

A large supermarket produce section featuring various vegetables like tomatoes, cucumbers, and avocados. Price tags are visible, including "79 CENT Koriander" and "500 GRAT TOMATEN 1.19". A "PIZZA" sign is also visible in the background.

PHILIPS

StyliD Evo

StyliD Evo

The ultimate in retail flexibility and performance



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The average store used to be refurbished every 8 to 10 years. But in this fast-paced digital age, all that is changing.

There’s no doubt the digital revolution has transformed the way we shop. Physical locations allow us to view, touch, try and evaluate products (an important factor in many categories), while digital channels provide access to inspiration, information and of course efficient remote purchasing. This changes the role of the physical store, which has to focus on delivering more of an experience.

If retailers are to remain attractive, they must respond to these needs by refreshing parts of their stores more often. Low impact, meaningful adaptations can help them do this with minimal disruption and without the costs associated with completely replacing store fixtures and fittings.

StyliD Evo is a high-performance product range that offers the flexibility to update your lighting to create new store ambiances and suit new layouts and displays – without having to replace the luminaires. So unlike ‘set and forget’ solutions, it’s a long-term lighting investment that’s designed to outlive your store updates.

*Source: The evolution of shopper behaviour; Ipsos views, 2020



Philips StyliD Evo

The evolution of an iconic product design

“ StyliD Evo offers a cleaner, neutral design with the outstanding quality and performance that retailers expect from Philips. ”

Here’s what our designer has to say about the StyliD Evo concept



Ramon Janssen
Signify Product Design Lead

We updated the design of our valued StyliD projector to reflect the specific needs of the food and large retail segment. The end result is an evolution of an iconic product design. StyliD Evo offers a cleaner, neutral design with the outstanding quality and performance that retailers expect from Philips. The partition of the tube is a subtle reference to the previous design and breaks up the length of the luminaire so it’s less intrusive and all the shoppers attention will go to the products on the shelves.

A robust hinge ensures you can aim the projectors with greater precision. Positioned close to the edge of the back of the projector, it hides the driver box and offers even more rotational flexibility. An integrated tilting indication allows for consistent aiming of your lighting throughout the store.

To make the product bug-proof, an OptiShield seal was added around the front glass, completely closing StyliD Evo’s optical compartment. Ventilation is still possible as the spot can breathe via the partition of the tube, which has been repositioned closer to the front of the luminaire

for a more balanced look and feel. StyliD Evo optimizes eye comfort thanks to this black seal that also acts as an anti-glare ring.

The light source itself is available in a choice of finely-tuned recipes, which enables you to light fresh food in the best way possible, based on deep insights and research. You can learn more about our LED recipes on pages 20 and 21.

[› Our LED recipes](#)

Flexibility meets performance

StyliD Evo is designed to maximize return on investment by offering outstanding flexibility and performance. Not only can it be used in a wide range of retail applications, it can also be reused time and time again – whenever your store is refreshed. And to extend its store lifetime even further, the optical compartment has a particle-proof shield to retain the luminaire's clean looks for longer.



Featuring PerfectAccent optical platform

- › Shopper eye comfort



Exchangeable optics and accessories

- › Toolless reflector exchange
- › Accessories incl. optional front glass



Wide range of applications

- › Beam diversity and increased flux
- › Upward tilting
- › Mounting options
- › Fresh food recipes



Sustainability

- › High efficacy
- › Circular lighting ready



StyliD Evo
Retail lighting
Flexibility meets
performance

Featuring PerfectAccent optical platform



At a time when online shopping continues to dominate shopping habits, retailers must employ every tactic at their disposal to entice shoppers back into their stores. PerfectAccent provides retailers with the perfect balance between optical efficacy, visual appeal and optimized light distribution – for every different space and application in their store.

PerfectAccent promises retailers five major benefits. They can:



EyeComfort

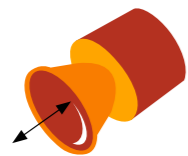
Maximize light quality and enhance shopper eye comfort



