

Imagine a single track system that addresses all the needs of a flexible identity. With iTrack it's possible.



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The flexible identity of retail

an exciting, spellbinding world of commerce constantly advancing to attract the customers of today – and also valuable energy. of tomorrow. Increased desire for brand recognition and identity, emerging new technologies and shifting consumer behaviours are constantly challenging the physical set up of retail shops.

Retailers often have a need for store adaption and flexibility due to changing product ranges and campaign offers, as well as for moveable fittings and displays that can be shifted around the shop.

of flexibility – the flexibility of variable atmospheres. Shops that can adapt to various external influences

Welcome to the ever-changing landscape of retail: such as, day- and nightlight and customer flows but also to different shop identities meanwhile saving

> Consequently, we wanted to offer a complete lighting solution for the ever-changing retail that addresses the need for a flexible, complete, future-proof lighting system. That is why we developed iTrack.

iTrack is a complete, intelligent track system that allows you to connect all types of luminaires, emergency lighting, e-sense, speakers and DALI control in the same system – opening up to a wide range of possibilities for We are progressively also seeing needs for other types flexible identity. We embrace the fast changes in retail and see great opportunities; for you, your brand and



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Mood 1: Bright, fresh and modern.



Different atmospheres with the same luminaries

Conventional 3-circuit lighting track has been used the whole shop while creating different atmospheres in successfully for many years by retailers who require various parts of the shop is one of the advantages of adjustable accent lighting, whether the aim is to achi- iTrack. eve a presentation of fashion as an extension of the catwalk or simply to emphasise key areas of merchandise. Such visual impact is a well established principle of strong retail branding.

Taking advantage of DALI control

iTrack combined with a controllable luminaire, such as Marathon LED iTrack for DALI, offers retailers a new level of possibilities. The retailer can create a variety of shop experiences and affect customers' feelings, simply by changing the lighting. The same luminaires can create very diverse light experiences when a flexible solution such as iTrack is installed. Being able to change the lighting with seasons will make the shop feel new and vibrant. Having the same installation in feelings and enhanced shop image.

Changing moods

Pictured opposite are two different examples of an installation with iTrack and Marathon LED iTrack, with an opal pendant with fluorescent tubes as a decorative element. The first image is a shop with a fresh feel and crisp lighting. The lighting levels are quite even and the decorative pendant emits a white light. The second image shows a more dynamic lighting scheme with shadows and coloured light adding flavour to the experience. The spotlights have narrow beam distribution and the lighting is quite accentuated. Consequently the images illustrate how the luminaires on the track can be controlled in number of ways to create different moods,

Mood 2: Dynamic and accentuated.



Be equipped for tomorrow's retail landscape

Store layouts and clever merchandising can drive sales, but to create the complete solution it is an advantage to have the right lighting and be able to position it accurately around a store.

The flexibility to create

iTrack is a flexible lighting system that integrates for a new, fresh retail atmosphere. ambient and accent lighting, emergency lighting, controls and speakers into a single package. Also, a generous range of connectors give the lighting designer additional flexibility when configuring lighting schemes. L, T, X and even flexible couplers can be used to add further identity to the shop by installing creative track patterns on the ceiling. Whether you create a continuously mounted or a grid configured lighting scheme, iTrack is the perfect lighting solution for retail applications.

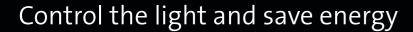
By choosing iTrack today, you are well equipped for the retail landscape of tomorrow. Accent lighting can be achieved with either iTrack's own spotlight range, or, thanks to the open system characteristics, with any standard 3-circuit track spotlight. The open system also allows you to exchange signature pendant luminaires

To compliment the comprehensive range of track solutions, new luminaire systems have been developed to maximise iTracks flexibility and simplicity. The fluorescent luminaires, that provide general lighting come with the iTrack adaptor for simple installation, repositioning and phase selection. The added benefit of 3-circuit track compatibility is that accent and ambient lighting can be combined to create a uniform look.

