

PHILIPS

GreenSpace Accent
Projectors

Retail lighting



Product guide

**A flexible and
affordable all-rounder
for retail applications**



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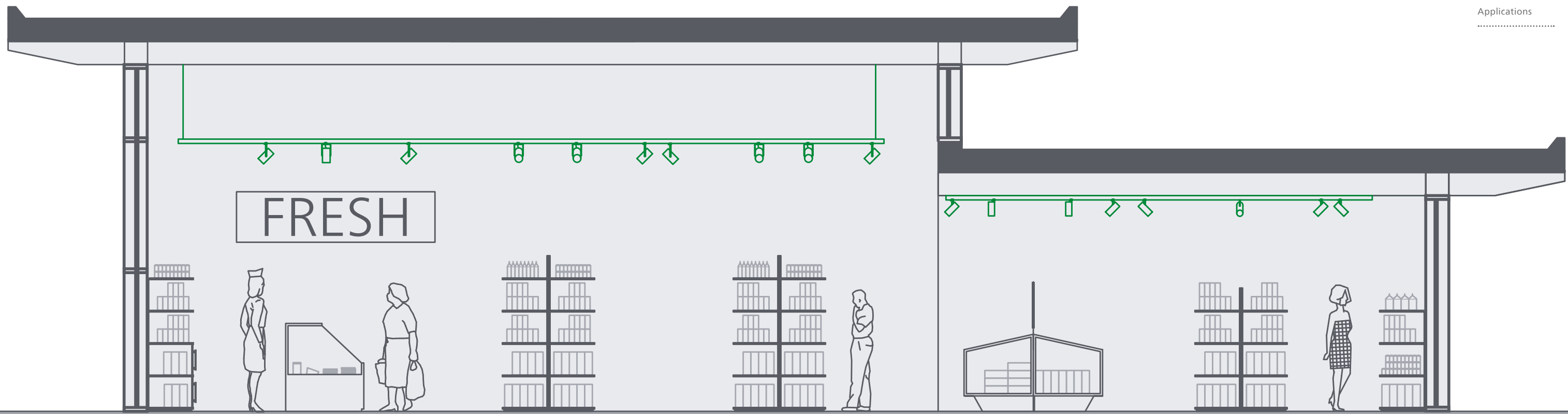
Two projectors to cover the full retail application

GreenSpace Accent Projector

Thanks to the GreenSpace Accent Projector, retailers and building operators can enjoy the superior quality of light and market-leading energy efficiency of PerfectAccent optics for a reasonable initial investment. The new PerfectAccent optics also provide sparkle on the merchandise and improve shopper eye comfort. GreenSpace Accent Projector can seamlessly integrate on 3C and DALI tracks, CoreLine trunking and Maxos fusion. This makes GreenSpace Accent Projector the perfect choice for large scale retail installations.

GreenSpace Accent Projector mini

The GreenSpace Accent Projector mini is the smallest size projector in the GreenSpace Accent range. With a diameter of only 80mm, it offers a clean and small design that can be discretely integrated into the store environment. The high performance and Philips Food LED recipes will deliver a strong fit to food retail and small city center store formats. On the other hand, the full range of beam angles and Philips Fashion LED flavors create a high quality of light to enhance fashion collection, making this projector suitable for many different retail applications.



GreenSpace Accent Projector applications

GreenSpace Accent Projectors are developed with the ideal shopper experience in mind, while enhancing the interior store design. There are two sizes of luminaires. The smallest version, GreenSpace Accent Projector mini (ST315) is ideal for relatively low ceilings when tracks are often mounted directly to the ceiling. These small projectors blend into the interior design in a neutral way. Glare is reduced by the superior optical design and the limited light output of the small product. The larger version, GreenSpace Accent Projector (ST321), is ideal for illuminating store layouts with a higher ceiling. In these cases, more light output is required to offer an efficient and optimized lighting solution. For higher ceilings, tracks are often suspended - especially in the case of open ceilings - to avoid conflict with HVAC or other installations. Suspended lighting solutions also help to optimize the aiming angles of the projectors.

