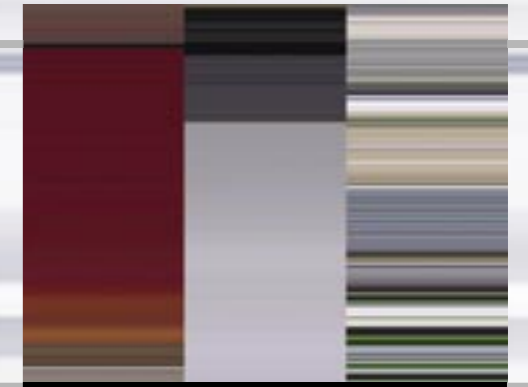


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Changing the
character of light

CARPE DIEM



PHILIPS

DYNAMIC LIGHTING > HOW WE CHANGE THE OFFICE

OFFICES FOR PEOPLE – THE DYNAMIC OF CHANGE

The changing dynamic of modern life is particularly evident in offices. Here the advent of flexible working practices and communication technology has created flatter, less hierarchical organizations, where employees have greater freedom – and responsibility – to perform their work to best effect.

We have been exploring the trends that impact upon the working environment to understand the new qualities that will shape tomorrow's office lighting. Our starting point has been the needs and wishes of office users. They need, for example, to have quiet zones for reflection and concentration and zones for 'full-on' communication within the same space. Likewise, they need to feel motivated and stimulated by their surroundings to perform well.

We use dynamic lighting to create an inspiring working environment to give people greater autonomy and control in how they light up their day, making their working lives more comfortable and enjoyable.

WE TOOK NATURE AS OUR EXAMPLE TO
BRING THE DYNAMIC OF DAYLIGHT INTO THE
OFFICE.

DYNAMIC LIGHTING CREATES STIMULATING
ENVIRONMENTS : FOR INSPIRATION,
COMMUNICATION AND CONCENTRATION ...

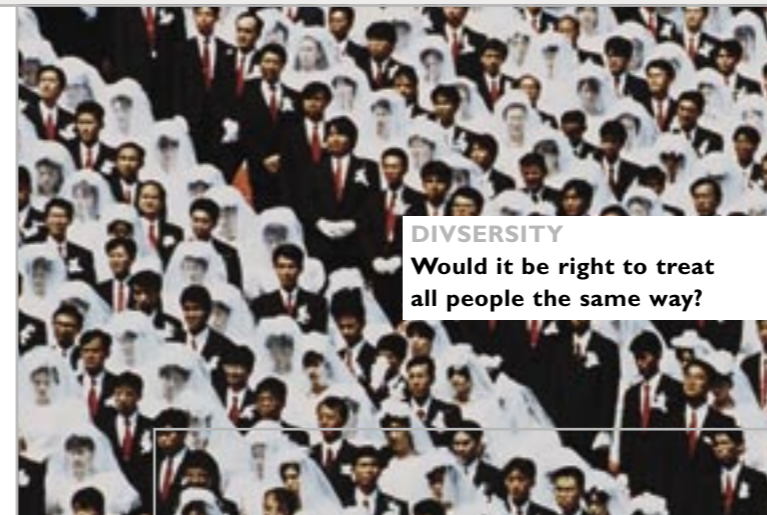
EXPERIENCE THE MOMENT

The abstract images on the following pages of this brochure are in fact photographs of light taken by Tomato, the world-renowned London-based art group. John Warwicker of Tomato created these images, using a specially developed technique, from photographs taken around the world. The location, people, objects – in short, all concrete, tangible elements – have been removed, leaving only the light and colours at the exact moment and place the photograph was taken.

INSPIRATION
Why search,
when you can also find?



DIVERSITY
Would it be right to treat
all people the same way?



PEOPLE ARE UNIQUE.
EVERY DAY RUNS A DIFFERENT COURSE.
WORK PROCESSES CHANGE.