Sounds inviting? The more senses you activate in your shop, the stronger its identity. It is vital to stand out among the competition and attract passers-by. Shops that connect brand values to unique interiors, enhancing lighting and signature tunes, will offer a stronger shopping experience. But the more elements integrated, the more installations, work and time you will need to invest. We would like to make some of those installations easier. Wouldn't it be nice if you could combine several elements in a single system? With iTrack you can. To complement the lighting installation, we offer a speaker system that can be connected in the same 3-circuit as the other luminaires – conveniently providing atmospheric tunes and music in every corner of the shop.

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Controlling the lighting with iTrack gives the retailer various new possibilities to save energy. Dimming fluorescent light sources has been possible before but with Marathon LED iTrack spotlight, the opportunity to dim and control accent lighting is greatly improved.

Light when you need it

There are many ways to control the lighting to save energy and the right way to do it depends largely on what kind of shop you have. Using sensors that detect movement and daylight are ways to avoid using artificial light when it is not needed. On a sunny day when strong light shines directly on the shop window you have great opportunities to dim down your lighting and take advantage of the natural light while saving energy.

During times when the shop is less busy, you might want to save energy by decreasing some of the lighting. This can be achieved by using sensors that dim the light when there are no customers around, but you can also set different lighting scenes that can be changed easily. The scenes can be controlled by a timer or manually. Perhaps you need less lighting before opening or early in the day when the shop does not have many visitors. Another option is to connect the lighting system to a counter at the shop entrance to keep track of how many customers enter and leave

the shop. When the number of visitors reaches a peak, the best possible lighting scenes are turned on.

The lighting installation does not need to be on full power all the time if you can control it. iTrack makes controlling easy. If a luminaire is dimmed by 10 %, it is hardly detectable to the human eye but will create energy savings of 10 %. An investment in iTrack is justified by the large potential for energy savings - and energy is most likely to become more expensive in the future.

Over 30 % of a shop's energy cost is for lighting. Lighting control can bring significant energy savings to any application, and iTrack can be controlled in many different ways.

Layered control options

iTrack's three circuits can be easily switched to create three levels of illuminance. Luminaires can be assigned to each of the three circuits either during or after installation by simply selecting the desired position on the luminaire track adapter. These three circuits can be controlled manually, by remote detectors or used in combination to create a simple control system. Unlike traditional hard-wired systems that have to be structured before installation, iTrack controls can be configured and conveniently changed at any time.



DALI brings ultimate flexibility

For the most flexible control systems, iTrack luminaires are available with DALI control gear. This enables each luminaire to be switched or dimmed individually to create the most efficient lighting schemes. A DALI multisensor is available as part of the iTrack system to bring presence detection and daylight dimming to any area. DALI allows users to remotely switch and group luminaires through a software interface rather than manually selecting circuits on the track adapter.





DAYLIGHT: Dim down the lighting in the shop window to save energy when there is a lot of natural light from outside





CLOUDY: On a cloudy or rainy day there will be less natural light and the shop might be full of people. This is the time to turn up the light levels and get the best possible lighting solution.





NIGHTLIGHT: Programme the lighting to save energy during nighttime.

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The vertical light provided by iTrack Dupio illuminates merchandise on facing displays.



Lighting for everyday shopping

iTrack is a track system with large power capacity which makes it ideal for supermarkets and department stores. In addition, with iTracks open system it is possible to use all luminaires with a 3-phase adapter. Accent lighting in combination with general lighting is often a very suitable way to light a supermarket.

Dupio for vertical illuminance

With the specially designed Dupio luminaire, vertical illuminance is guaranteed. This places emphasis on the merchandising display as well as illuminating the merchandise itself. Being able to consistently put the appropriate amount of light in all areas of the sales floor at all times has a positive influence on customers' visual recognition of the product range and helps them navigate through the store - which in turn maximises sales opportunities. So how is this possible? Dupio

consists of two flexible reflectors which can be aimed in different directions. This ambient light can be supplemented by accent spotlights to add particular emphasis and interest to key displays or special offers. This feature is especially suitable in stores where you need to illuminate products on shelves on either side of the aisle or on different levels.

iTrack adapted alternatives

Another suitable product for this type of retail environments is iTrack Dual. A luminaire that spreads light across both sides of the track while indirect light on the ceiling creates an enhanced spatial experience. Another option is iTrack Line which has an industrial look and utilises the latest high performance of T5 lamp technology. Combined with a range of reflector and louvre options, it delivers high quality performance at all times.

