HL

Brighten up your sales

Ad'Lite™ - Makes your Product Presentation Visible and Profitable.

Why invest **in light** ?

> HIGHLIGHT EXCLUSIVE OFFERS
> DRIVE ADDITIONAL TRAFFIC
> IMPROVE CONSUMER EXPERIENCE
> INCREASE TIME SPENT IN STORE
> ...INCREASE SALES

Ad'Lite™

A simple and profitable **Lighting solution**

• **Ad'Lite**™ creates a competitive advantage by gaining customers attention and reducing your operating cost.

> **HIGH BRIGHTNESS & HIGH EFFICIENCY**

• **Shelf edge or Down lighting**
Shelf edge light combined with product illumination ensures that products will be highly visible and attractive.

> **MINIMIZED OPERATING COSTS**

• **Long life, low consumption lamps** reduce you energy bill.
No tool and no electrician needed - our solution is easy to install and reduces your operating costs.

> **COMPLETE PLUG & PLAY SOLUTION**

• **A variety of lamps and shelf edge profiles** which are installed quickly and safely through HL Display's own low volt Power Track™ system. Works with both metal, glass and wood shelving.

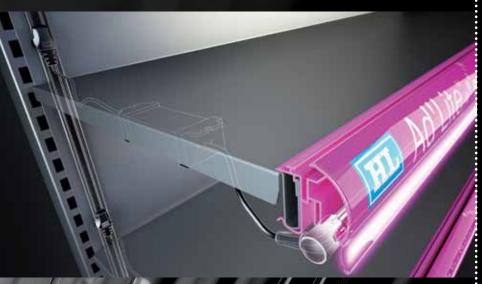# A unique flexible in-store infrastructure
for low volt power supply

• The power is transmitted in a thin plastic rail with integrated wires, easily taped on gondolas - no tool - no electrician needed.

> POWER TRACK™

A complete **Plug & Play solution** for a long term satisfaction

• **Power Track™ can be fixed virtually anywhere,** using quick couplings to connect Ad'Lite™ light tubes or bar and accessories to the power supply.

• **Ad'Lite™ is designed to fit HL Display's new line of shelf edge strips.** Ad'Lite™ ensures a fool proof installation from wall socket to lamp, making the most of your illuminated solutions.

Power Track™ works with a switch mode power supply and comes with a number of accessories to facilitate the installation.

> MULTI-CHANNEL COMPATIBLE

• **Change behaviour with Digital Signage** PowerTrack™ and Ad'Lite™ are compatible with our Screen Based digital signage solution.

Ad'Lite™   Design **Your Lighting** with technically advanced &

The Ad'Lite™ lamps are designed to be robust and thin with the highest output of emitted light. Economical and environmentally friendly thanks to a low power consumption of just 10 watts per lighting meter. The system ensures minimal maintenance. The lamps are adapted to a variety of uses, including applications in sub-zero temperatures.

CCFL

Ad'Lite™ CCFL is a small glass tube which delivers abundant bright light from a small lighting source.

- QUICK START AT LOW TEMPERATURE
- WORKS IN A CONFINED SPACE
- MAXIMISED COLOUR REENDERING
- HIGH BRIGHTNESS - HIGH EFFICIENCY
- LONG LIFE TIME
- COST-EFFICIENT & ECO-FRIENDLY

& economical lamps

No special tools or labour required for assembly and installation.
Ad'Lite™ emits a minimum of heat and no UV radiation.
An ideal solution for food, cosmetics, pharmacy products, chocolate or other UV and heat sensitive products.

LEDS

Ad'Lite™ LED is a LED light bar equipped with an optical lens and high output LED's powered by 12VDC.

- SWITCH ON WITH 100% FLUX
- FLEXIBLE - CAN BE USED CURVED
- IMMUNITY TO VIBRATION
- WORKS IN SUB-ZERO TEMPERATURES
- LONG LIFE TIME
- CAN BE USED WITH MAGNETIC ACCESSORIES

CCFL			LED		
CARACTERISTICS	UNIT	DATA	CARACTERISTICS	UNIT	DATA
COLOR TEMPERATURE	KELVIN	6500K	COLOR TEMPERATURE	KELVIN	6500K
CHROMATICITY COORDINATES		X=0,313	CHROMATICITY COORDINATES		X=0,31 - 0,33
		Y=0,337			X=0,31 - 0,34
INPUT POWER VOLTAGE	VIN	12DC	INPUT POWER VOLTAGE	VIN	12DC
POWER CURRENT	A	0,75	POWER CURRENT LED RAIL	A	0,7
LAMP WATT	IL X VL	9W	POWER CONSUMPTION LED RAIL	W	8,4
LUMINOUS FLUX	LM	460	LUMINOUS FLUX	LM	578
BRIGHTNESS	CD/M2	≥ 14.000	BRIGHTNESS LV (MCD) @ 20MA	MCD	2.000
OPERATING TEMP	C°	+4° / +60°	OPERATING TEMP	C°	-20° / +60°
COLOR RENDERING INDEX	CRI	85,2	COLOR RENDERING INDEX	CRI	78
RATED LIFETIME	H	50.000	RATED LIFETIME	H	50.000
OUTER DIMENSION	MM	TUBE DIAM.: 10	OUTER DIMENSION	MM	RAIL WIDTH X HEIGHT: 10,6 X 7,8
		TUBE LENGTH: 890			RAIL LENGTH INCL. WIRE CONTACT: 880
			NUMBER OF LED/LENGTH	PCS	105
STANDARD LENGHTS	MM	600, 900, 1.000	STANDARD LENGHTS		600, 900, 1.000, 1.240, 1.330
STANDARD COLOURS		RED, BLUE, YELLOW, WHITE (65K)	STANDARD COLOURS		WHITE : 65K AND 35K
CERTIFICATION		CE APPROVED	CERTIFICATION		CE APPROVED

Increase sales

Create a clear segmentation that help consumer's choice: highlight exclusive offers and make your merchandise visible and profitable within an eye-catching category. Drive additional traffic and increase your sales!

« STUDIES SHOW THAT USING LIGHT ON SHELF WILL INCREASE YOUR SALES ON AVERAGE WITH 19%* **»** *(DDI USA/Nielsen 2009)

• **Suitable for**

HEALTH & BEAUTY

ALCOHOL, WINE & SPIRITS

CHOCOLATE & CONFECTIONERY

FREEZERS & COOLERS

HOUSEWARES

NEWSPAPERS

CONVENIENCE STORES

PHARMACIES

TOBACCO

ELECTRONICS