

PHILIPS

Visually perfect illuminated images

Affinium LED posterbox modules

The energy efficient solution



A new way to illuminate box signs

Philips innovation: Affinium LED posterbox modules (patent pending)



Philips Affinium LED posterbox modules

- New LED based solution for box signs
- Why?
 - perfect images
 - uniform & bright light without zebra-effect
 - low energy consumption (reduction > 50% !!)
 - easy to install
 - less maintenance
- How?
 - LED's with special optics
 - patented light effect in box (patent pending)
 - 'light recycling' in the box



Easy to read signs with high attention value

uniform lighting without “zebra” effect

TL solution



Affinium LED posterbox module



Energy saving TL vs LED's

average saving > 50%

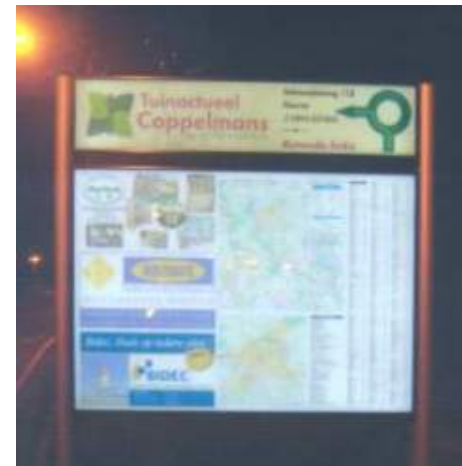
TL solution



3 fluorescent tubes
3 x 36 Watt = 108 Watt



Affinium LED posterbox modules



6 ALPM modules with 3 LED's
6 x 9 Watt = 54 Watt

= energy reduction of 50 %

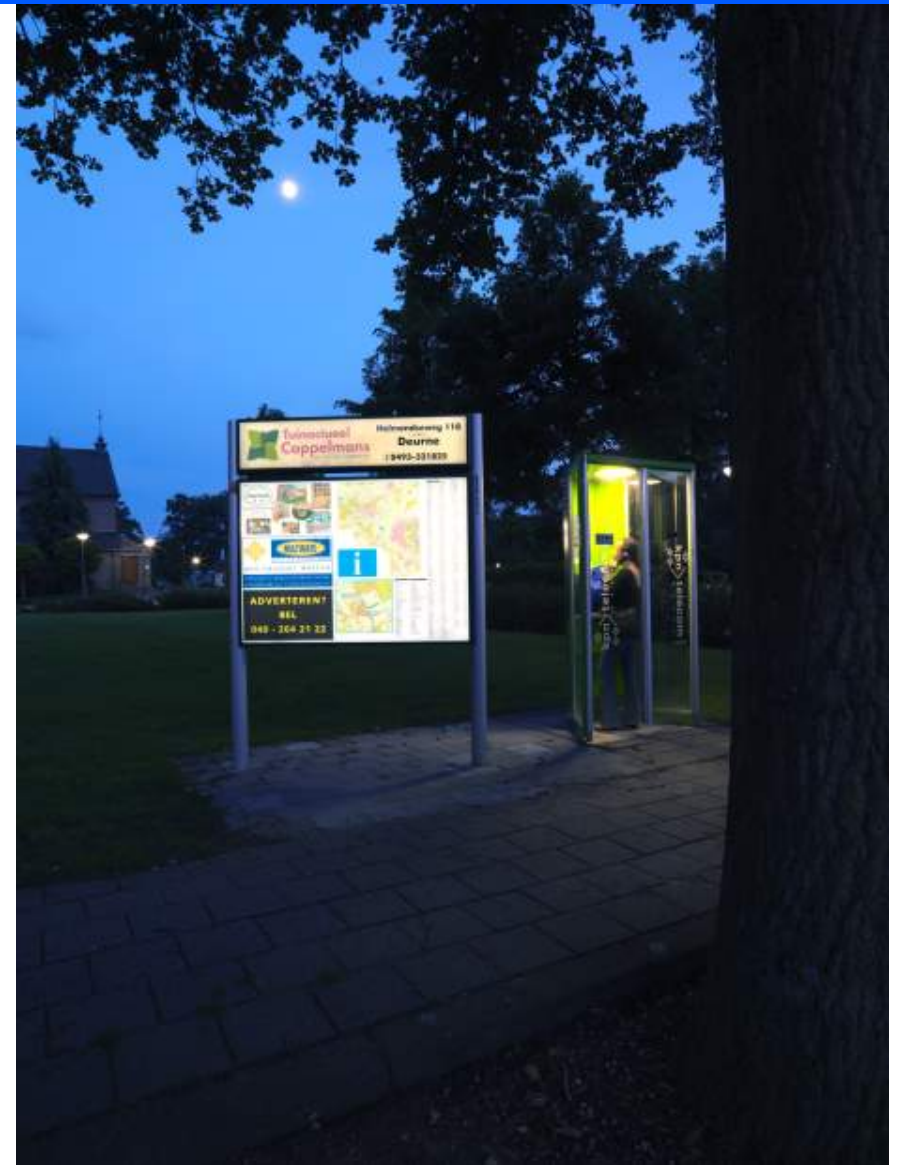
Benefits to the messenger co.