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A sustainable lighting installation with presence sensors.



Anttila - controlling the light with presence sensors

Anttila is one of Finland's largest non-food retailers. They chose an iTrack solution to create the same cosy feeling as in a small boutique while simultaneously decreasing the energy consumption. The solution included presence sensors, which dimmed the luminaires by 80 % when there was no one close by. In total the new iTrack installation reduced energy consumption by 50 % - and even further savings were achieved by less use of the cooling system.

By combining accent lighting and general lighting, Anttila produced a more dynamic and commercial lighting solution. Installation was far easier since the luminaires can be placed anywhere on the track. In addition, the luminaires are fast and easy to change. This possibility brings flexibility to changing retail environments and savings on installation costs.

Anttila is one of Finland's biggest non-food retailers and part of the leading trading company Kesko Corporation.

Anttila's retail concepts are department stores, home goods and interior design. Anttila has annual sales of EUR 628 million and employs 2,600 people.

Facts about the case

► USED PRODUCTS: iTrack Line Wide, iTrack emLED iTrack DALI multisensor

Sinus MTC 35 W and MT 70W.

ENERGY SAVINGS COMPARED TO PREVIOUS INSTALLATION: 50 %

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Kmart - Future proof and energy efficient

invested in a new interior concept, which included an iTrack lighting solution. The new installation improved the atmosphere by mixing different lamp wattages and colour temperatures.

Two of the main reasons for choosing iTrack were energy efficiency and ease of installation. The solution was created with highly efficient Line fittings with medium beam reflectors and a wall washer reflector installed around the perimeter of the store. automotive; DIY and everyday needs.

Kmart is one of the world's largest retailers. To further Kmart made a significant energy saving of 45 % compared strengthen its position in the Australian market, Kmart to the previous installation. Thanks to the design layout, the store space can now easily be adapted to changes in seasonal merchandising as well as future store redesigns.

> Kmart operates 182 stores throughout Australia and New Zealand and employs thousands of local residents. Kmart's massive range of products includes men's, women's and children's wear; garden; home; health & beauty; outdoor living; entertainment; toys & sporting; camping & fishing;



iTrack gives flexible freedom to reposition the luminaires according to display- and product rearrangements.





Facts about the case

► USED PRODUCTS: iTrack Line ► ENERGY SAVINGS: 45 %

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This is iTrack

Imagine being able to combine the design and flexibility of a track lighting system with the power and installation efficiency of trunking. iTrack combines the best of both worlds to create a powerful, flexible and aesthetically pleasing system. It integrates lighting, controls and emergency functions into a single solution that is fast to configure, install and change.

iTrack has been optimised for retail installation. It can be ceiling mounted or suspended to create a consistent brand identity regardless of the ceiling solution.

Integration as standard

iTrack is designed to connect. 12-circuits bring unparalleled flexibility and choice with up to three different lighting circuits, DALI lighting controls and emergency capability built in. That is only the start; compatibility has been extended outside iTrack's impressive range of luminaires. iTrack is compatible with many 3-circuit track adaptors offered by other lighting companies, giving lighting designers the ultimate flexibility in luminaire selection.

Complete assortment

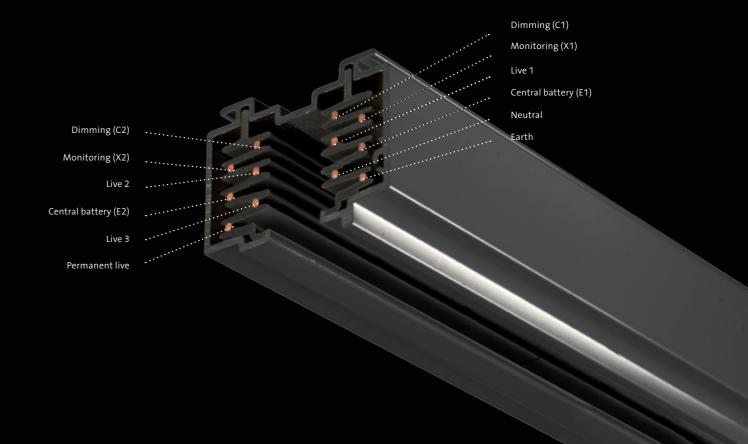
iTrack's greatest advantage is the intelligence of the track which makes it possible to use luminaires with DALI in combination with sensors and emergency light. With

the DALI control system, it is easy to dim and control the lighting installation to save energy or create a specific atmosphere. In addition, iTrack's generous offer of couplers linear, X, T, L and flex makes it possible to create a pattern on the ceiling that is the most efficient positioning of the lighting.