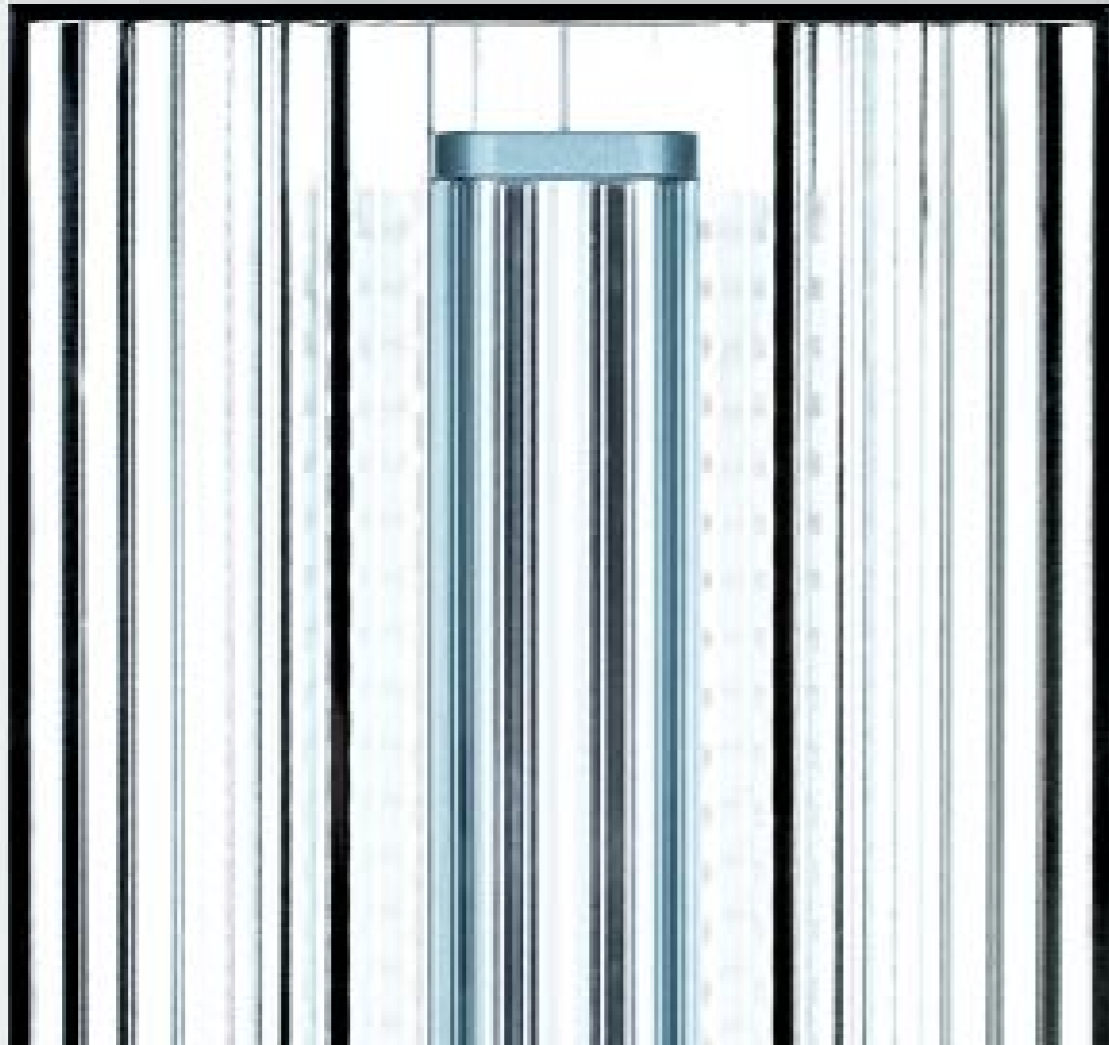
START
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