- Creates perfect images - uniform and bright light without 'zebra' effect
- Clear messaging with optimal readability and high attraction & attention value
- Low energy consumption of only 3W per LED used
- Biggest LED posterbox module uses only 15W, which is a reduction of at least 50% compared to a traditional fluorescent lamp of 36W
- Less lamp replacements, due to high lifetime
- Lifetime 50,000 hours, 50% lumen maintenance
- Consistent branding across outlets



Benefits to the sign maker

- Easy and hassle free installation
- Uniform light with no stripes in illumination across display boxes and façade signs (no zebra effect)
- No more flickering or partially illuminated displays
- No more complex, custom-made fluorescent backlights
- Long life, resulting in excellent attraction value during whole lifetime of the sign
- Helps you to save energy cost for your customers



Examples

city maps and information panels



City map

- dimensions 170 x 120 cm
- 54W (200 lux, 64 cd/m²)
- on white area

City map

- dimensions 205 x 170 cm
- 90W (190 lux, 61 cd/m²)
- on white area, opal acrylics



Information panel railway station

- dimensions 74 x 32 cm
- 9W (300 lux, 95 cd/m²); single sided
- 9W (190 lux, 60 cd/m²); double sided

Examples

Abri poster signs



Street furniture

- dimensions 175 x 118 cm
- 90W (190 lux, 60 cd/m²); double sided
- on white area

Examples

billboards



Billboard

- dimensions 330 x 240 cm
- 180 W (166 lux, 53 cd/m²); single sided
- 180 W (94 lux, 30 cd/m²); double sided
- measured on a white area

Benefits

- completely uniform visual
- details clearly visible
- even printer lines (not intended)
and shades and sparkle (intended)

Affinium LED posterbox modules (patent pending)

range of modules

LPM 6W 6300 K 305 mm (2 led's)



LPM 9W 6300K 305 mm (3 led's)



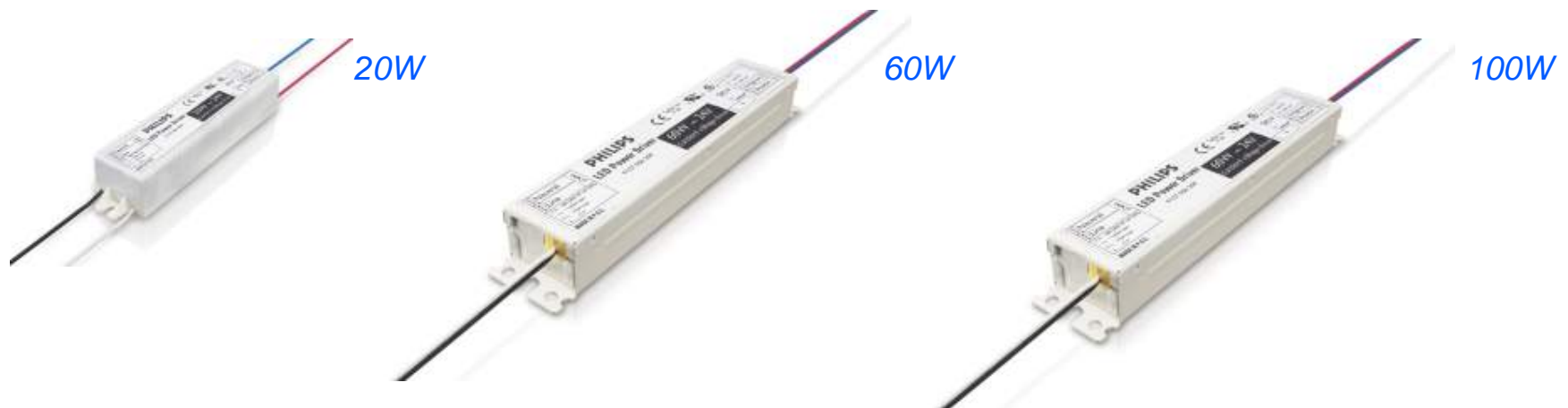
LPM 9W 6300 K 570 mm (3 led's)



LPM 15W 6300K 570mm (5 led's)



Affinium LED posterbox modules (patent pending) *range of drivers*



Features

- Solid copper core isolated wires for easy connection
- Slim dimensions

Easy to install, accessories

LPM connectors ensure an IP 66 related connection



LPM connector



LPM connector tool



LPM mounting tape

Philips Affinium LED posterbox modules

patent pending

Your brand image and message reflected in
the best way

→ optimal readability & attraction value while
lowering the energy consumption