Various mounting accessories are available depending on if the track will be surface mounted or suspended. There are also accessories that make it possible to use fluorescent luminaires that are not specifically developed for iTrack. Specially designed EmLED and exit sign adaptors make the whole installation simpler and more user-friendly. iTrack makes it easy to play music in the shop with a speaker placed in the track, without electrical installation or wires.

The power to connect

At the heart of iTrack's system is the ability to carry a significant amount of power. It has three power circuits that can be configured to carry three separate switched lives, a 3-phase system with a rating of 16A per phase. Whichever configuration is chosen, phase selection is easily done from outside the luminaire. This not only speeds the installation process, but also allows the lighting configurations to instantly be changed without the need to remove the luminaire.



Track illustrated at actual size



Fast and efficient installation

With today's ever increasing labour costs, time spent iTrack's fast connectivity not only offers benefits on-site can be extremely expensive. iTrack is designed for fast, efficient installation, and cuts time by up to 80 % compared to a traditional hard wired system. This not only produces overall cost savings, but can also dramatically accelerate any shopfit programme, allowing projects to be opened sooner and delivered more quickly. iTrack with nine luminaires can be installed in a typical 60m² area in as little as 15 minutes from start to finish, or at over 45 linear meters per hour.

during the installation phase of a project, but continues delivering increased value throughout the life of any installation since it can be reconfigured to meet the changing demands of any space. Lighting can be moved or changed without using tools, and features such as emergency lighting or DALI controls can be added at any point in the life of the installation.



Marathon LED for iTrack

The Marathon spotlight series is designed for retail is also 50 %. In fact, the luminaire is more efficient the environments where classic cylindrical spotlights often are required. It is available either in standard efficiency on low current. (on/off) or a dimmable DALI version.

A spotlight for the future

In tomorrow's retail environment the light will be controlled to create identity, increase flexibility during shop redecoration or reduce energy consumption. This places high demands on the luminaire itself. Marathon LED iTrack meets these demands.

Marathon LED is available in 1100, 2000 and 3000 between LED manufacturers. lumen versions both for dimming and non dimming. Notable is that the version of 1100 lumens has a All Fagerhult products are thoroughly tested and are narrow beam angle of ten degrees, which is usually difficult to achieve with LED. Marathon LED iTrack is controlled via DALI and can be dimmed from 100 % to 10%. If it is dimmed 50 % the amount of energy saved

more it is dimmed since the LED unit has increased

High quality colour rendering

Marathon LED has an excellent CRI (Colour Rendering Index) comparable with metal halide. The standard version has CRI>80 but CRI>90 is also available. In applications with low to normal ceiling heights, Marathon LED can easily replace metal halide solutions. The Marathon LED spotlight series fulfills Zhaga requirements thus ensuring future interchangeability

always at least five degrees below the temperature limits stated by component suppliers. This mean that the light sources and ballasts in Fagerhult products have a longer expected life time.





Integrated emergency systems

With five conductors dedicated to emergency lighting functions, these requirements are at the forefront of iTrack's system development.

Our emLED is a LED based emergency lighting system specifically developed to take advantage of iTrack's emergency capability. Available as both a self-contained non-maintained system or for use with central batteries, emLED makes the ultimate emergency lighting systems affordable. EmLED requires significantly fewer batteries in a central system and eliminates the need for separate fire rated cabling, reducing the If LED emergency systems are not suitable for an installed cost compared to traditional systems.