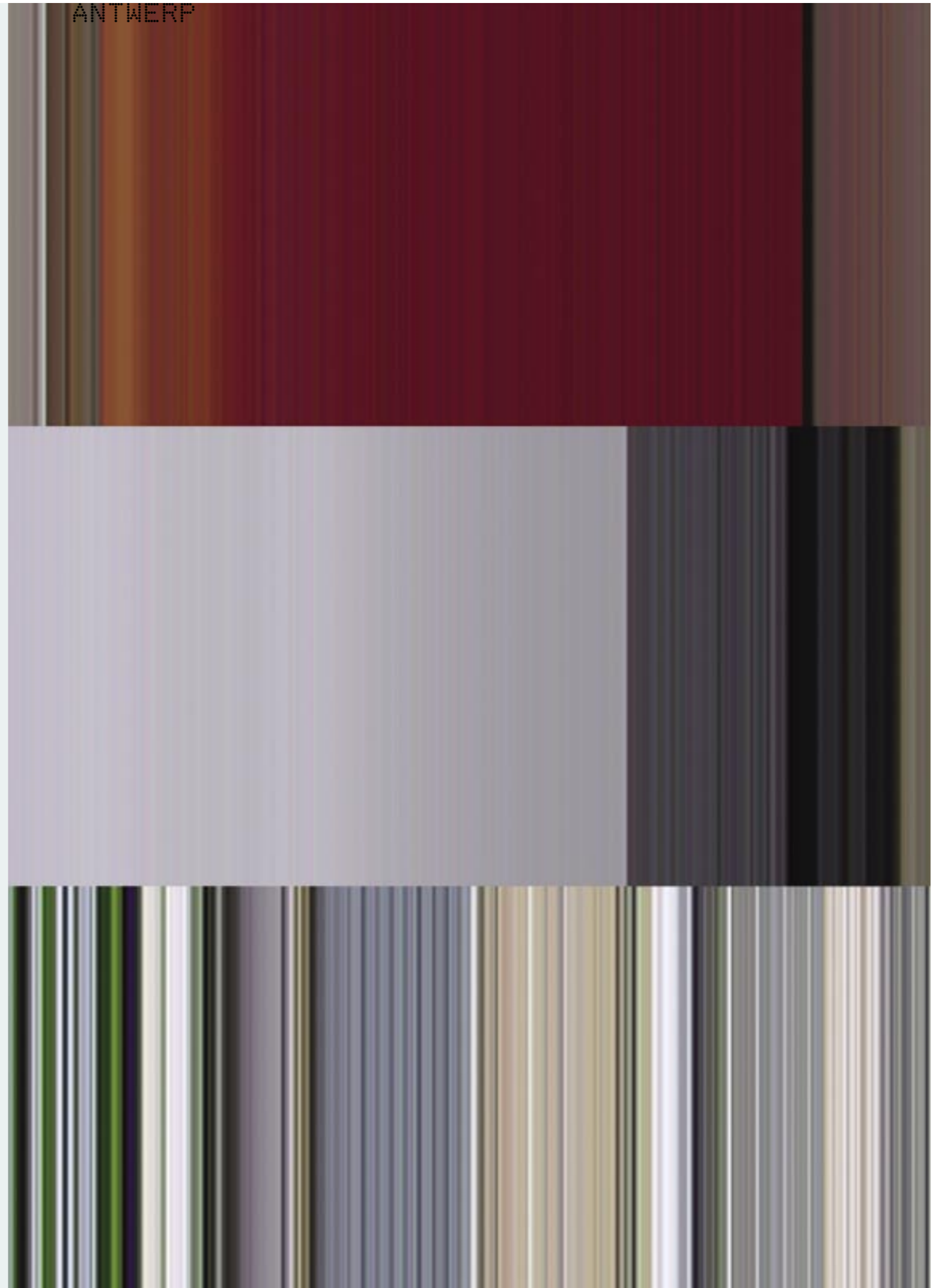
SÃO PAULO



