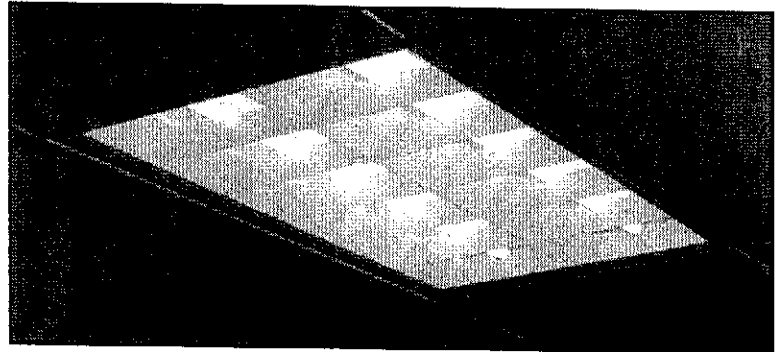


APRIL 2009
ENERGY SELECT

PHILIPS
Day-Brite

Day-Brite is pleased to announce a new high efficiency recessed product, called Energy Select. The new product features a housing only 3" deep to reduce plenum requirements and includes a high efficiency louver with a highly reflective matte white finish. It uses a non-parabolic design with "blade" type cross baffles (either smooth or ribbed, 12 cell for 2x4 models and 6 cell for 2x2 models) to provide a photometric distribution with a small amount of high angle light. The photometric distribution is more like a SofTrace or (standard distribution) Attune than a parabolic and offers the same quality of light advantages as those products. The louvered configuration offers lower initial cost and higher efficiency (up to 91%) than an architectural design like Attune or SofTrace with the trade-off of lower visual comfort due to the exposed lamps.



This product has an excellent energy story. T5 and T5HO are available, but high efficiency T8 systems will provide the best energy numbers. The spec. sheets include some data on lamp/ballast systems. The photometric distribution and measured efficiency are similar to the SofTrace/Attune products, so the Watts per square foot information in those brochures (available on the respective websites) can be used as a guide for Energy Select. Exact calculations can be run by our Applications department.

Note that this product utilizes a wireway sized for small can ballasts. Large can ballasts (or emergency ballasts) can be accommodated using a top mounted ballast box.

ORDERING/LITERATURE

New specification sheets are attached showing the appropriate ordering information. Energy Select uses the ES family designator (i.e. 2ESG232-etc.)

PRICING

Pricing for all models has been incorporated into the pricing program.

AVAILABILITY

Quote requests and orders can be entered now. Production is expected to be underway by the end of April.

SAMPLES

Contact Dusty Short or Grant Hukle in Tupelo with any sample requests.

QUESTIONS AND ANSWERS

Q: Who is the competition for this product?

A: Energy Select will typically compete against products like the Lithonia ES8 and Hubbell Intersect (EMI series).

Q: Is a 1x4 offered?

A: At this time, only 2x2 and 2x4 models are available.

Q: Is the 2x2 available with U-lamps or CF?

A: At this time the 2x2 model is available only with straight lamps (F17T8, F14T5, F24T5HO.) The F17T8 model offers high lumen lamps and a lot of ballast factor flexibility to offer some of the higher lumen packages with a better energy story and higher optical efficiency than U-lamp or CF products. We are looking at the feasibility of the CF option, so contact us if you need that configuration.

Q: What is the preferred lamp/ballast system?

A: The typical recommendation will be a high lumen T8 lamp with a high efficiency ballast of the ballast factor needed to provide the desired lumen package for the application. This combination will provide the best energy efficiency and offers other advantages like longer lamp life.

Q: Is bi-level switching available?

A: While two ballasts can be provided, Energy Select uses a 2-lamp cross-section which would provide an asymmetric appearance if one lamp was switched off. Step dimming is recommended for bi-level requirements rather than separate switching.

Q: When should I use Energy Select, and when should I use SofTrace or Attune?

A: Use Energy Select when a great energy story is needed with a lower initial cost. Use SofTrace or Attune when improved visual comfort is needed to go with the great energy story, or a more architectural appearance.