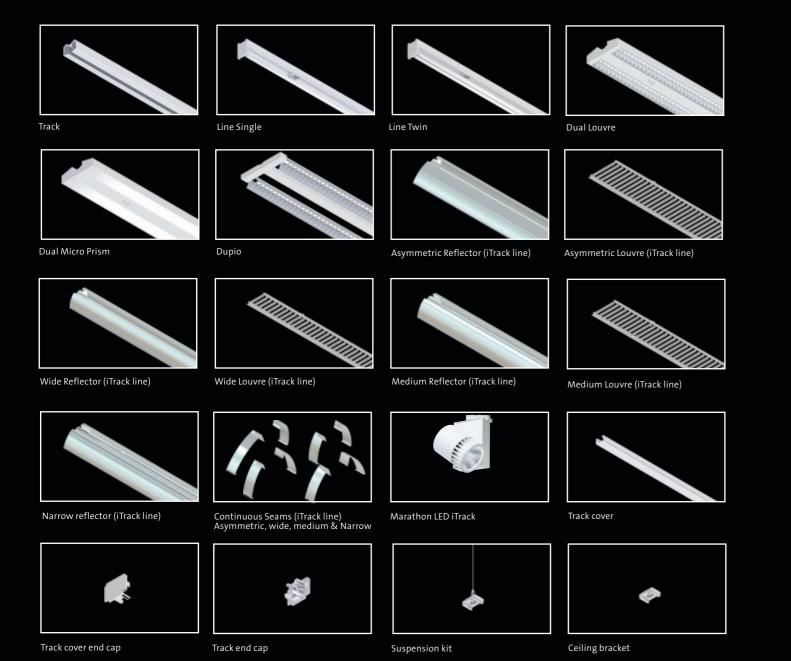
sity LED that is only used for emergency lighting. The LED almost never wears out since it is only used in

emergency mode and when the test sequences are run. The concept increases personal safety considerably since the risk of the emergency lighting failing to work is almost eliminated. In a traditional solution, where the same light source is used in normal operation and emergency mode, there is a risk that the light source may have burned out or ceased to operate when a crisis situation arises. Using emLED for iTrack also decreases the use of batteries, which from an environmental perspective is positive.

application, all iTrack ambient luminaires are available as three hour integral emergency versions. Fagerhult's emLED concept is based on a high inten- Furthermore, when coupled with DALI gear, advanced central testing can be achieved.

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Overview - the iTrack range





Wireless speaker

Wireless transmitter

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DALI Multisensor

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The iTrack system

"From short one-meters to long four-meter tracks: with a standard offering that boasts four different sizes, time consuming length adjustments are kept to a minimum. And no track systems can be regarded as complete unless they offer benefits in flexibility and economy. The iTrack connectors were developed to facilitate quick and easy installation, while the wide range of products helps simplify the design process."

DESCRIPTION

Extruded aluminum in white (RAL 9016) or black (RAL 9004) finish with isolation profile. All conductors and earth conductor are made of 2.5 mm² copper.

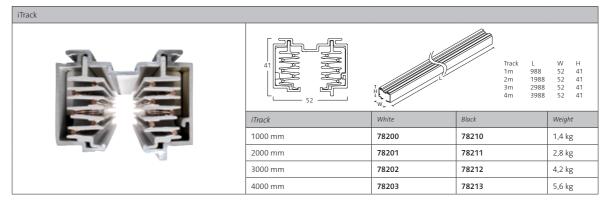
POWER SUPPLY

Operating voltage 400V 3x16A.

OTHER INFORMATION

iTrack can easily be equipped with a multisensor for constant light, occupancy detection and receiver for a remote control (IR), see accessories. The functionality requires luminaires with DALI (-368) and an externally placed and connected DALI power supply unit.