ACTIVITY
11:47 AM

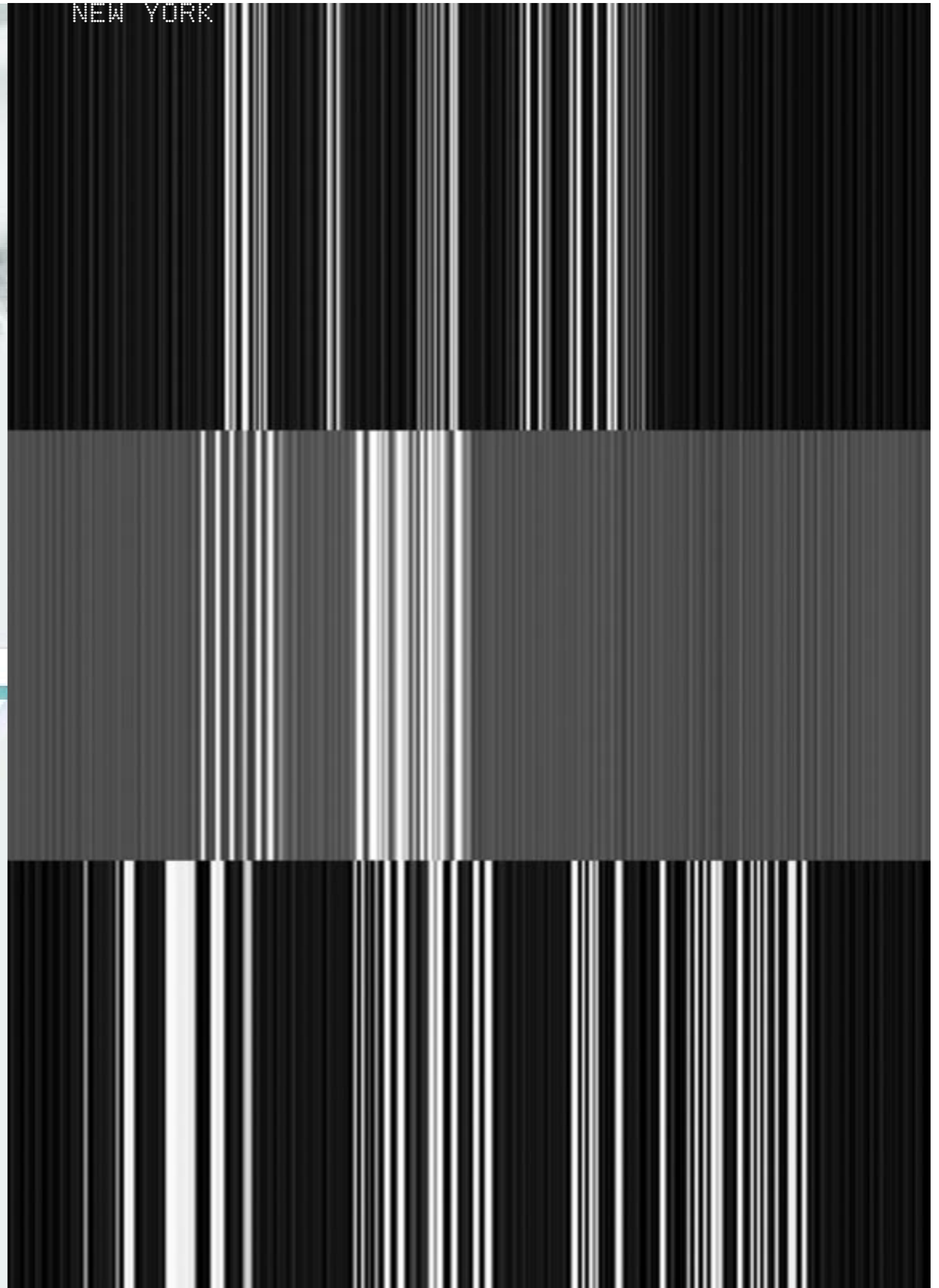


ANTWERP



RETHINK
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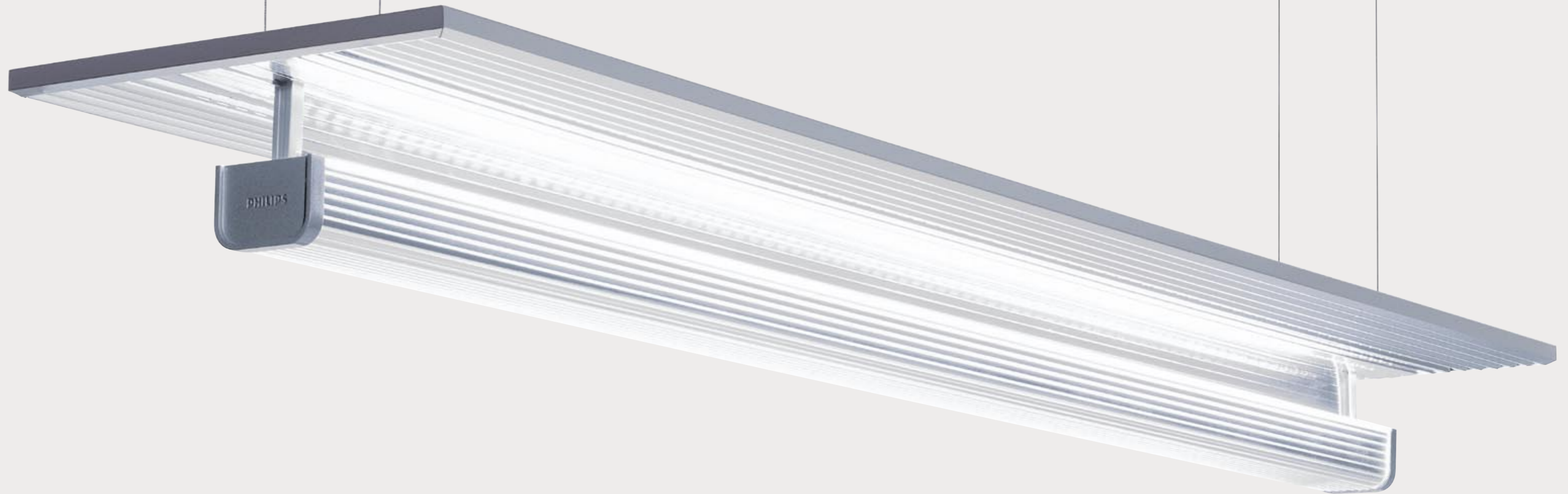
NEW YORK



THE CHANGING CHARACTER OF LIGHT

Daylight – the form of light with which we are most comfortable – is never constant. As it changes, it influences our emotions, moods, perception and performance. Philips' CARPE DIEM lighting system does exactly the same. Consisting almost entirely of a reflector that provides an even, balanced light distribution, CARPE DIEM appears to hover in the air.

As well as reflecting the light from the luminaire's own lamps, the matt brushed aluminium reflects the ambient light, making CARPE DIEM an integral element of the architectural space. And CARPE DIEM's capacity to animate that space by changing the very character of light – the light can be adjusted in level and colour temperature – provides a pleasing, natural lighting rhythm that will stimulate and inspire office users.



WHAT IS DYNAMIC LIGHTING

Mankind evolved under the ebb and flow of daylight and darkness. The rhythm of the passing days and of the seasons is part of our being. That is why Dynamic Lighting feels natural to us.

We know how light changes: how different it is at different altitudes and in different weather conditions. And we've seen how light can define a city, encapsulating it in a transient, ephemeral moment that will nevertheless stay with us forever.

Dynamic Lighting reflects the changing character of light over time, bringing daylight and artificial light into harmony in our buildings.

WHY DYNAMIC LIGHTING

Most people work indoors. They identify with their work and their workspaces. And yet, these workspaces often have static lighting, which is passive and dull. Dynamic Lighting, by contrast, is active and has a powerful positive effect on personal well-being, as well as on interactive group processes.

In this way it improves employee productivity and, by extension, the performance of the company. Dynamic Lighting also expresses a company's values, reflecting its commitment to innovation, to providing a meaningful and stimulating work environment and to the welfare of its staff.

HOW TO APPLY DYNAMIC LIGHTING

Dynamic Lighting adds the dimension of time to spaces, buildings and architecture, the character of the light changing to stimulate inspiration, creativity, concentration and cooperation in the workplace.

The appealing white light of Dynamic Lighting provides excellent colour rendering – no sunglass effect, no tinted surroundings, just colours as they really are. And it can be adjusted to create a cold or warm impression, as required.

