

# SoLux® PAR & MR16

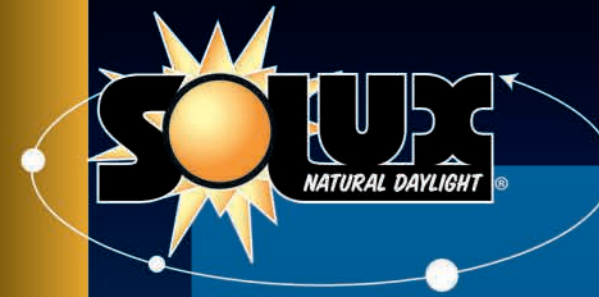
SoLux PAR						
Item Number	Watts	Volts	Bulb Shape	Beam Angle	CRI	Color Temp
50PAR20/SP10/3500K	50	120	PAR20	10°	92	3500°K
50PAR20/FL30/3500K	50	120	PAR20	30°	92	3500°K
75PAR30/SP10/3500K	75	120	PAR30	10°	92	3500°K
75PAR30/FL30/3500K	75	120	PAR30	30°	92	3500°K
90PAR38/SP10/3500K	90	120	PAR38	10°	92	3500°K
90PAR38/FL30/3500K	90	120	PAR38	30°	92	3500°K
90PAR38/WFL50/3500K	90	120	PAR38	50°	92	3500°K

SoLux MR16 - 3500K						
Item Number	Watts	Volts	Base	Beam Angle	CRI	Color Temp
35006	35	12	GU5.3	10	98	3500
35007	35	12	GU5.3	17	98	3500
35009	35	12	GU5.3	24	98	3500
35008	35	12	GU5.3	36	98	3500
18006	50	12	GU5.3	10	98	3500
18007	50	12	GU5.3	17	98	3500
18008	50	12	GU5.3	36	98	3500
18009	50	12	GU5.3	24	98	3500

SoLux MR16 - 4100K						
Item Number	Watts	Volts	Base	Beam Angle	CRI	Color Temp
35011	35	12	GU5.3	10	98	4100
35012	35	12	GU5.3	17	98	4100
35014	35	12	GU5.3	24	98	4100
35013	35	12	GU5.3	36	98	4100
18011	50	12	GU5.3	10	98	4100
18012	50	12	GU5.3	17	98	4100
18013	50	12	GU5.3	36	98	4100
18014	50	12	GU5.3	24	98	4100

SoLux MR16 - 4700K						
Item Number	Watts	Volts	Base	Beam Angle	CRI	Color Temp
35001	35	12	GU5.3	10	98	4700
35002	35	12	GU5.3	17	98	4700
35004	35	12	GU5.3	24	98	4700
35003	35	12	GU5.3	36	98	4700
18001	50	12	GU5.3	10	98	4700
18002	50	12	GU5.3	17	98	4700
18003	50	12	GU5.3	36	98	4700
18004	50	12	GU5.3	24	98	4700

# What is SoLux®?



## True Daylight Indoors, 24/7

Our new SoLux PARs provide the same unparalleled replication of natural daylight you've come to appreciate from our SoLux MR16s, but now offer the versatility of a medium screw base.

SoLux is the only lighting technology in the world able to replicate daylight and render products' colors the way they naturally appear -- images are sharper while colors are brighter and truer when viewed under natural daylight or SoLux lamps.

Now use SoLux in recessed fixtures or other applications requiring a medium screw base and enhance your products' appearance and sales.

Our new PAR lamps expand SoLux's versatility when used to view art, photography and jewelry at galleries while also opening up applications in personal residences.

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Selection. Solutions. Simplicity.