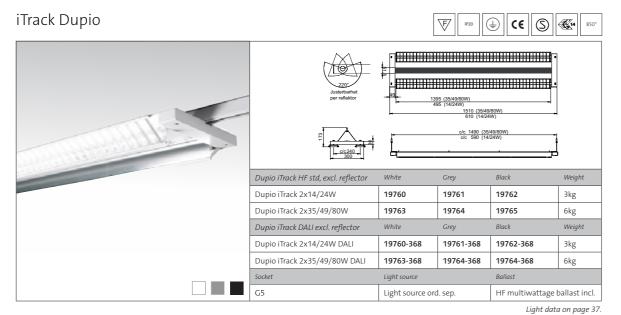
iTrack assortment

iTrack connection un	it		White	Black
		Connection unit	78220	78230
3	268	Connection unit mirrored	78229	78239
iTrack Conduit Suppl	y coupler	'	White	Black
	1000	Connection unit	96790	-
iTrack Linear coupler		<u>'</u>	White	Black
	[] U 12	Linear coupler	78221	78231
iTrack X-coupler			White	Black
3	164	X-coupler	78226	78236
iTrack T-coupler			White	Black
1	8 8	T-coupler, right	78224	78234
4000		T-coupler, left	78225	78235
iTrack L-coupler			White	Black
	82 L 82 J	L-coupler, right	78222	78232
THE REAL PROPERTY.	82	L-coupler, left	78223	78233
iTrack Flex-coupler			White	Black
-	340	Flex-coupler	78227	-
iTrack End cap			White	Black
1	End piece		78228	78238
iTrack Cover			White	Black
1	Cover 1200mr	n	27997	
	Cover 1500mr	n	27998	-

iTrack Cover End cap	White	Black	
End cap to cover		27996	
iTrack Fastening acc	essory	White	Black
	78248	78252	
iTrack Pendant packa	ige	White	Black
1	Pendant bracket	78249	78253
	Wire 4m with wire lock No.1	96838	-
iTrack Wire suspensi	on kit	White	Black
	Wire suspension kit 1,5m for ceilings and visible T-bar (cable entry + single)	91696	-
iTrack Suspension wi	ire adjustable center	White	Black
Suspension wire adjustable center (Used for asymmetric loads such as spotlights)		78245	78254
iTrack Suspension fo	r rod M6	White	Black
1	78246	78273	
iTrack Pendant 7P ad	apter	White	Black
	Pendant 7P adapter incl. 2,5m cable	78244	78274
iTrack Luminarie fixii	ng (pair)	White	Black
Luminarie fixing for different lightfixtures for iTrack.		78257	-
iTrack Exit sign adap	White	Black	
	iTrack Exit sign adapter	34960	-



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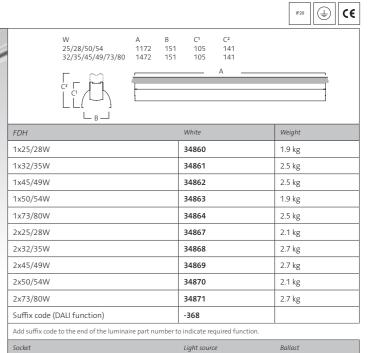
Accessories for iTrack Dupio

Accessories			
19766	Reflectors Dupio 14/24W (pair)		
19767	Reflectors Dupio 35/49/80W (pair)		
19742	Lamella louvre Dupio 2x14/24W White (pair)		
19743	Lamella louvre Dupio 2x14/24W Grey (pair)		
19744	Lamella louvre Dupio 2x35/49/80W White (pair)		
19745	Lamella louvre Dupio 2x35/49/80W Grey (pair)		



Light data on page 37.





Light source ord. sep.

Light data on page 37.

IP20 (€

HF ballast incl.

Weight

1.9 kg

2.5 kg

2.5 kg

1.9 kg

2.5 kg

2.1 kg

2.7 kg

2.1 kg

2.7 kg

HF ballast incl.

Light source

Light source ord. sep.

iTrack Line Medium



Light data on page 37.

Accessories for iTrack Line Narrow and iTrack Line Medium

G5

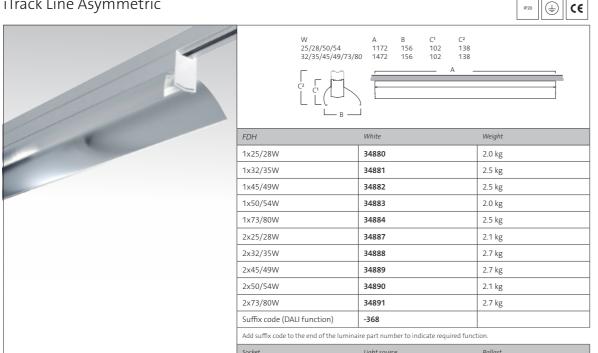
Accessories iTrack Line Narrow		Accessories i	Accessories iTrack Line Medium		
92637	End caps to reflector, pair	89412	Lamella louvre for reflector with end caps, 25/28/50/54W		
92632	Reflector joint springs	89413	Lamella louvre for reflector with end caps, 32/35/45/49/73/80W		
		89414	Lamella louvre for reflector without end caps, 25/28/50/54W		
		89415	Lamella louvre for reflecor without end caps, 32/35/45/49/73/80W		
		92636	End caps for reflector, pair		
		92631	Reflector joint springs		

