

# A Quick Guide to CrispWhite.

Lighting that makes an impact.

## Standard LEDs



## CrispWhite



## Introducing CrispWhite.

### Clean. Vibrant light. CrispWhite.

CrispWhite Technology delivers the warmth of colors expected from a high 90 CRI solution but also creates the natural crisp white color that is pleasing to the eye.

CrispWhite Technology creates the most impactful lighting ever available, by revealing the richest whites and vibrant colors that pop.

### Benefits.

- Perfect combination of warm saturated colors and whites that stands out.
- Ideal for CDM-CMH replacement
- Less UV than CMH sources
- Activates the fluorescent whitening agents in paints/fabrics
- High efficacy
- Real world application testing

### What customers desire their spaces look like.

- Bright, sparkling, clean whites
- Beautifully warm, saturated colors with warm high color rendering
- Unique combinations of bright cool whites together with warm saturated colors allowing merchandise to stand out

### What CrispWhite Technology can do for you.

- One light source for clean, crisp white light and rich colors
- LED alternative - opening new opportunities for design
- Optimized Light Spectrum recipe (patented technology) for attractive displays

**PHILIPS**

  
Passion. Power. Performance.

# CrispWhite. Excellent color rendering.

Intense whites. Rich colors. A new innovation in lighting.



## **Richest Whites:**

- Broad spectrum with added violet activated FWA's (Fluorescent Whitening Agents) for bright whites
- Color points below BBL same as CDM lights



## **Vibrant Reds:**

- Lumileds red phosphor technology delivers  $R9 > 50$  for vibrant red rendering
- Better than red performance of traditional CDM lights



## **Colors that "POP":**

- With a CRI  $> 90$  CrispWhite Technology has great color rendering