Maintain performance, reflectivity and material integrity over lifetime



Optimize efficiency and energy consumption

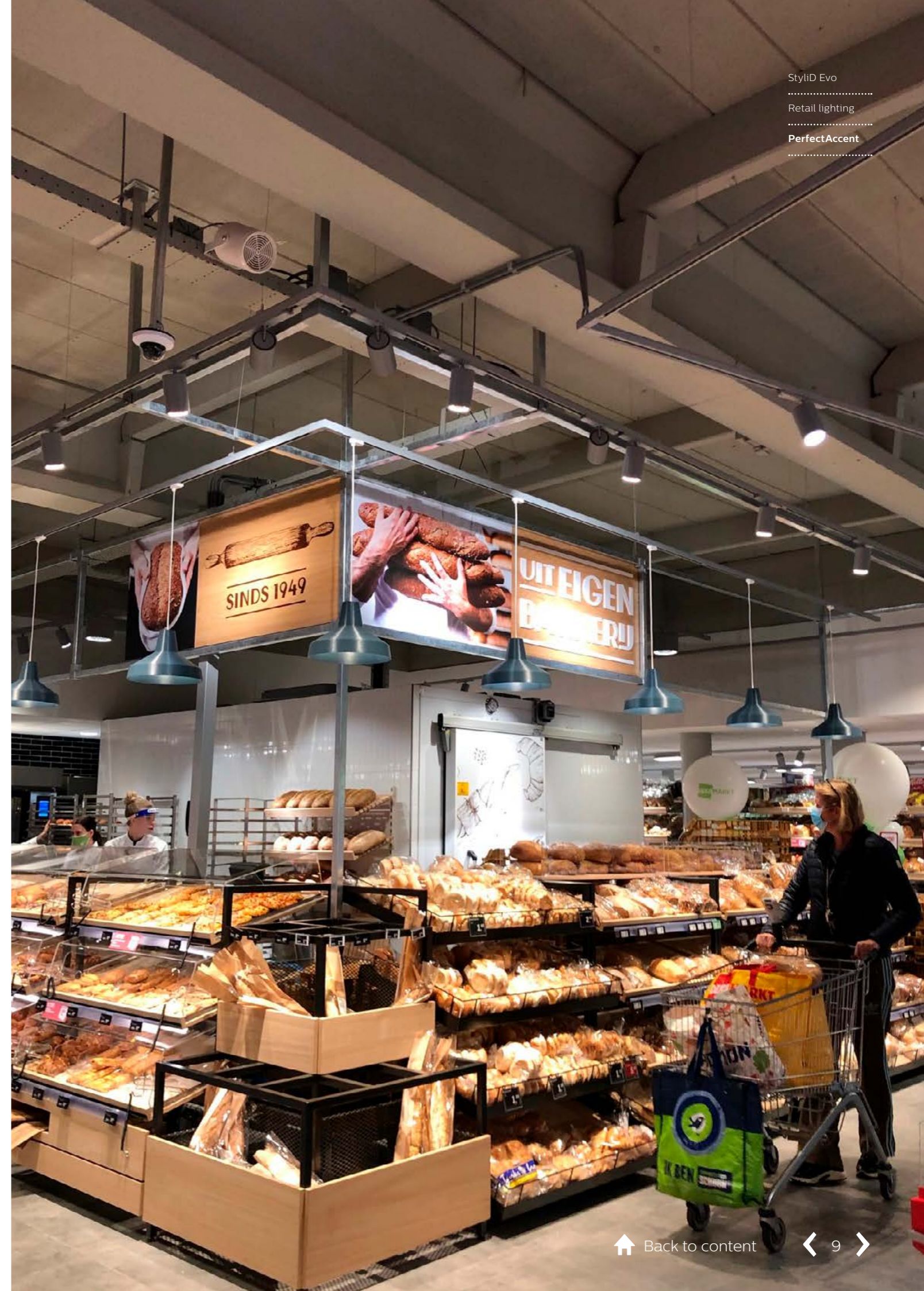


Choose from a selection of interchangeable light beams



Secure a fast return on investment

This makes Signify unique in guaranteeing retailers the flexibility they need to create exciting store experiences with the accent on visual comfort and optical efficiency. So they can continually delight and surprise shoppers, create exceptional lighting accents and experiences and, ultimately, drive more sales in store.



StylID Evo
Retail lighting
PerfectAccent



Shopper eye comfort

The next consideration is designing for visual comfort. How will the quality of light be perceived by shoppers?

And how will they experience the reflector once the lights are switched on?

PerfectAccent reflectors are designed with multiple, small 3D facets in the optic that influence shoppers' eye comfort in two important ways. They:

- Improve the appearance of the reflector
- Improve the uniformity of the beam
- Create sparkle on the merchandise



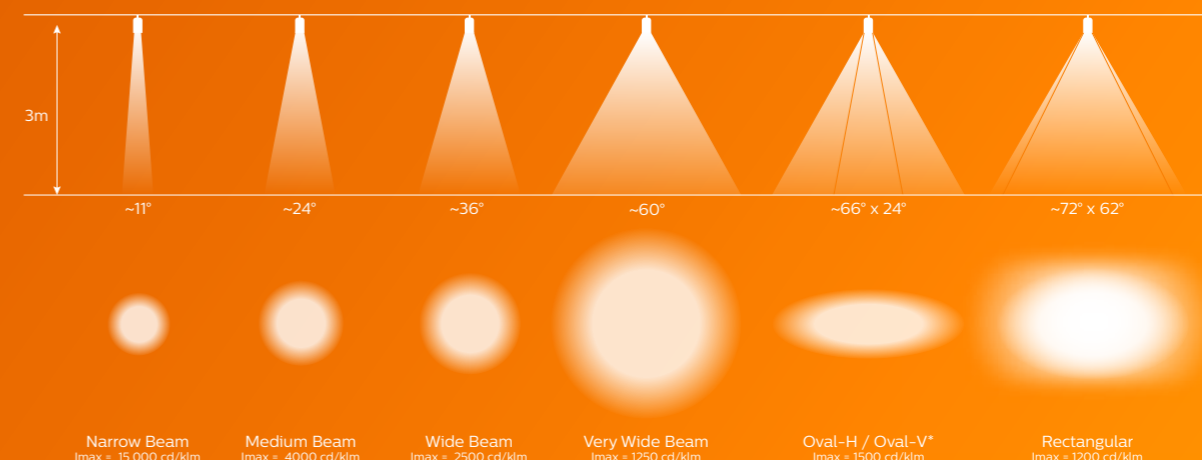
A choice of beam characteristics

There is also one more point to emphasize when it comes to lighting design; light distribution is just as important as visual comfort. First and foremost, a space should always be illuminated in the best way possible for its intended use – whether that's a fish counter displaying the catch of the day, or a warehouse aisle storing large volumes of stock. With a portfolio of five, well-balanced beam options from narrow to very wide beam, PerfectAccent can optimize the lighting in every application (see Figure 12). This enables retailers to tailor their lighting by selecting the correct beam to address specific needs in store, while enjoying all the other benefits of PerfectAccent outlined in this paper.

Unlike one-size-fits-all solutions, PerfectAccent has the ability to highlight specific products and create different ambiances. The range of beam shapes and lumen packages available within the key spotlight ranges makes it easy to define the right level of intensity. From a narrow beam to create a strong accent on fashion accessories, to an oval beam to optimize the effect on fresh food counters.

Polar intensity diagrams based on PerfectAccent metal reflectors with diameter size 66mm. Other photometry is available via Philips Product Selector.

[Philips Product Selector](#)



*Oval beams are created using an additional beam-shaping front lens, which results in small concessions in eye comfort.

Figure 12: The complete PerfectAccent beam portfolio for retail lighting applications



StyliD Evo
Retail lighting
PerfectAccent

New rectangular and oval beam

To enhance the quality of light in your store even further, StyliD Evo's new oval beam has been specifically developed to highlight fresh food counters and promotional aisles more efficiently.