By offering different beams from narrow to wide, or even oval and rectangular beams, further optimization of the light effect can be achieved. This can support either more uniform or more high contrast lighting for all common heights and spacings in a store. These possibilities help present the products on sale in the most attractive way. Deciding whether to select a smaller or larger sized projector should also take into consideration how proportions relate to the interior design. In general, a larger spotlight will feel more natural when applied at higher installation heights versus a smaller projector and vice versa. Nevertheless, both sizes can be mixed throughout one store formula without spoiling a consistent look and feel due to the neutral design language. Making the right choice will result in a more pleasant store environment for the shopper and bring full attention to the products at sale.



Why choose GreenSpace Accent Projectors?



Connectivity

GreenSpace Accent Projector and GreenSpace Accent Projector mini both support Interact compatibility with DALI (DIA) communication and dimming. Additionally, GreenSpace Accent Projectors also support Interact Indoor positioning (VLC) and wireless Interact systems (WIA) for limitless connectivity options.



Design

Both models have a suppressed and neutral design language. GreenSpace Accent Projector has a more robust housing, supported by a sturdy U-shaped bracket, which fits well into large installations such as supermarkets, hypermarkets and big box retail concepts. GreenSpace Accent Projector mini is more compact, has a refined and small I-hinge and generally blends in well with smaller convenience stores and general fashion retail.



Covers a wide range of applications

GreenSpace Accent Projectors support multiple backbones like 3C-track, Maxos fusion or CoreLine trunking. Lighting distributions range from narrow beams up to very wide, oval, and rectangular light effects. Both projectors can also be aimed upwards to light wordmarks or banners on the wall that are positioned higher than the suspended track or trunking system.



PerfectAccent: efficacy, shopper eye comfort, robustness, beam diversity

The PerfectAccent reflectors used in GreenSpace Accent Projectors offer state-of-the-art efficacy that is maintained over the full lifetime of the product. Furthermore, the optical design increases shopper eye comfort by reducing glare. Products in the store are lit up in a more attractive way because of the PerfectAccent improved sparkle. The new oval and rectangular light effects are perfect for lighting banners and wordmarks on the wall, as well as illuminating free-standing fresh food counters and aisles.



Retail LED flavors and fresh food LED recipes

For fashion retailers, GreenSpace Accent Projectors are available with special LED flavors that show the garments and clothing in the very best light. Fresh food LED recipes help food retailers increase the shelf life of their produce, while improving color representation at the same time.

GreenSpace Accent Projector family overview



ST315T

GreenSpace Accent Projector mini is a the most compact version of the GreenSpace Accent projector range. It is ideal for applications with low ceiling heights to offer a less obtrusive lighting installation. It is available for Interact Retail (DIA) but does not support Interact Indoor positioning (VLC).



ST321T

GreenSpace Accent Projector for track. This variant of GreenSpace Accent Projector is mainly used in supermarkets and larger fashion retail formats. It is compatible with both 3C and DALI track and offers full flexibility in (re-) positioning. Wireless (WIA) and Interact Indoor positioning (VLC) are supported.



ST321S

GreenSpace Accent Projector for Maxos fusion trunking is mainly used to add an accent effect to aisle lighting where Maxos fusion provides the general illumination. Typical applications are large supermarkets, hypermarkets, and big box retail formats. This version also offers full flexibility in (re-) positioning and Interact Indoor positioning (VLC) is also supported.



ST321Y

GreenSpace Accent Projector for CoreLine trunking adds accent lighting to the general illumination provided by the CoreLine trunking system. Typical applications are large supermarkets, hypermarkets and big box retail formats. The module, containing two spotheads, has a standardized length, compatible with the trunking system and re-positioning is therefore not possible. Interact- Indoor positioning (VLC) is supported.

Featuring PerfectAccent optical platform

At a time when online shopping continues to dominate shopping habits, retailers must employ every tactic at their disposal to entice shoppers back into their stores. PerfectAccent provides retailers with the perfect balance between optical efficacy, visual appeal and optimized light distribution – for every different space and application in their store.

