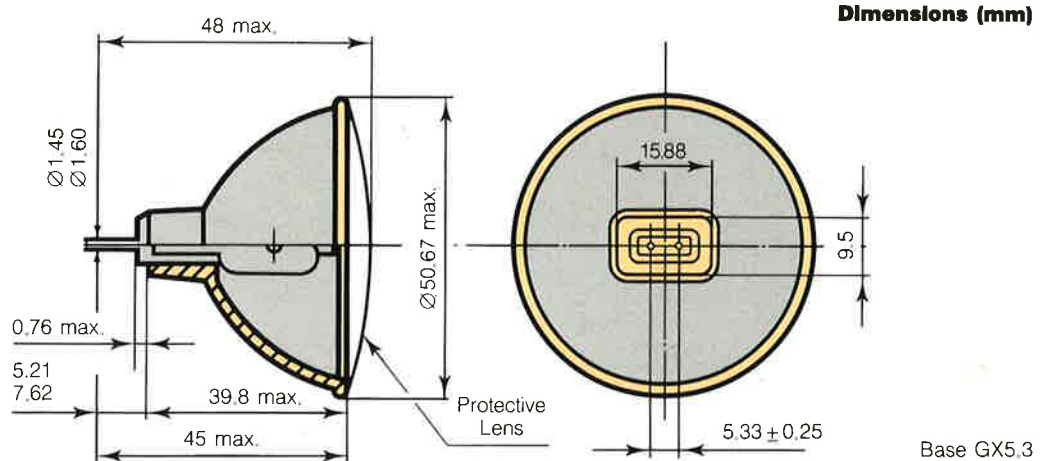
PROFESSIONAL 50 W 12 V



PROFESSIONAL 65 W 12 V (75W)



TRU-AIM PROFESSIONAL



MECHANICAL DATA AND ILLUMINATION CHARACTERISTICS

GENERAL INFORMATION											
Lamp Rating		20 W/12 V	20 W/12 V	50 W/12 V	50 W/12 V	50 W/12 V	50 W/12 V	65 W/12 V	65 W/12 V	50 W/12 V COLOURS	
Type Description		ESX	BAB	EXT	EXZ	ENL	EXN	FPA*	FPB**	FNC YELLOW FND RED FNE GREEN FNF BLUE	
MECHANICAL DATA											
Maximum Overall Length	mm	45.0	45.0	45.0	45.0	45.0	45.0	45.0	45.0	45.0	
Contact Pin Length	Min. Max.	5.21- 7.62	5.21- 7.62	5.21- 7.62	5.21- 7.62	5.21- 7.62	5.21- 7.62	5.21- 7.62	5.21- 7.62	5.21- 7.62	
Rim Diameter, max.	mm	50.67	50.67	50.67	50.67	50.67	50.67	50.67	50.67	50.67	
Reflector		Dichroic	Dichroic	Dichroic	Dichroic	Dichroic	Dichroic	Dichroic	Dichroic	Dichroic	
Base		GX5.3	GX5.3	GX5.3	GX5.3	GX5.3	GX5.3	GX5.3	GX5.3	GX5.3	
Average Life (hrs)		2000	2000	3000	3000	3000	3000	3500	3500	3000	
ILLUMINATION CHARACTERISTICS											
Peak Luminous Intensity cd		3300	460	9150	3000	2500	1500	11500	2000	FNC 11500 FND 1800 FNE 5000 FNF 2700	
Colour Temperature K		2925	2925	3050	3050	3050	3050	3050	3050	-	
Half Peak Angle (nominal)		12°/NSP	36°/FL	13°/NSP	24°/SP	28°/NFL	38°/FL	13°/NSP	38°/FL	13°/NSP	
ORDERING INFORMATION											
Packing Quantity		10	10	10	10	10	10	10	10	10	
Order Code		21900	21901	21902	21903	21904	21905	21906	21907	FNC 21910 FND 21911 FNE 21912 FNF 21913	
*FPA replaces EYF										**FPB replaces EYC	

BRAHM 20K-8-87

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SYLVANIA **GTE**
Efficient Lighting Solutions