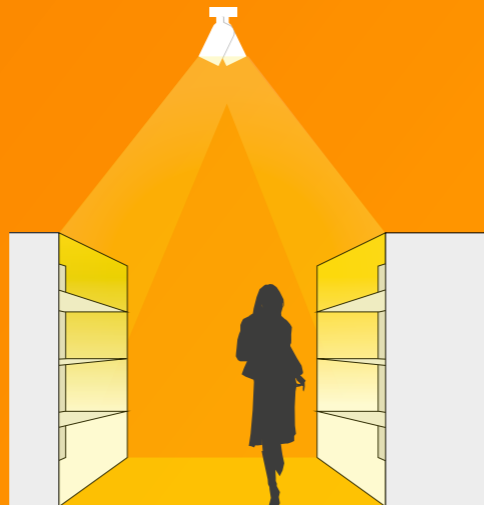
Banners and wordmarks

Rectangular beam



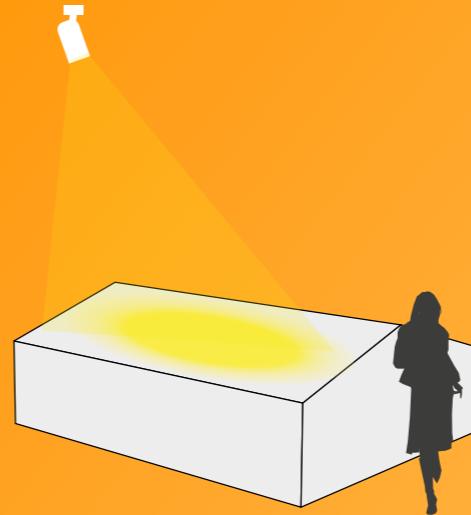
Shelf lighting

Oval beam



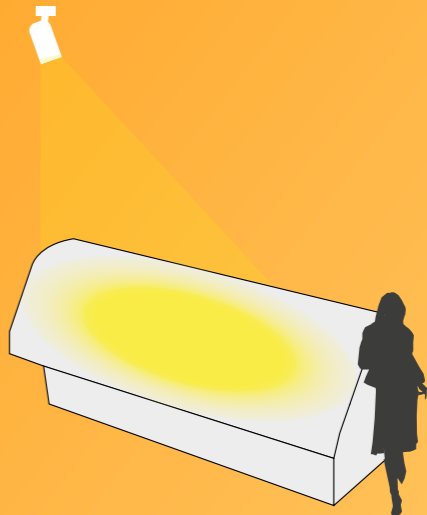
Product displays

Oval beam



Fresh food counters

Oval beam





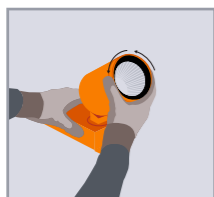
StyliD Evo
Retail lighting
Exchangeable
optics and
accessories

Flexibility meets performance

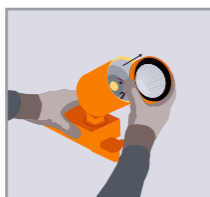
Exchangeable optics and accessories



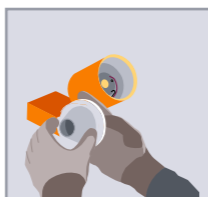
Updating or optimizing your store layout is easy too. Simply update your StyliD Evo's optics and/or optical accessories to suit the new destination or function in store. This means you can keep reusing StyliD Evo throughout store refreshments, so your store ambiance is always up to date, with minimal effort, downtime and cost.



Unlock front rim bayonet



Remove reflector assembly



Unclip reflector from front rim
Optional step: unclip front glass from front rim



Insert optical assembly



Lock optical assembly



Front glass

To ensure StyliD Evo has the longest lifetime in store, all our luminaires fitted with a front glass are particle proof. For example, in departments where insects could be attracted to fresh food and bright light sources, OptiShield prevents insects from getting into the closed optical compartment and compromising its spotless look and feel.

Advised for food preparation zones with a lot of moisture and dust in the air to enable easy cleaning of the luminaire in these areas.



Barndoors

Barndoors can be added to make your luminaires look industrial or theatrical, to match your store's look and feel. It also prevents shoppers from looking directly into the light source.



Reflectors

Different reflectors are available as accessory to change the beam angle.