PerfectAccent promises retailers five major benefits. They can:



Maximize light quality and enhance shopper eye comfort



Maintain performance, reflectivity and material integrity over lifetime



Optimize efficiency and energy consumption



Choose from a wide selection of light beams



Secure a fast return on investment

This makes Signify unique in guaranteeing retailers the flexibility they need to create exciting store experiences with the accent on visual comfort and optical efficiency. So they can continually delight and surprise shoppers, create exceptional lighting accents and experiences and, ultimately, drive more sales in store.

High efficacy

All GreenSpace Accent Projectors are available as a “Standard” or “High Efficacy” version. The High Efficacy variant is marked with an H before the beam angle in the product designation. By using a smart combination of LED, driver and the new PerfectAccent metal reflectors, these High Efficacy versions consume less power for the same light intensity as a standard product. Although the initial investment of this High Efficacy version is somewhat higher, the ROI is typically well within 3 years (8ct/kWh, 5000 operating hours/yr, 2700 lm example).

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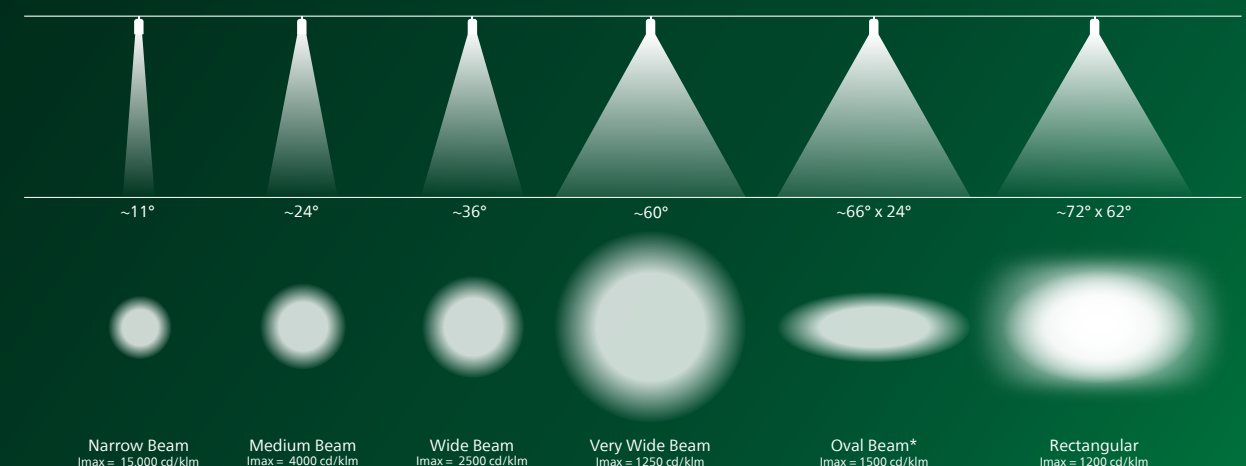
A choice of beam characteristics

There is also one more point to emphasize when it comes to lighting design; light distribution is just as important as visual comfort. First and foremost, a space should always be illuminated in the best way possible for its intended use - whether that's a fish counter displaying the catch of the day, or a warehouse aisle storing large volumes of stock. With a portfolio of six, well-balanced beam options from narrow to very wide beam, PerfectAccent can optimize the lighting in every application (see Figure 1). This enables retailers to tailor their lighting by selecting the correct beam to address specific needs in store, while enjoying all the other benefits of PerfectAccent.

Unlike one-size-fits-all solutions, PerfectAccent has the ability to highlight specific products and create different ambiances. The range of beam shapes and lumen packages available within the key spotlight ranges makes it easy to define the right level of intensity. From a narrow beam to create a strong accent on fashion accessories, to an oval beam to optimize the effect on fresh food counters.

Polar intensity diagrams based on PerfectAccent metal reflectors with diameter size 66mm. Other photometry is available via Philips Product Selector.

[Philips Product Selector >](#)



*Oval beams are created using an additional beam-shaping front lens, which results in small concessions in eye comfort.

Figure 1: The complete PerfectAccent beam portfolio for retail lighting applications



Beautiful colors, perfect whites, rich blacks

Create your own light signature with the Philips LED flavors. Shoppers have very strong preferences for colors, especially when it comes to clothing. So as a retailer, you will also want to make sure that the colors you consciously select will be presented to customers in the way you imagined them.