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iTrack Line Wide P20 ⊕ C€ FDH White 1x25/28W 34820 1.9 kg 1x32/35W 2.4 kg 34821 1x45/49W 34822 2.4 kg 1x50/54W 34823 1.9 kg 1x73/80W 34824 2.4 kg 2.0 kg 2x25/28W 34827 2x32/35W 34828 2.6 kg 2x45/49W 34829 2.6 kg 2x50/54W 34830 2.0 kg 2x73/80W 34831 2.6 kg Suffix code (DALI function) -368 Socket Light source G5 Light source ord. sep. HF ballast incl.

Light data on page 37.

iTrack Line Asymmetric



Light data on page 37.

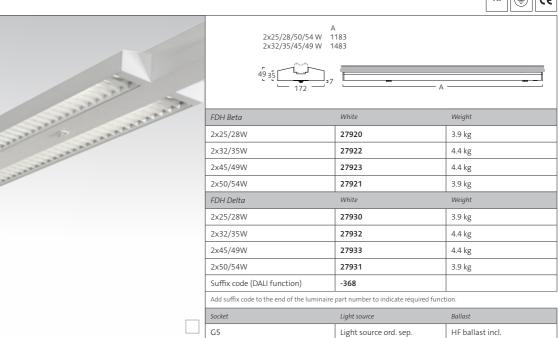
Accessories for iTrack Line Wide and iTrack Line Asymmetric

___ G5

iTrack Line Wide		iTrack Line Asymmetric			
89400	Lamella louvre for reflectors with end caps, 25/28/50/54	89408	Lamella louvre for reflector with end caps, 25/28/50/54W		
89402	102 Lamella louvre for reflector with end caps, 32/35/45/49/73/80W 89410		Lamella louvre for reflector with end caps, 32/35/45/49/73/80W		
89401	amella louvre for reflector without end caps, 25/28/50/54W 89409		Lamella louvre for reflector without end caps, 25/28/50/54W		
89403	Lamella louvre for reflector without end caps, 32/35/45/49/73/80W	89411	Lamella louvre for reflector without end caps, 32/35/45/49/73/80W		
92635	92635 End caps for reflector, pair		End caps for reflector, pair		
92630	Reflector joint springs	92633	Reflector joint springs		

Light source ord. sep.

iTrack Dual



Light data on page 37.



Light sources

				_			
Light sources		Colour code	Art. no.	Light sources		Colour code	Art. no.
FDH 14W	G5	830	81351	FDH 35W	G5	840	81350
FDH 14W	G5	840	81347	FDH 49W	G5	830	81359
FDH 24W	G5	830	81372	FDH 49W	G5	840	81362
FDH 24W	G5	840	81376	FDH 54W	G5	830	81374
FDH 28W	G5	830	81744	FDH 54W	G5	840	81378
FDH 28W	G5	840	81349	FDH 80W	G5	830	81375
FDH 35W	G5	830	81800	FDH 80W	G5	840	81379