Flexibility meets performance

The widest range of applications

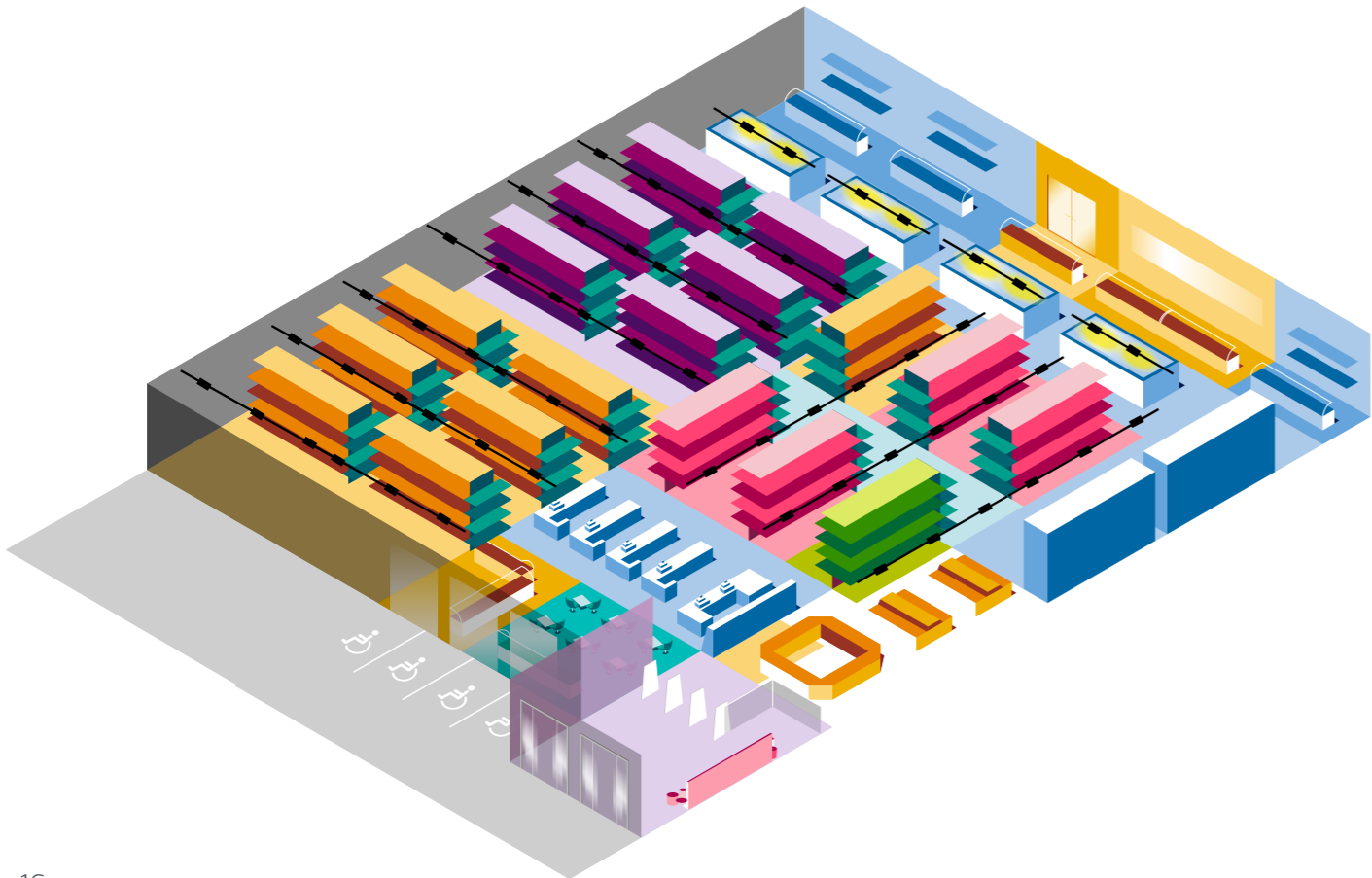


The StyliD Evo product range has the flexibility, performance and lifetime to cover every application, so you can highlight products and create differentiating ambiances.

Our accent lighting portfolio enriches the store experience by creating a unique atmosphere with greater contrast to make your merchandise stand out. It can also guide your customers through the store by attracting them to different departments to drive more sales.

The portfolio includes a range of PerfectAccent reflectors and lumen packages to enable you to define the right level of light intensity. From a narrow beam to create a strong accent, to an oval beam for an optimal effect on fresh food counters. All with greater rotational flexibility thanks to the repositioned hinge.

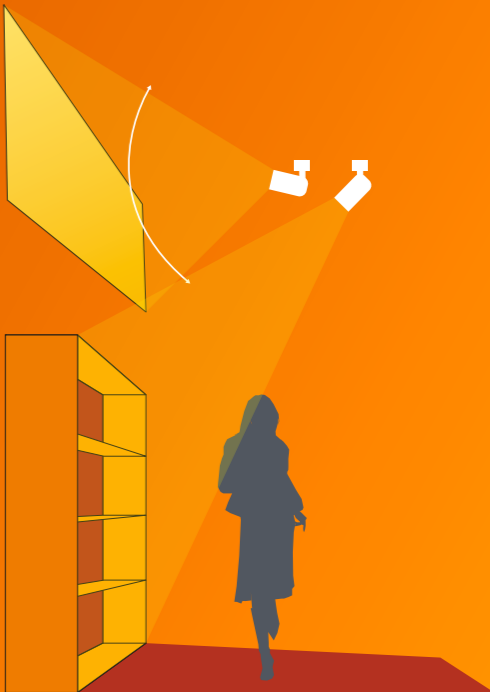
With complete control over the lighting features, you can choose a solution that is the perfect match for different locations and stores. The range of flux packages give you the freedom to use StyliD Evo for small convenience formats and supermarkets. And because the lighting can be suspended up to 5 meters high, it is also suitable for highlighting products in large, big box stores.



StyliD Evo
Retail lighting
Maxi design
range of applications

Upward tilting

StyliD Evo can be aimed upwards up to 10 degrees, to light walls, banners and wordmarks which are positioned at the level of the track or slightly above.



Mounting options

StyliD Evo is available in different mounting options. You can order a variant for use on track, but we also have a semi-recessed version and executions for our Philips Maxos fusion trunking system.



ST770T & ST780T

StyliD Evo Compact and StyliD Evo Performance for Track. This variant of StyliD Evo is mainly used in freshfood areas of bigger stores and main infrastructure for smaller store formats. It is compatible with both 3C and Dali track and offers full flexibility in (re-)positioning. InterAct Indoor positioning (VLC) is supported.



ST770S & ST780S

StyliD Evo Compact and StyliD Evo Performance for Maxos fusion trunking is mainly used to add an accent effect to aisle lighting where Maxos fusion provided the general illumination. This version also offers full flexibility in (re-)positioning and InterAct Indoor positioning (VLC) is supported as well.



ST770X

StyliD Evo Compact, integrated into Maxos fusion trunking has the same purpose of adding accent lighting to the general illumination of Maxos fusion. This version has no visible driverbox and is fully integrated inside the Maxos fusion trunk. Every module is exactly one thirds of a 2 foot Maxos fusion trunk, so that blind covers are not necessary and the installation can be covered in a completely modular way. Interact Indoor positioning (VLC) is not supported on this version.



ST770B

StyliD Evo Compact Semi-recessed is focused on petrol stations and smaller inner-city store formats. The driver is recessed behind the ceiling and therefore invisible, while the spotlight maintains all its aiming flexibility. Interact Indoor positioning (VLC) is supported as well.



StyliD Evo
Retail lighting
The widest
range of
applications

Interact Retail

All dimmable StyliD Evo solutions are compatible with Interact Retail Scene management and Interact Retail Indoor navigation. StyliD Evo is also equipped with an optimized aiming indication to make installing Indoor navigation quick and easy.

Amaze with Interact Retail Scene management

Beautiful light is essential for a memorable shopping experience. Interact Retail Scene management lets you create:

- Flexible lighting zones to bring different areas to life.
- A differentiated shopper experience that builds customer loyalty.
- Lighting scene for events, seasons or promotional activities.

Boost your brand with Interact Retail Indoor navigation

Indoor navigation integrated into a retailer app makes it easy to engage shoppers by making their life easier. It can help them to find products, take advantage of pop-up promotions, or even see recipe suggestions for the ingredients they're about to purchase.

It's also a convenient way to guide staff when they're re-stocking shelves or fulfilling an online order.



interact Retail



Interested in finding out more about our research and findings behind our Fresh Food LED recipes?

StylID Evo
.....
Retail lighting
.....
The widest
range of
applications
.....

Read the white paper
on discoloration of
sliced meat



› PDF version

Read the white paper on
discoloration and lipid
oxidation in cheese



› PDF version

Read the white paper
on the best light for
fruits and vegetables



› PDF version

Read the white
paper on the best
light for fish



› PDF version

Fresh food LED recipes

Online experiences can't compete with the pleasure of a well-stocked and beautifully-presented produce department: the colors, the textures, the aromas. Shoppers naturally associate the look of fresh produce with its taste, and they know from experience that if food looks good, it will most likely taste good too. For these reasons, the fresh food section is often the main reason why shoppers choose to make a trip to the supermarket, or choose one particular supermarket over another.