Our LED flavors have been specifically developed with the purpose of enhancing the colors of your items. With the use of different spectrums, you can make sure your items stand out and look attractive to your shoppers.

What's your brand's flavor?



Standard 930

Apply warm colors and soft whites to create a gentle, welcoming atmosphere and discover how you can be creative yet cost-effective.



Premium White

The new benchmark in retail fashion, delivering stronger whites via the best technology in the market, but with minimal compromise on energy savings.



Premium Color

Enhance the contrast between colors and whites, and achieve new depths of color for a more saturated, vibrant fashion experience that won't affect the background, but will have a positive effect on energy efficiency.



Interested in finding out more about our research and findings behind our fresh food LED recipes?

Read the white paper on discoloration of sliced meat

[Read here ›](#)

Read the white paper on discoloration and lipid oxidation in cheese

[Read here ›](#)

Read the white paper on the best light for fruits and vegetables

[Read here ›](#)

Read the white paper on how light enhances the healthiness of fruits and vegetables.

[Read here ›](#)

Read the white paper on the best light for fish

[Read here ›](#)

Fresh food LED recipes

Online experiences can't compete with the pleasure of a well-stocked and beautifully-presented produce department: the colors, the textures, the aromas. Shoppers naturally associate the look of fresh produce with its taste, and they know from experience that if food looks good, it will most likely taste good too. For these reasons, the fresh food section is often the main reason why shoppers choose to make a trip to the supermarket, or choose one particular supermarket over another.

Creating the perfect ambiance in fresh food departments, however, is something of a balancing act for retailers. Shoppers want a sensory experience, and creating the right atmosphere in fresh food areas is key to achieving this. They also demand a broad assortment of ultra-fresh food as an important component of a healthier lifestyle.

To fulfill these customer expectations, you need to offer as many fresh food products as possible, while finding ways to minimize losses and waste. Our portfolio of dedicated recipes will help you present your fresh produce in the best way, preserve its quality and make shoppers buy more. Here's how each lighting recipe will bring out the best in your specific fresh food area.

Find the right lighting recipe for your fresh produce



More from your meat

Meat with a rich, saturated colour sells better. But light-induced discoloration means meat quickly loses its appeal. Our fresh food Rose LED luminaires have been specially developed with retailers and meat specialists to enhance the redness of meat and slow down discoloration for a fresher, longer shelf life. An alternative recipe for presentation is fresh food Meat, with a less saturated effect it performs very well on marbled meat.



Keep fish fresh

When it comes to fish, freshness is everything. A gleaming fish that looks slippery and wet, promises a juicy texture and flavor like it's just come out of the sea. That's the effect you can create with fresh food Frost LED lighting. A natural cool setting with enhanced color saturation that's perfect for seafood.



Finest fruit and vegetables

Well-lit fruit and vegetables can increase sales by up to 3.5% according to a 2012 study we conducted together with the Independent Retail Institute in Cologne, Germany. Our research shows that shoppers prefer fresh food Premium Color, which will make your produce gleam with freshness and reduce waste.



Tasteful cheese

Delicate products like cheese need the correct lighting to display their freshness. When cheese is exposed to light, fats (lipids) begin to oxidize. At first this changes the appearance of the cheese, then alters its taste. Our fresh food Champagne recipe reduces lipid oxidation and creates the perfect fresh, rich and flavorful presentation of cheese.



Beautiful bread and pastries

There's nothing like the smell of fresh bread and rolls, still warm from the oven, to draw in customers. And the right lighting adds to the appeal. Fresh food Champagne makes bread look crisp, appetizing and impossible to resist.



Perfect potatoes

Light plays an important role in the greening of potatoes: when stored properly in the dark, no greening occurs. Of course, that's not possible in a supermarket. Fresh food Champagne is the optimal recipe to slow down this greening while enhancing the fresh look of potatoes.

Interact Retail

All dimmable GreenSpace Accent Projector solutions are compatible with Interact Retail Scene management and Interact Retail Indoor navigation.

Amaze with Interact Retail Scene management

Beautiful light is essential for a memorable shopping experience. Interact Retail Scene management lets you create:

- Flexible lighting zones to bring different areas to life.
- A differentiated shopper experience that builds customer loyalty.
- Lighting scene for events, seasons or promotional activities.