DYNAMIC LIGHTING

>>> Warm White

>>> Neutral White

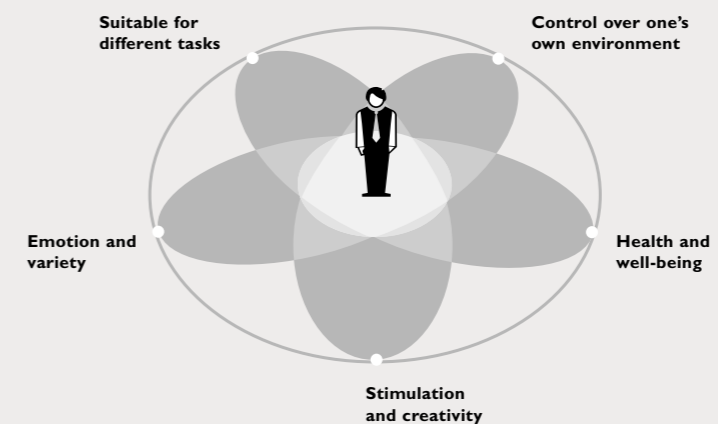
>>> Daylight White

2700 K

6500 K

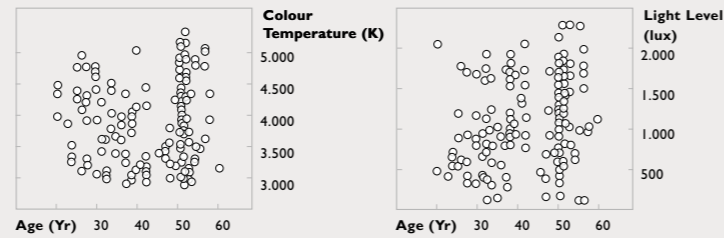


NEEDS OF OFFICE USERS THE OFFICE WORLD IS CHANGING



CARPE DIEM > TWO DYNAMIC LIGHTING CONCEPTS

LIGHT COLOUR AND LIGHT LEVEL CHOSEN ACCORDING TO AGE
INDEPENDENT FROM AGE AND SEX PEOPLE CHOOSE DIFFERENT LIGHT



PERSONAL LIGHT → That's how we define freedom:

PERSONAL LIGHT enables you to create your own working space by giving you control over how you illuminate your environment.

We are all individuals, so our needs and wishes in lighting are all different. In the new office, everyone can control the lighting to suit their own personal preferences, mood, needs and working situation. By adjusting the level and colour temperature of the lighting to achieve the desired balance, the individual office worker enjoys a real sense of freedom and comfort, enabling him or her to perform better.

All you need is CARPE DIEM – intelligent luminaires with personal remote control.

PERSONAL LIGHT



“We are moving in a new direction where light will be the essence of architecture.” – Helmut Jahn, German architect

Besides helping to define architectural spaces, light shapes people's emotions and their behaviour. Dynamic lighting is inspired by the changes of light in nature as well as by people's individual needs and preferences. It balances natural and artificial light in a room and also allows individuals to create the right lighting for different work tasks, situations and moods. Based on the needs of office users we have developed two concepts for dynamic lighting: PERSONAL LIGHT and DYNAMIC AMBIENCE.



DYNAMIC AMBIENCE

DYNAMIC AMBIENCE → That's how we animate spaces:

DYNAMIC AMBIENCE lets us rediscover the flow of time in our workplace by changing the light according to natural rhythms.

Office lighting also has a collective dimension that can be continually altered to animate the spaces in which we work. The very character of the ambient lighting in an entire room can be changed by adapting lighting level and colour temperature, for instance as outside light levels vary throughout the day. It can also be altered to suit different uses of the space, or to create a different 'feel' in the room, even reviving flagging spirits when energy levels drop at certain points in the day.

With CARPE DIEM, luminaires interact to create the atmosphere of your choosing. The intelligence is elegantly concealed in the control units: all you have to do is enjoy the ambience.



LIGHTING CONTROL

CARPE DIEM and colour variation

In a patented innovative fresnel optic the light of a warm white lamp (2700K) and a cool white lamp (6500K) is mixed. By controlling the light levels of both individual lamps, variation in light level and colour temperature is realised. By using high quality Philips TL5 lamps with excellent colour rendering, the overall colour rendering remains above 80 for all colours set.