Creating the perfect ambiance in fresh food departments, however, is something of a balancing act for retailers. Shoppers want a sensory experience, and creating the right atmosphere in the fresh food areas is key to achieving this. They also demand a broad assortment of ultra-fresh food as an important component of a healthier lifestyle. To fulfill these customer expectations, you need to offer as many fresh food products as possible, while finding ways to minimize losses and waste. Our portfolio of dedicated recipes will help you present your fresh produce in the best way, preserve its quality and make shoppers buy more. Here's how each lighting recipe will bring out the best in your specific fresh food area.

Find the right lighting recipe for your fresh produce



More from your meat

Meat with a rich, saturated colour sells better. But light-induced discolouration means meat quickly loses its appeal. Our Fresh Food Rose LED luminaires have been specially developed with retailers and meat specialists to enhance the redness of meat and slow down discoloration for a fresher, longer shelf life. An alternative recipe for presentation is Fresh Food Meat, with a less saturated effect it performs very well on marbled meat.



Tasteful cheese

Delicate products like cheese need the correct lighting to display their freshness. When cheese is exposed to light, fats (lipids) begin to oxidize. At first this changes the appearance of the cheese, then alters its taste. Our Fresh Food Champagne recipe reduces lipid oxidation and creates the perfect fresh, rich and flavorful presentation of cheese.



Keep fish fresh

When it comes to fish, freshness is everything. A gleaming fish that looks slippery and wet, promises a juicy texture and flavor like it's just come out of the sea. That's the effect you can create with Fresh Food Frost LED lighting. A natural cool setting with enhanced color saturation that's perfect for seafood.



Beautiful bread and pastries

There's nothing like the smell of fresh bread and rolls, still warm from the oven, to draw in customers. And the right lighting adds to the appeal. Fresh Food Champagne makes bread look crisp, appetizing and impossible to resist.



Finest fruit and vegetables

Well-lit fruit and vegetables can increase sales by up to 3.5% according to a 2012 study we conducted together with the Independent Retail Institute in Cologne, Germany. Our research shows that shoppers prefer Fresh Food PremiumColor, which will make your produce gleam with freshness and reduce waste.



Perfect potatoes

Light plays an important role in the greening of potatoes: when stored properly in the dark, no greening occurs. Of course, that's not possible in a supermarket. Fresh Food Champagne is the optimal recipe to slow down this greening while enhancing the fresh look of potatoes.



Sustainability



High efficacy

All StyliD Evo are available as “Standard” version or as “High Efficacy” version. The High Efficacy variant is marked with an H before the beam angle in the product designation. By using a smart combination of LED, Driver and the new Metal PerfectAccent reflectors, these High Efficacy versions consume less power for the same light intensity as a standard product. Although the initial investment of this High Efficacy version is somewhat higher, the ROI is typically well within 3 years (8ct/kWh, 5000 operating hours/yr, 2700 lm example). The High Efficacy version is the primary choice for a circular lighting proposition due to the lower power consumption.



Circular economy ready lighting

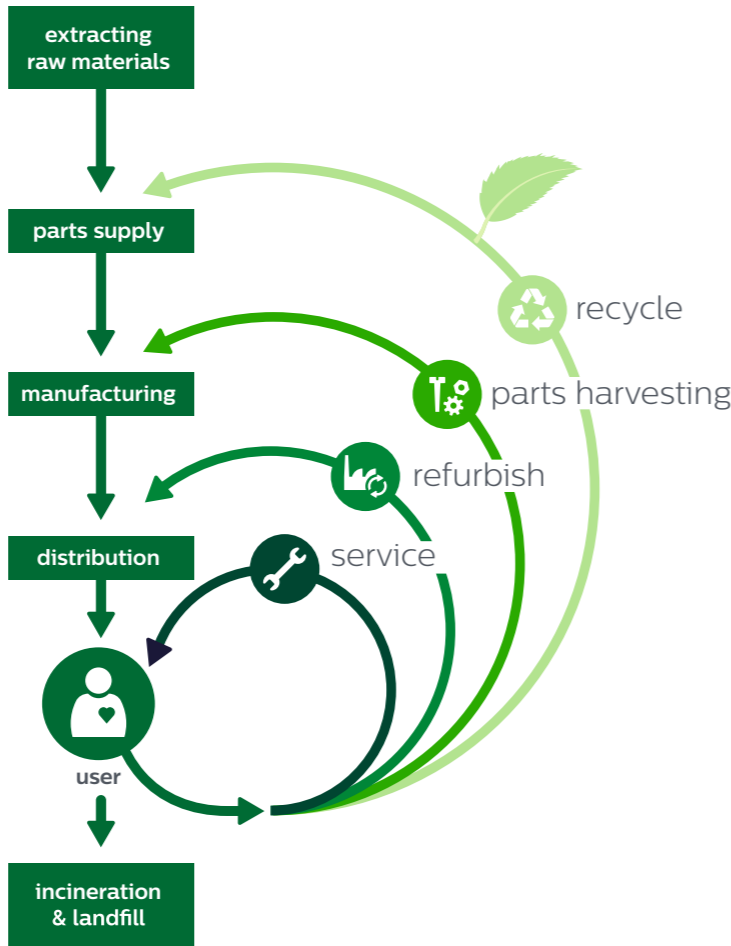
Bringing you the benefits

What if...

...we enable your luminaires to meet your evolving needs beyond their rated service life from start to finish – including service and repair, upgrades and replacements – while you just enjoy the best lighting performance?