Boost your brand with Interact Retail Indoor navigation

Indoor navigation integrated into a retailer app makes it easy to engage shoppers by making their life easier. It can help them to find products, take advantage of pop-up promotions, or even see recipe suggestions for the ingredients they're about to purchase. It's also a convenient way to guide staff when they're re-stocking shelves or fulfilling an online order.



Interact Pro foundation

Just wireless luminaires and an app. That's all you need to have a basic control system in place that will allow you to combine energy savings with effective illumination in a variety of ways – we call this smart dimming.



The Pro system allows you to implement grouping with the wireless versions of the GreenSpace Accent projectors. With grouping you can create personalized lighting schemes and dimming settings, which enables you to:

- Create areas or specialty departments to optimize the customer experience.
- Reduce food waste by 20% and increase the shelf life of fresh produce significantly.
- Add extra interest to hero areas and put promotional items in the spotlight.
- Create a relaxed and intimate ambiance for special events.

Customer Story Netto 3.0 concept - Gdansk Poland

Netto 3.0 is an innovative store concept created by Danish chain store Netto, which has had a presence in Poland for many years. The Netto 3.0 concept enhances the client's experience thanks to background music, appropriate lighting and a range of products selected according to the latest trends.

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We have been working together with Signify for a long time. We highly appreciate the adaptability of their products, including trunks, panels and adjustable projectors, which allow for a swift modification within the interior's lighting. We value flexibility towards the client's needs"

Wojciech Wolny,
Manager at Netto's Technical Department

Retail lighting
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Customer Story
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Customer Story MediaMarkt Eindhoven

Online shopping is an unstoppable phenomenon in today's retail landscape. It is fast, convenient and offers people the comfort of browsing in a personalized environment from any location, at any time.

MediaMarktSaturn, Europe's leading consumer electronics retailer, has actively responded to this trend by bridging the online and offline shopping experience by integrating its existing StoreGuide app with Interact Retail Indoor navigation software.

The flexible Maxos fusion LED lighting system guarantees an excellent light quality and has integrated indoor navigation technology out of the box. Maxos fusion also reduces installation and maintenance costs and provides the freedom to place the GreenSpace Accent Projector spots anywhere on the light line.

“

MediaMarkt likes to be at the forefront when it comes to innovations in retail.”

Martin Wild, Chief Digital Officer,
MediaMarktSaturn Retail Group



Photographe: X-boymond

Photographe: X-boymond

Customer Story Intermarché Lunel

We implemented the brand's new Hypermarket concept, based on the enhancement of traditional areas and shopping convenience. It was quite relevant to set up a new lighting installation just as we were rearranging the entire store. The light allowed us to highlight our merchandise and to create a brand identity specific to each category of the concept.

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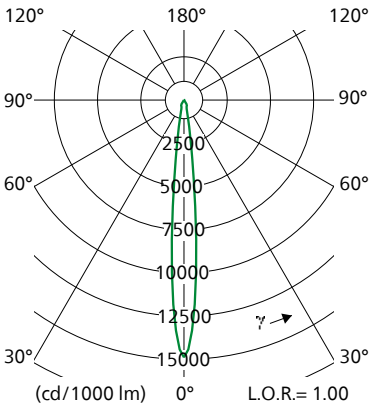
The products on the shelves are enhanced by the warm light from the accent spots."

Sébastien Chopin-Triolet - Director of Intermarché
"Les Portes de la Mer" - Lunel

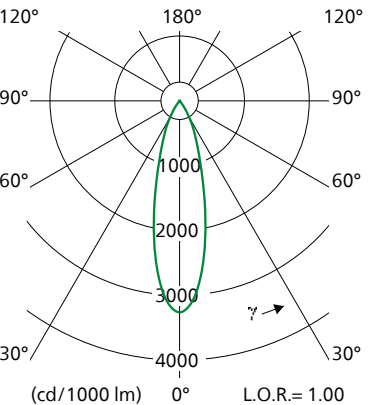
Photometric details

GreenSpace Accent Projector (ST321)