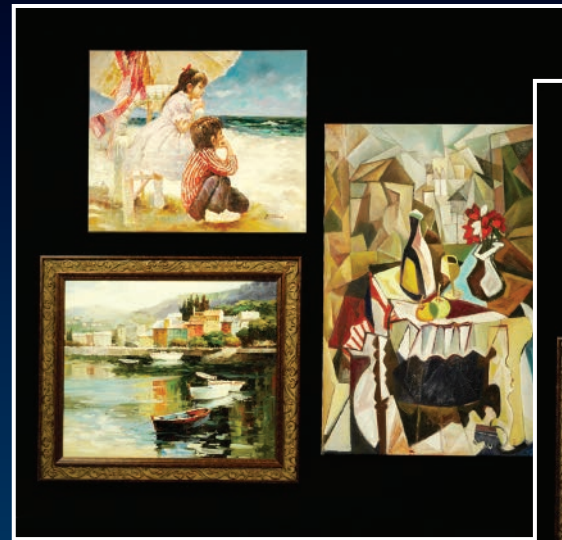




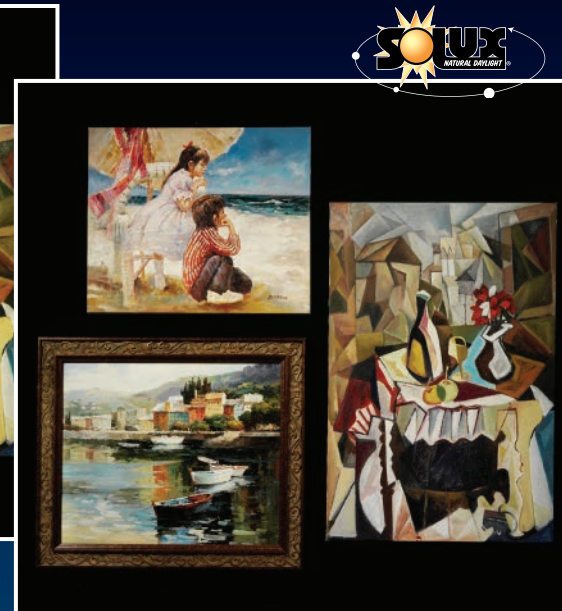
# Seeing is Believing...



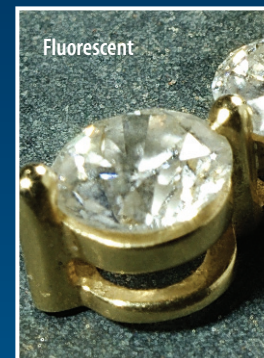
These photos were taken first using a 4100°K fluorescent PAR as lighting, and again using a SoLux™ 4100°K MR16. The photos were not enhanced or altered in any way post-capture except to resize and crop. The difference is based solely on SoLux's™ ability to display true color as it would appear in natural daylight. While fluorescent lighting can add a yellow tint to white flowers and clear diamonds, and wash out paintings and clothing, items under SoLux™ lamps are rich, vibrant and natural.



Fluorescent



Fluorescent



"Recently, an art historian asked us to send him a restoration report on one of our Rubens paintings. The curator told him that the painting had not been restored lately. The art historian replied by saying: 'But I see so many more details now.' 'Well, that is the new SoLux lighting,' the curator explained!"

We have moved a small Van Gogh painting into our temporary exhibition space at the Wallraf. It is now shown in front of a creme-colored background and lit by - you guessed it - SoLux. The effect is striking."

**- Andreas Bluhm**

*Former Head of Exhibition & Display, Van Gogh Museum, currently Director Wallraf-Richartz-Museum Cologne, Germany*

"SoLux gives us optimum viewing for color selection in our fabrics. We're using it in our design studios and are considering it for our stores."

**- Keith Hoover**

*Ralph Lauren Spokesman*

According to **Jo Natale**, Wegmans Food Markets Spokeswoman, the Pittsford Plaza and Perinton stores are illuminating their floral displays with SoLux, "because it produces a light close to sunlight."

"The Memorial Art Gallery takes great pride in being the first museum in the world to use SoLux lights. It enhances the perception of both color and space in works in our collection. Comments by our patrons indicate that they are impressed. 'It's almost like seeing the works for the first time,' wrote one, and 'The colors seem to jump off the walls,' wrote another. We look forward to equally enthusiastic experience and responses by using SoLux lights in future exhibits."

**- Grant Holcomb**

*Director, Memorial Art Gallery, Rochester New York*