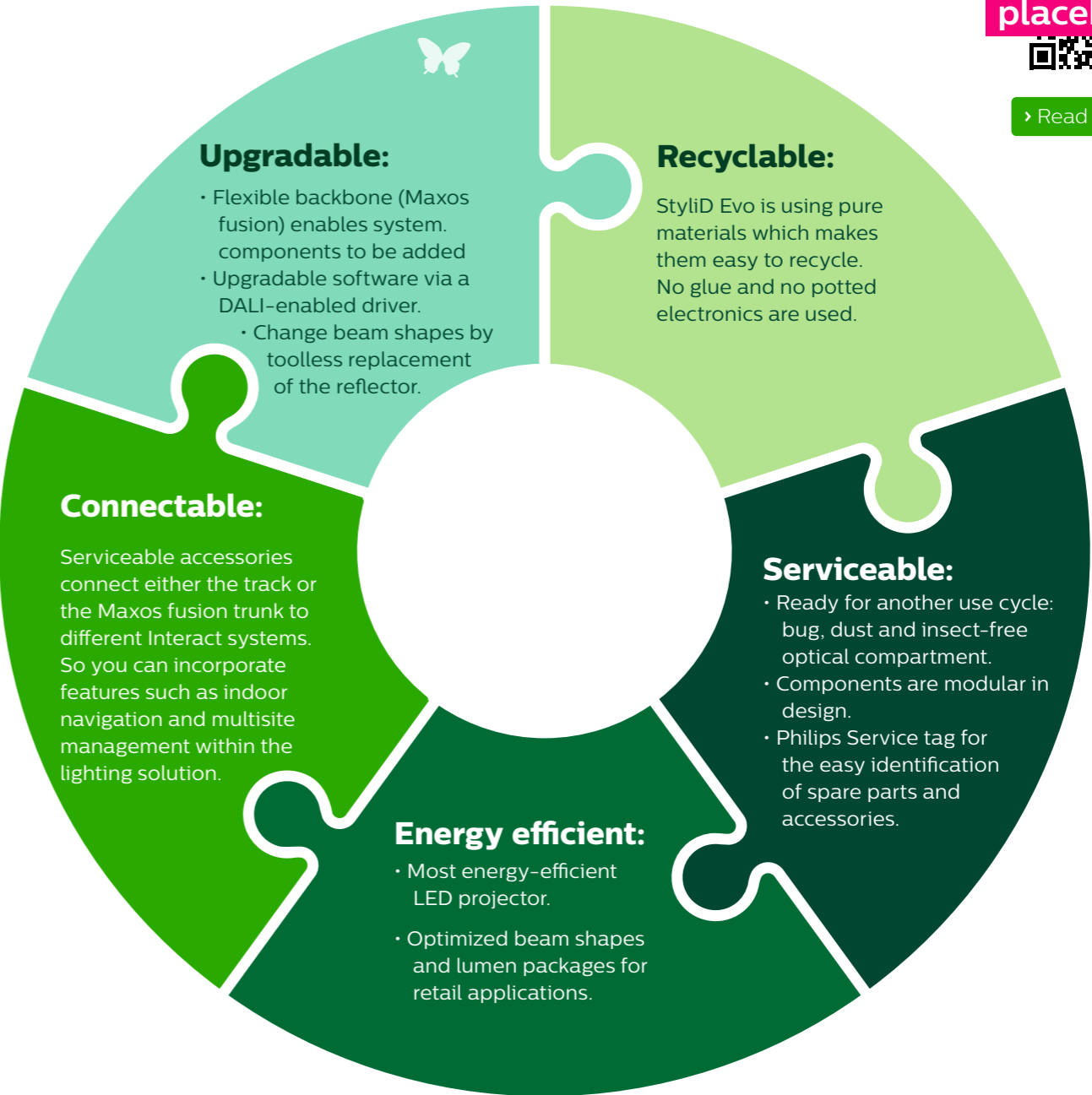
Because in a truly circular economy, everyone benefits – including our planet itself. And because our purpose is to unlock the extraordinary potential of light for brighter lives and a better world. The circular economy aims to source and use renewable materials in our luminaires and components towards maximum effectiveness, while reducing landfill waste. With this in mind, we join forces with our customers, providing you with energy efficient luminaires and their easy maintenance, repair, upgrades and replacement. Maintenance services are designed to be simple, fast and efficient, saving you time and money. And of course, we provide sophisticated technological upgrades, as and where needed to keep your lighting fit for purpose.

Our circular lighting solutions include innovative managed service models with end-of contract options, intelligent asset management systems and circular economy ready luminaires, guaranteeing optimal performance. We work with partners to ensure collection and recycling of end-of-life components and luminaires. You benefit from immediate cost savings resulting from long-term functionality. Not to mention the least possible environmental impact.



Life Cycle Assessments have been conducted for all Circular Economy ready luminaires

We’ve designed luminaires for outdoor and indoor use with the circular economy in mind. Get ready to meet 5 vital benefits for our customers and our planet.



Circular ready

StyliD Evo answers today’s concerns about saving energy, reducing carbon emissions and supporting the circular economy. Built to enable existing luminaires to be reused long term, it can also make a difference through improved serviceability. We’re also committed to zero waste to landfill by 2020 through the recycling and harvesting of parts.



placeholder



Read more

StyliD Evo Compact

Product Family	ST770 StyliD Evo Compact			
Product Family Code	ST770T for 3C- or DALI-track	ST770S for Maxos fusion	ST770X Integrated in Maxos fusion	ST770B Semi-recessed in ceiling
Lamp/LED Family Code	17S ~1700 lumen Not for PW930, PC930	19S ~1900 lumen Only for Rose, FMT	20S ~2000 lumen Only for NB	27S ~2700 lumen
	39S ~3900 lumen	49S ~4900 lumen Extended spotlight length (+15 mm)		
Lamp Color	827 2700K 80 CRI	830 3000K 80 CRI	840 4000K 80 CRI	930 3000K 90 CRI Not for ST770X LED49S PSD
	PW930 PremiumWhite 3000K 90 CRI Not for LED17S, ST770X LED49S PSD	PC930 PremiumColor 3000K 90 CRI Not for LED17S, LED49S	ROSE Rose Only for LED19S, LED27S	FMT FreshMeat Only for LED19S, LED27S
	CH Champagne	FR Frost		
Driver	PSU Fixed driver Only for ST770T & ST770S & ST770X	PSU-E Fixed driver-External Only for ST770B	PSU-VLC 3C track adapter, VLC enabled Only for ST770T	PSD-E DALI driver, no VLC, external Only for ST770B
	PSD DALI driver, no VLC Only for ST770X	DIA-E DALI dimming Interact system ready; external Only for ST770B	DIA-VLC-E DALI dimming Interact system ready; visual light communication enabled; external Only for ST770B	DIA DALI dimming Interact system ready
	DIA-VLC DALI dimming Interact system ready; visual light communication enabled Not for ST770X			
Optic type	NB Narrow Beam Only for LED20S	MB Medium Beam	WB Wide Beam	VWB Very Wide beam
	OVL-H Oval Beam - Horizontal	OVL-V Oval Beam - Vertical	HNB High efficacy Narrow Beam (RPO) Only for LED20S	HMB High efficacy Medium Beam (RPO)
	HWB High efficacy Wide Beam (RPO)	HVWB High efficacy Very Wide beam (RPO) Extended tube length! (+10 mm)	HOVL-H High efficacy Oval Beam - Horizontal (RPO)	HOVL-V High efficacy Oval Beam - Vertical (RPO)
Optical cover	N No	FG Flat Glass (tempered, low-iron)		
Accessory	N No	BD Barndoors		
Color	BK Black RAL 9004	WH White RAL 9003	SI Silver / grey RAL9006 not for ST770B	
Cable Only for ST770B	NO No cable premounted to driver	EW 0.5 m cable (Eca class) GST18/3 M WIELAND with security lock	EWD 0.5 m cable (Eca class) GST18/3 M WIELAND with security lock + 0.5 m cable (Eca class) BST14 M	
	E2KW 2 m cable (Eca class) GST18/3 M WIELAND with security lock	E2KWD 2 m cable (Eca class) GST18/3 M WIELAND with security lock + 2 m cable (Eca class) BST14 M	BW 0.5 m cable (B2ca class) GST18/3 M WIELAND with security lock Halogen Free	BWD 0.5 m cable (B2ca class) GST18/3 M WIELAND with security lock + 0.5 m cable (B2ca class) BST14 M Halogen Free
	B2KW 2 m cable (B2ca class) GST18/3 M WIELAND with security lock Halogen Free	B2KWD 2 m cable (B2ca class) GST18/3 M WIELAND with security lock + 2 m cable (B2ca class) BST14 M Halogen Free		
Electrical Accessories Only for ST770B	NO No accessory added	WF Preinstalled Female Wieland added to Male plug In case of DALI, also for DALI line Not combined with Cable NO	WT Preinstalled Wieland T-splitter added to Male plug In case of DALI, also for DALI line Not combined with Cable NO	