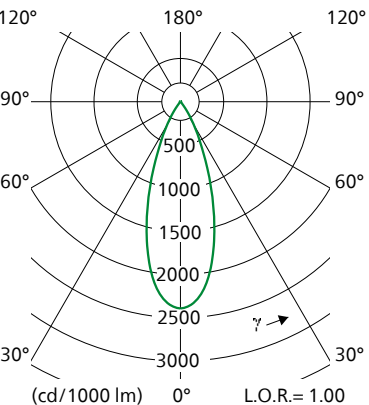
Narrow beam



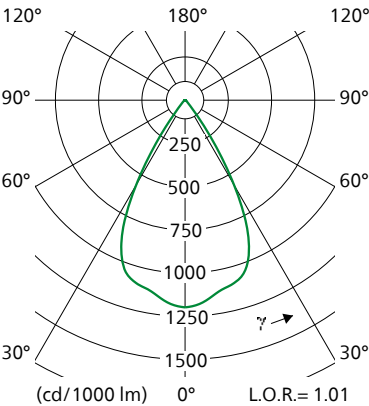
Medium beam



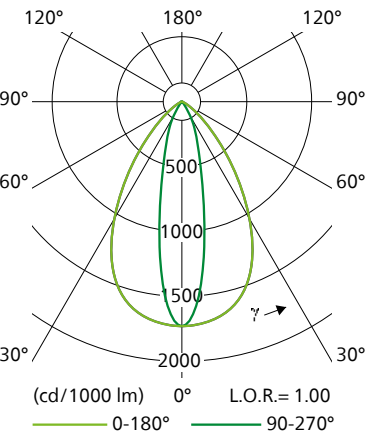
Wide beam



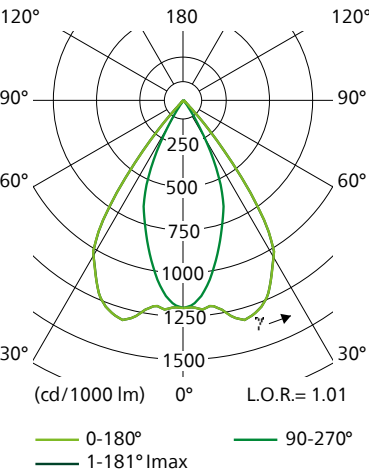
Very wide beam



Oval beam

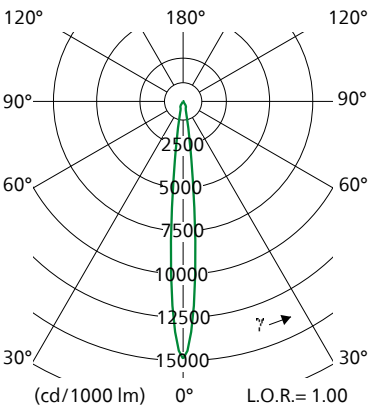


Rectangular beam

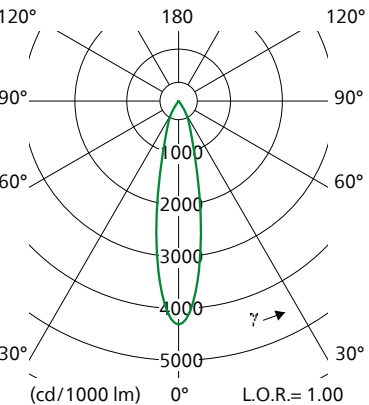


GreenSpace Accent Projector mini (ST315)