PERSONAL LIGHT

CARPE DIEM as intelligent luminaire

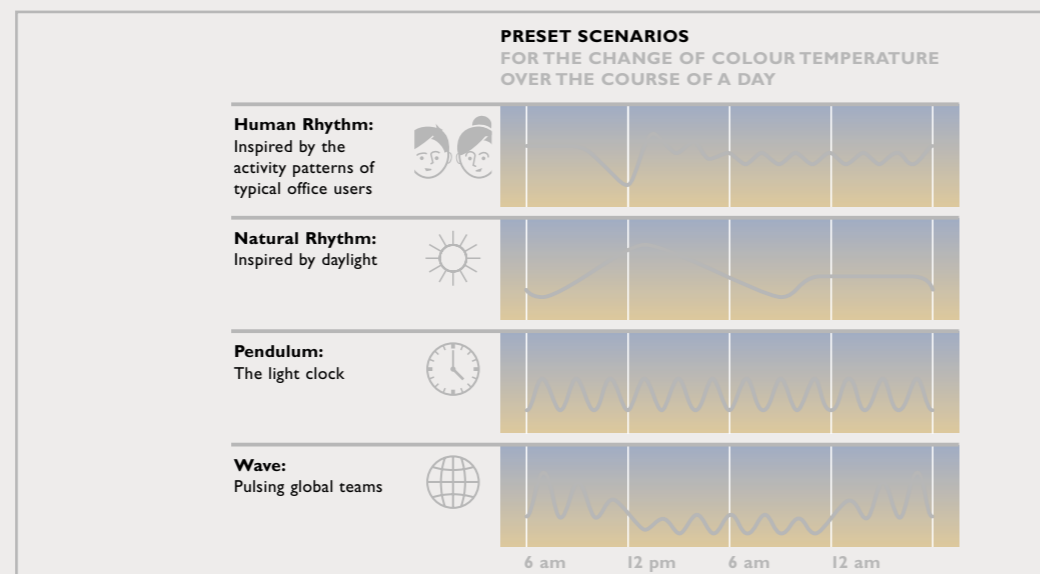
The character of the light can be set according to personal preferences with a CARPE DIEM luminaire with built-in intelligence. This luminaire includes a DALI-based control device and has two miniature InfraRed receivers seamlessly integrated in the reflector. Via a remote control that has to be ordered separately (IRT7090/00 EOC 518 855 00), the user can select his or her personal setting in light level and colour. In the combi-pack TPX795 KIT, the remote control is delivered together with the luminaire for plug & play.

DYNAMIC AMBIENCE

CARPE DIEM with central controls

Automatic change of the light during the day is realised with CARPE DIEM luminaires combined with a DALI-based central control module. Various programmed lighting scenarios are available, which are adaptable through software. The control module can be used stand-alone or as a part of the building management system using the LonWorks® network protocol.

The chart below shows the preset scenarios for the change of colour temperature over the course of a day.



CARPE DIEM + DALI

All control devices for CARPE DIEM make use of the DALI protocol. For the CARPE DIEM intelligent luminaires (for personal light) the main advantage is that the use of DALI ballasts allows for miniaturised controls that can be built into the luminaire without influencing the aesthetical appearance of the luminaire.

For “Dynamic ambience” the benefit of addressability of the DALI ballasts is used to simultaneously control the warm and cool lamps of all luminaires. Only 1 single control cable is required. Since DALI uses digital signals, the polarity of cable is not important so no mistakes can be made during installation.

OPTICAL PERFORMANCE

The brightness is controlled in all viewing directions using the OLC-technology (Omnidirectional Luminance Control). It is realised by the unique combination of fresnel reflector, invisible 3D-curved micro lamellae, and shielding of the direct lamp light.

Luminaire efficiency

Colour variation	LOR	52%
without colour variation	LOR	70%

According new European standard EN12464: Brightness $L_m < 1000 \text{ cd/m}^2$ at $\gamma = 65^\circ$



INTERNET

Additional information is available on the internet: www.carpediem.philips.com

CARPE DIEM > PRODUCT FAMILY



SUSPENDED_DIRECT/INDIRECT

SUSPENDED_DIRECT

SURFACE MOUNTED

SEMI-RECESSED

SEMI RECESSED_SQUARE MODULE

Type	Dimensions (mm)		
	L	W	H
TPX795			
2xTL5 54 W	1271	284	124
2xTL5 80 W	1584	284	124

Type	Dimensions (mm)		
	L	W	H
TPX790			
2xTL5 54 W	1271	284	124
2xTL5 80 W	1584	284	124