35

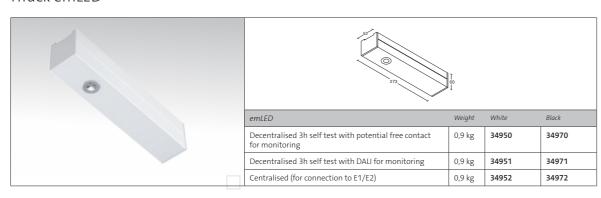
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Marathon Midi LED iTrack **(€** 820° Marathon LED iTrack 2000lm and 3000lm...... 225 mm Marathon LED iTrack 1100lm.....207mm 137 mm LED 1100lm lm/W CRI Colour temp Weight W (Stated) W (system 3000K 79340-402 17W 19W 67 lm/W >80 1,0 kg 79343-402 17W 19W 61 lm/W >80 3000K 1,0 kg 79341-402 79344-402 Medium 79342-402 79345-402 Flood 17W 19W 56 lm/W >80 3000K 1,0 kg LED 2000lm W (Stated) lm/W CRI Colour tem W (system) Weight 3000K 1,3 kg 59690-402 79310-402 Medium 23W 29W 67 lm/W >80 4000K 1,3 kg 79313-402 79316-402 59691-402 79311-402 3000K 1,3 kg 23W 29W 64 lm/W >80 Flood 4000K 1,3 kg 79314-402 79317-402 LED 3000lm W (Stated) W (system) lm/W Colour tem Black 3000K 1,3 kg 79319-402 79322-402 Medium 35W 45W 64 lm/W >80 4000K 1,3 kg 79325-402 79328-402 79323-402 79320-402 3000K 1,3 kg Flood 35W 45W 59 lm/W 4000K 1,3 kg 79326-402 79329-402

Light data on page 37.

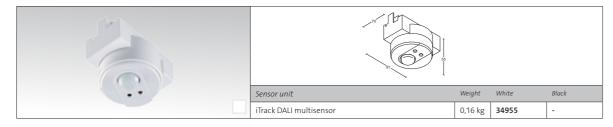
iTrack emLED

LED unit included



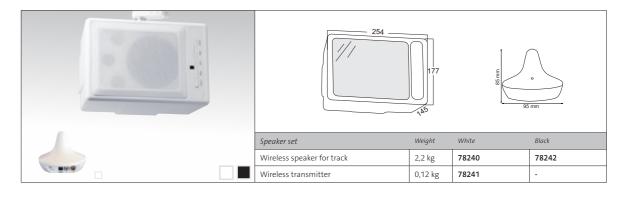
Dimmable driver included.

iTrack DALI multisensor



Accessories	
86121	Remote control (DigiDim 303)
86123	Power supply unit (DigiDim 402)

Wireless speaker and transmitter



iTrack light data

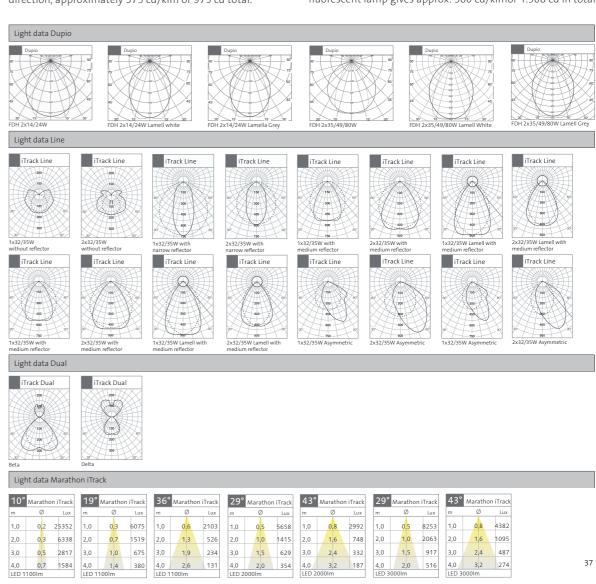
You can read a luminaire's luminous intensity in different directions from a light distribution diagram and it is the value where luminous intensity is half of the highest value. The values of the light distribution curves are scaled to correspond to 1000 lm from the light source and are expressed in cd/1000 lm (candela/1000 lumen). This is why it is possible to show luminaires with different outputs in the same diagram.

Symmetrical light distribution

A 28 W fluorescent lamp (2600 lm) gives, in a straight down direction, approximately 375 cd/klm or 975 cd total.

Asymmetrical light distribution

At a maximum luminous intensity angle of 25° a 28W fluorescent lamp gives approx. 580 cd/klmor 1.508 cd in total.



Notes			



Retailers often have a need for store adaption and flexibility due to changing product ranges and campaign offers, as well as for moveable fittings and displays that can be shifted around the shop.

We can offer a complete lighting solution for the everchanging retail that addresses the needs for a flexible, complete, future-proof lighting system. iTrack. FAGERHULT RETAIL AB

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