StyliD Evo Performance

Product Family	ST780 StyliD Evo Performance			
Product Family Code	ST780T for 3C- or DALI-track	ST780S for Maxos fusion		
Luminous flux	39S ~3900 lumen Only for NB, 827, 830, 840, 930	49S ~4900 lumen	60S ~6000 lumen Only for 827, 830, 840	
Lamp Color	827 2700K 80 CRI	830 3000K 80 CRI	840 4000K 80 CRI	930 3000K 90 CRI Not for LED60S
	PW930 PremiumWhite 3000K 90 CRI Only for LED49S	PC930 PremiumColor 3000K 90 CRI Only for LED49S	CH Champagne Not for LED60S	FR Frost Not for LED60S
Driver	PSU Fixed driver	PSU-VLC 3C track adapter, VLC enabled Only for ST780T	DIA DALI dimming Interact system ready; external	DIA-VLC DALI dimming Interact system ready, visual light communication enabled; external
Optic type	NB Narrow Beam Only for LED39S	MB Medium Beam	WB Wide Beam	VWB Very Wide beam
	OVL-H Oval Beam - Horizontal	OVL-V Oval Beam - Vertical	HNB High efficacy Narrow Beam (RPO) Only for LED20S	HMB High efficacy Medium Beam (RPO)
	HWB High efficacy Wide Beam (RPO)	HVWB High efficacy Very Wide beam (RPO) Extended tube length! (+10 mm)		
Optical cover	N No	FG Flat Glass (tempered, low-iron)		
Accessory	N No	BD Barndoors		
Color	BK Black RAL 9004	WH White RAL 9003	SI Silver / grey RAL9006	

Please contact your local sales representative to receive the ordering code.

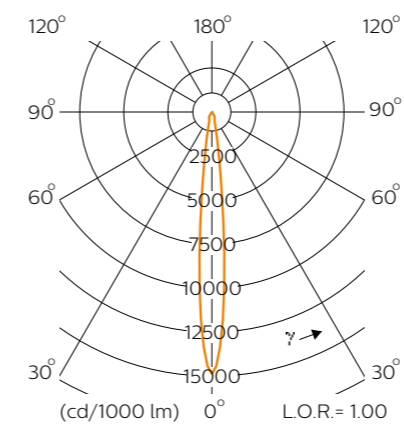


Photometric details

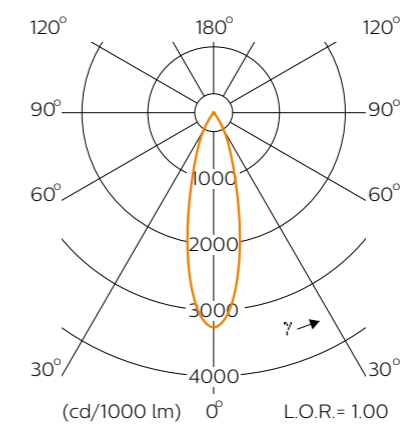
StyliD Evo
Retail lighting
Photometric details