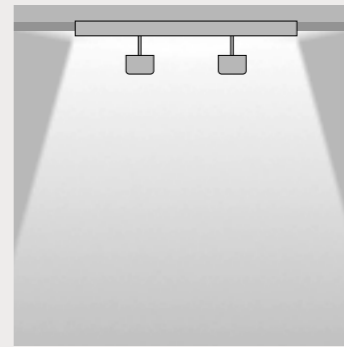
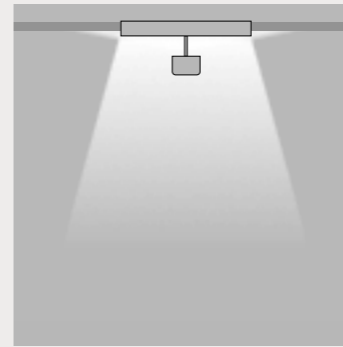
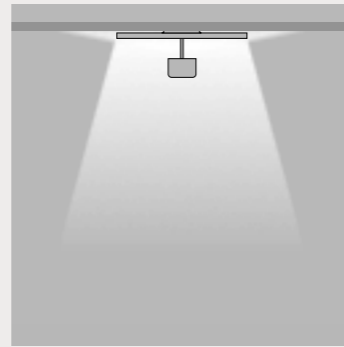
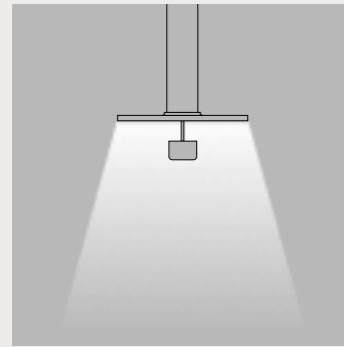
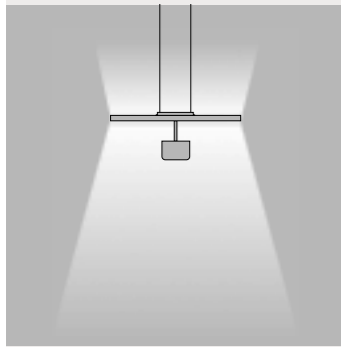
Type	Dimensions (mm)		
	L	W	H
TCX790			
2xTL5 54 W	1271	284	129
2xTL5 80 W	1584	284	129

Type	Dimensions (mm)		
	L	W	H
TBX790			
2xTL5 54 W	1197	297	148
2xTL5 80 W	1497	297	148

Build-in height: 54 mm

Type	Dimensions (mm)		
	L	W	H
TBX790			
4xTL5 24 W	597	597	148

Build-in height: 54 mm



TPX795	
Personal Light	EOC
2xTL5 54 W	204 847 00
2xTL5 80 W	204 885 00
Personal Light KIT (incl. remote control)	EOC
2xTL5 54 W	205 301 00
Dynamic Ambience	EOC
2xTL5 54 W	204 809 00
2xTL5 80 W	204 861 00

TPX790	
Personal Light	EOC
2xTL5 54 W	204 748 00
2xTL5 80 W	204 786 00
Dynamic Ambience	EOC
2xTL5 54 W	204 724 00
2xTL5 80 W	204 762 00

TCX790	
Personal Light	EOC
2xTL5 54 W	204 465 00
2xTL5 80 W	204 502 00
Dynamic Ambience	EOC
2xTL5 54 W	204 441 00
2xTL5 80 W	204 489 00

TBX790	
Personal Light	EOC
2xTL5 54 W	203 987 00
2xTL5 80 W	204 045 00
Dynamic Ambience	EOC
2xTL5 54 W	203 956 00
2xTL5 80 W	204 014 00

TBX790	
Personal Light	EOC
4xTL5 24 W	203 932 00
Dynamic Ambience	EOC
4xTL5 24 W	203 895 00

_ Luminaires are delivered including lamps with light colours 827 (warm white) and 865 (daylight white)
 _ All suspended luminaires are delivered with a double wire suspension set and electrical cable in metal design
 _ Also a complete range of luminaires without colour variation is available (TPX785)

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 _ All recessed luminaires with colour variation are equipped with a 3- and 2-pole Wieland connector
 _ Also a complete range of luminaires without colour variation is available (TBX780)
 _ Suspension brackets ZBS 300 CB, EOC: 598 147 99

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 _ All recessed luminaires with colour variation are equipped with a 3- and 2-pole Wieland connector
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 _ Suspension brackets ZBS 300 CB, EOC: 598 147 99