

# PRODUCT DATASHEET

## Jewellery Lighting

### SS-JEL-24X2W

Led Brand: OSRAM / XLamp® CXA1507 LED

Jewelry is a valuable commodity, and its properties can only be destined goods placed in the semi-enclosed counter sales. So basically only one jewelry store presentation - of cabinet. And jewelry is a very small volume of goods, the general store or counter area is not large, compared to other shops, many simple illumination.

Lighting people understand all know, the color of light emitted by the light source itself is "light color", and jewelry by the light source reflected from the color, generally known as "surface color." Apart from some gems fluorescent or phosphorescent effect, in a dark environment will emit light, in general, the jewelry itself is not luminous.

While natural light is the best source of appreciation of natural stones, but in actual sales, subject to space constraints, businesses tend to choose artificial light illumination. So, how to use just the right light to visualize the value of the jewelry, it becomes a problem jewelers are concerned. Jewelry store lighting design requires extremely cautious. Some jewelers in decorated store or counter when generally only pay attention to the light should be bright enough, and the overall feel of the store gorgeous, magnificent, but ignore the proportional distribution of the light source so that the subject and non-subject no distinction between sales counters in placed jewelry lack of layering.

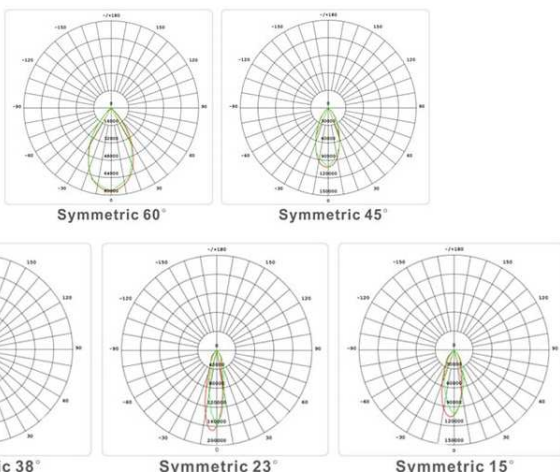
Overly bright lights in addition to unnecessary waste, its heat and electromagnetic radiation also destroy the object itself has the color and luster, especially for some organic gems, such as pearls, coral, amber and other structural and chemical composition will be affected. In addition, according to psychologists, the glare of the lights can also cause emotional impact on the customer and jewelry store sales staff also affected the success rate of the jewelry trade.

A good display by the illumination light environment, a sense of space, color, three-dimensional, glare, stability and other factors and constraints need to be considered when designing the following major elements: aesthetics: To a decorative space, heighten the atmosphere, beautification environment. Lighting design as much as possible to meet the needs of the jewelry display design, satisfies all the requirements of decorative showcase. Depending on the deployment of luminosity jewelry or show individual needs, providing a comfortable, prominent, light and vivid color display space.

Light color with: according to the type of jewelry with a reasonable color temperature light color, such as gold jewelry can be used for lighting warm white; and silver products or gemstone products can be used 5500K cool white lighting. In the same area using the same color temperature of the light source, so that the pearl showing the scintillation light and charming Symphony, let colored gemstone showing a richer color and bright light, so that the diamond rendered more crystal clear, pure fire and whiteness.

Reflect the characteristics: such as gold, pearls and other jewelry entirely by reflected light, pay attention to the direction of the incident light, so that reflected off the "bright spot" to stimulate the customer's eyes; jade, crystal and other jewelry pay attention to light texture, to pay attention to light.

#### Photometry:



**Housing:** BY-628  
**Power :** 42W-48W  
**Max. Lumen :** 6768lm  
**Light Colour :** 2700K - 6500K  
**IP Rate:** IP20  
**Driver :** PHILIPS - 44W  
**Beam Angle:** 15°-23°-38°-45°-60°  
**Material:** Aluminum  
**Material Colour :** WHITE

#### Dimension

Cut Hole Size :155.5 mm

Front Size : 136 mm

Depth : 100 mm

#### Driver Brand:

PHILIPS

CertaDrive

LED driver

#### LED Brand:



OSRAM