StyliD Evo Compact

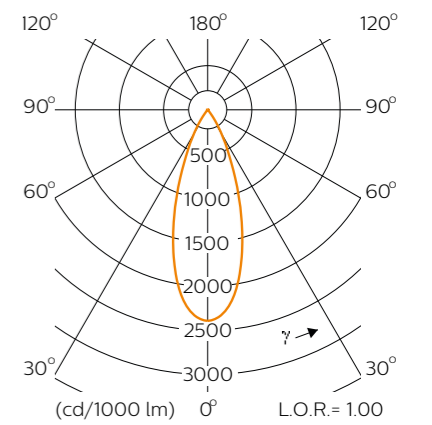
Narrow beam



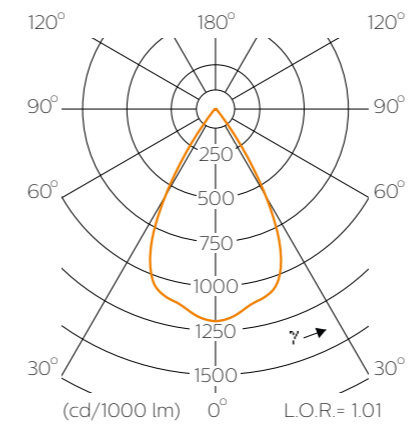
Medium beam



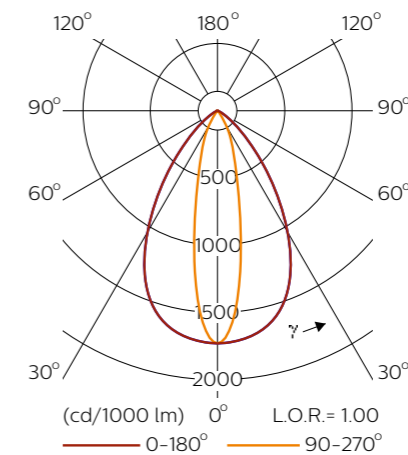
Wide beam



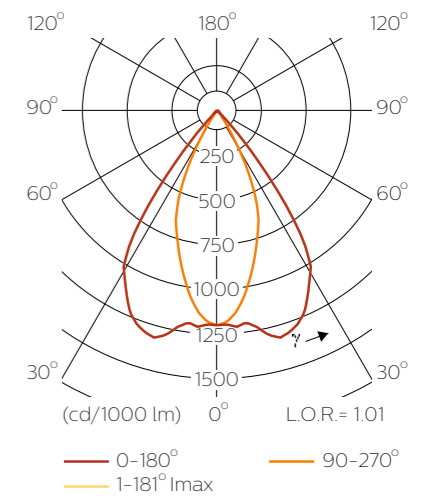
Very wide beam



Oval beam

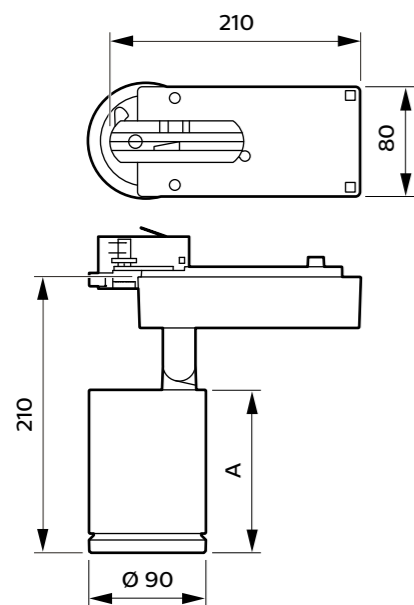


Rectangular beam



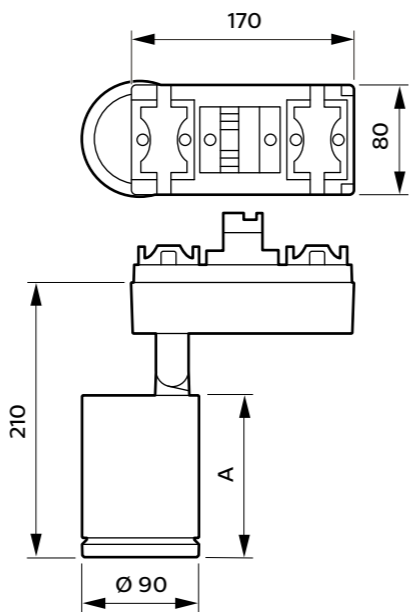
Dimensional drawings

StyliD Evo Compact ST770T



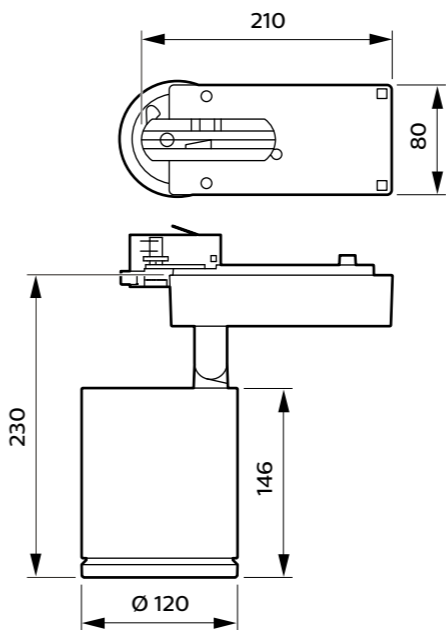
Type	A
< 3900lm	124mm
< 4900lm	139mm

StyliD Evo Compact ST770S

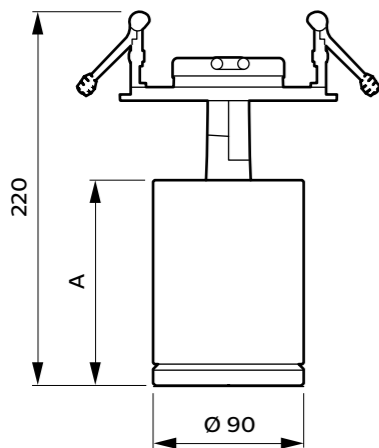


Type	A
< 3900lm	124mm
< 4900lm	139mm

StyliD Evo Performance ST780T

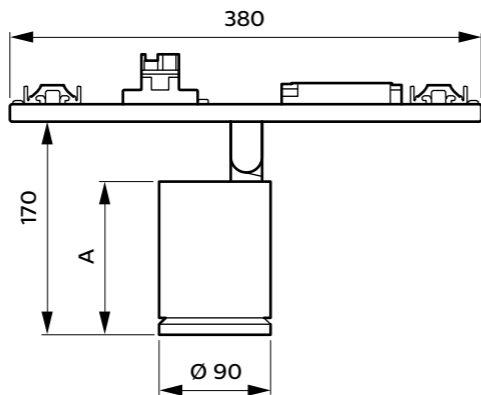


StyliD Evo Compact ST770B



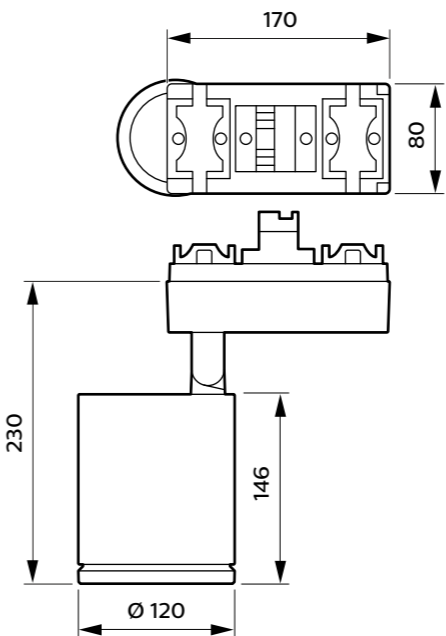
Type	A
< 3900lm	124mm
< 4900lm	139mm

StyliD Evo Compact ST770X



Type	A
< 3900lm	124mm
< 4900lm	139mm

StyliD Evo Performance ST780S





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