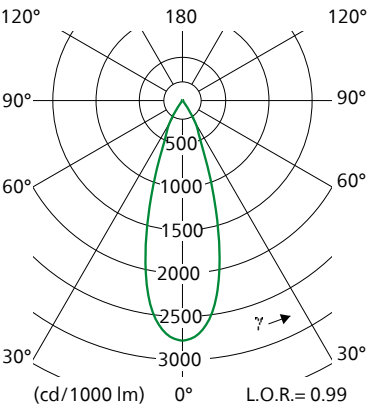
Narrow beam



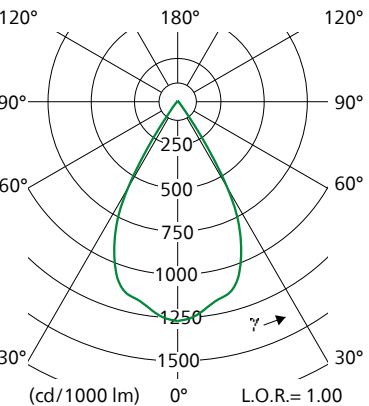
Medium beam



Wide beam

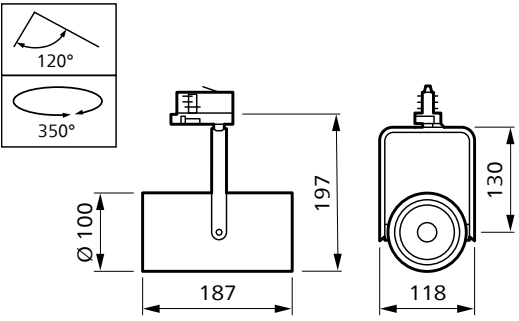


Very wide beam

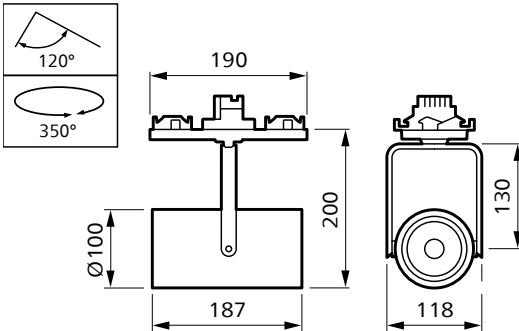


Dimensional drawings

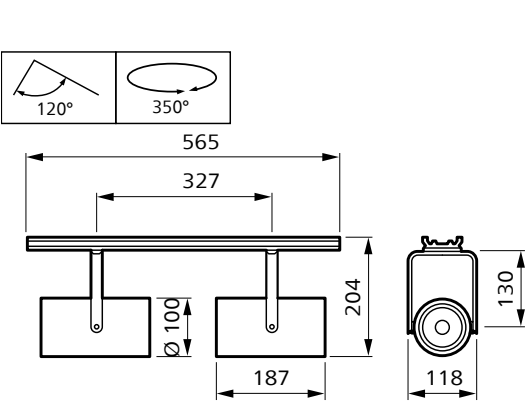
GreenSpace Accent Projector for track (ST321T)



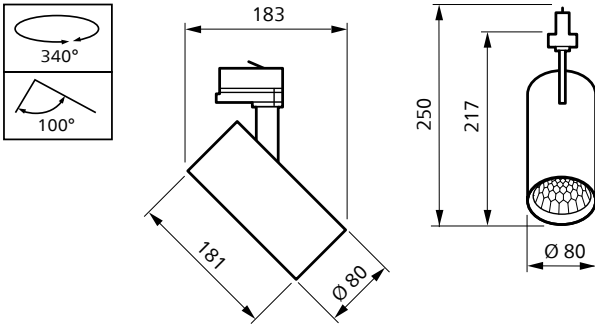
GreenSpace Accent Projector for Maxos fusion (ST321S)



GreenSpace Accent Projector for CoreLine trunking (ST321Y)



GreenSpace Accent Projector mini (ST315T)



Retail lighting
GreenSpace
Accent Projectors
Dimensional
drawings

Range overview

ST315T
GreenSpace Accent
Projector mini



GreenSpace Accent Projector

ST321T
GSA Projector 3C
or DALI track



ST321S
GSA projector
Maxos fusion



ST321Y
GSA projector
CoreLine trunking
contains 2 identically
configured spotheads



Light source	Light color	Driver	Optic	Optical cover	Colors	Accessory
19S ~1900lm system flux <i>FMT and ROSE only;</i> <i>Not for FR12</i>	827 2700K CRI>80 <i>for LED20S, 27S, 39S</i>	PSU Power Supply Unit - no control options	FR12 Narrow Beam <i>For LED20S, not for FMT</i>	CP Curved plastic <i>default option for all products</i>	BK Black RAL 9004	BD Barndoors, BK
20S ~2000lm system flux <i>FOR FR12 only,</i> <i>Not for FMT or ROSE</i>	830 3000K CRI>80 <i>for LED20S, 27S, 39S</i>	DIA DALI dimming Interact system ready <i>Not for 39S; NO VLC</i>	FR18 Narrow Beam <i>For LED19S, 27S, 39S</i> <i>not for FMT</i>		WH White RAL 9003	BD-WH available as ETO Barndoors WH
27S ~2700lm system flux Not for FR12	840 4000K 80 CRI	WIA available as ETO Wireless dimming Interact system ready	FR24 Medium Beam <i>For LED19S, 27S, 39S</i>		SI available as ETO Silver RAL 9006	
39S ~3900lm system flux <i>Not for DIA; Not for FR12</i> <i>Not for FMT or ROSE</i>	PW930 Premium White 3000K CRI90; SDCM <2	Limited functionality: Only for installations where projectors are mounted on suspended tracks that are mounted 1-2m below the ceiling; and distance between the WIA spots; and the distance between the closest spot and user device (and/or gateway) is not greater than ~3m.	FR30 Medium Beam <i>For LED19S, 27S, 39S</i>			
35S Available as ETO ~3500lm system flux <i>For DIA only, not for FR12</i> <i>Not for FMT or ROSE</i>	PW935 Premium White 3500K CRI90; SDCM <2		FR36 Wide beam <i>For LED19S, 27S, 39S</i>			
	PW940 Premium White 4000K CRI90; SDCM <2		FR60 Very Wide beam <i>For LED19S, 27S, 39S</i>			
	PC930 Premium Color 3000K CRI90; SDCM <2					
	FMT Fresh Meat <i>ONLY FOR LED19S,</i> <i>not for FR12</i>					
	FR Frost (5000K 90 CRI) <i>Only LED27S, 39S</i> <i>available as ETO</i>					
	CH Champagne <i>For LED27S, LED39S</i>					

Light source	Light color	Driver	Optic	Optical cover	Colors	Accessory
17S ~1700lm system flux	827 2700K CRI >80	PSU Power Supply Unit - no control options	NB Narrow Beam (PerfectAccent plastic) <i>Only for LED20S</i>	FG Flat Glass <i>Not for OVL-H and HOVL-H</i>	BK Black RAL 9004 <i>Not for ST321Y</i>	BD Barndoors
19S ~1900lm system flux <i>Only for FMT, ROSE</i>	830 3000K CRI >80	DIA DALI dimming Interact system ready	MB Medium Beam (PerfectAccent plastic)		WH White RAL 9003	
20S ~2000lm system flux <i>Only for NB</i>	840 4000K CRI >80	DIA-VLC DALI dimming Interact system ready, Visual light communication enabled	WB Wide Beam (PerfectAccent plastic)		SI Silver Grey RAL9006 <i>Not for ST321Y</i>	
27S ~2700lm system flux	PW930 Premium White 3000K CRI >90; SDCM <2 <i>Not for 49S</i>	WIA Wireless, compatible with Interact	VWB Very Wide Beam (PerfectAccent plastic)			
39S ~3900lm system flux	PC930 Premium Color 3000K CRI >90; SDCM <2 <i>Only in 27S, 39S</i>		OVL-H Oval beam, horizontally aimed (PerfectAccent plastic)			
49S ~4900lm system flux <i>Only for 827, 830, 840</i>	CH Champagne <i>Only in 17S, 27S, 39S</i>		HNB High reflective Narrow Beam (PerfectAccent metal) <i>Only for LED20S</i>			
	FMT Fresh Meat <i>Only 19S, 27S</i>		HMB High reflective Medium Beam (PerfectAccent metal)			
	ROSE Rose <i>Only 19S, 27S</i>		HWB High reflective Wide Beam (PerfectAccent metal)			
	FR Frost (5000K CRI >90; SDCM <2) <i>Only L27S, 39S</i>		HVWB High reflective Very Wide beam (PerfectAccent metal)			
			HOVL-H High reflective Oval beam, horizontally aimed (PerfectAccent metal)			
			HRCT High reflective Rectangular Beam, horizontally aimed			

Retail lighting
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Range diversity
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