

Record shop (Top of the line)

Lighting as a sales tool

The "record" shop has changed much over the years, and will no doubt continue to do so in the future. This is due mainly to the rapidly-changing nature of the recording medium - from record to tape, and from tape to CD and DCC. The range of items has changed accordingly, as has their physical form.

Some customers expect a quick, personal service, while others like to look around at their leisure. So what the consumer is looking for is a shop that sells what he wants, where items are **clearly displayed**, and an environment in which he or she will **feel at ease**. Lighting can help **promote sales** by using contrast to create an **attractive, attention-drawing display of products**, in which their features and quality are clearly visible.



The shop character

It is naturally very important that the customer be helped in any way possible to quickly make his or her choice. To this end the products are invariably displayed on racks in the centre area of the shop and on shelves along the walls. **Personal service** is generally available at the cash desk.

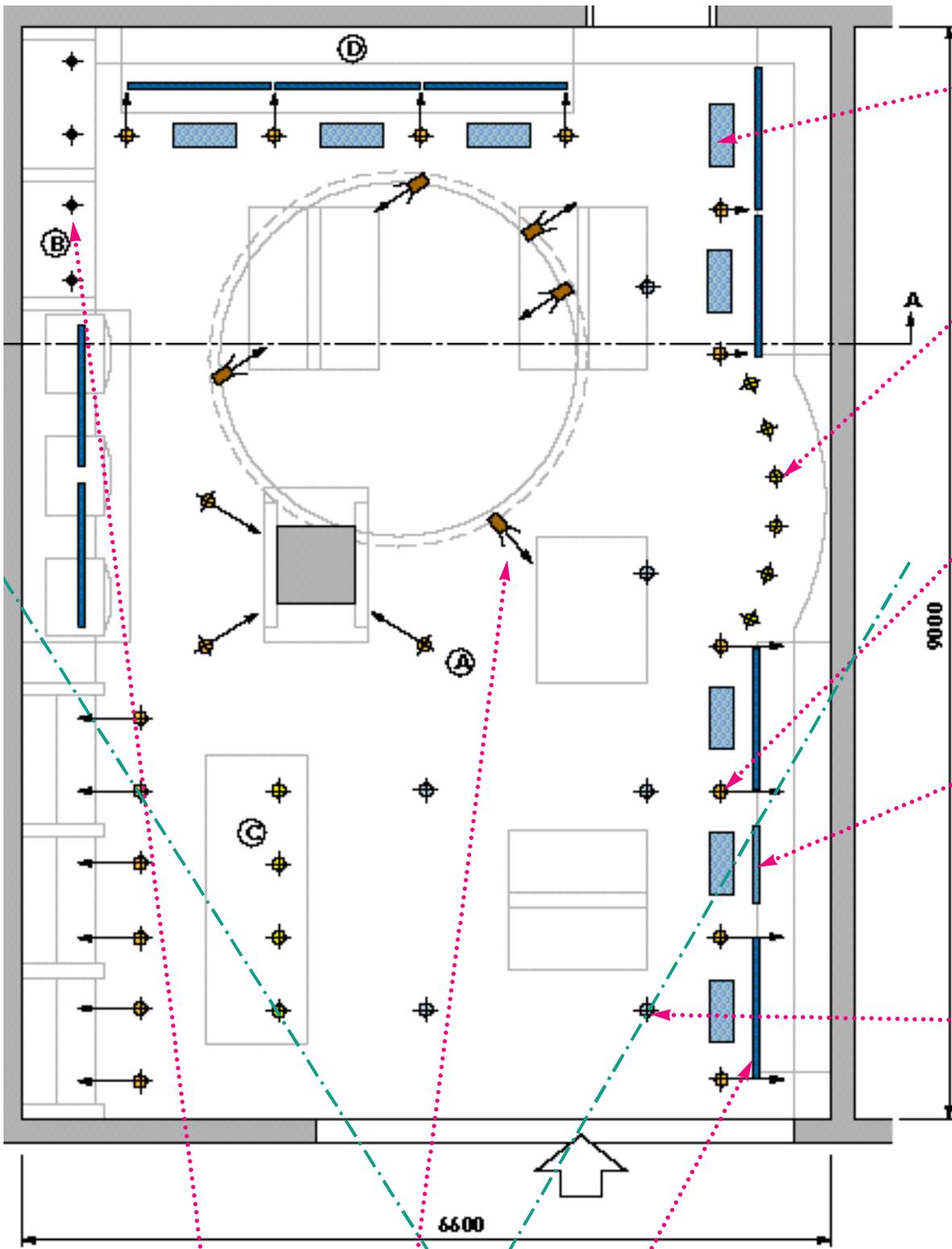
The lighting character

Besides being functional, the lighting must also help establish the image and the identity chosen for the shop. It should be easily adjustable to accommodate any changes in style or layout, and the design of the luminaires must fully underline the particular character it is wished to project.

The overall general lighting of the shop should be of a medium level. Lamps creating a warm **colour impression** and giving good **colour rendering** should be used.

The accent lighting should create theatrical lighting effects (**accent factor**) on the merchandise. A great **number of accents** in a neutral-white light colour should be used. Additional accent lighting will serve to highlight any special offers on display.

Lighting requirements		
general lighting level	medium	300-500 lux
colour temperature	warm	2500-3000 K
colour rendering	good	R _a 80-100
accent factor	theatrical	15:1
number of accents	many	medium intensity



8x FBS 506/155
PL-L 55 W/83



10x 651-TE White
Masterline Plus
12 V/50 W 24°



19x 641-TE White
Masterline Plus
12 V/50 W 24°



1x TMX 200/118
TL-D 18 W/83



6x FBH 145/118-T
PL-T 18 W/83

Scale 1 :50
Installed power: 40 W/m²



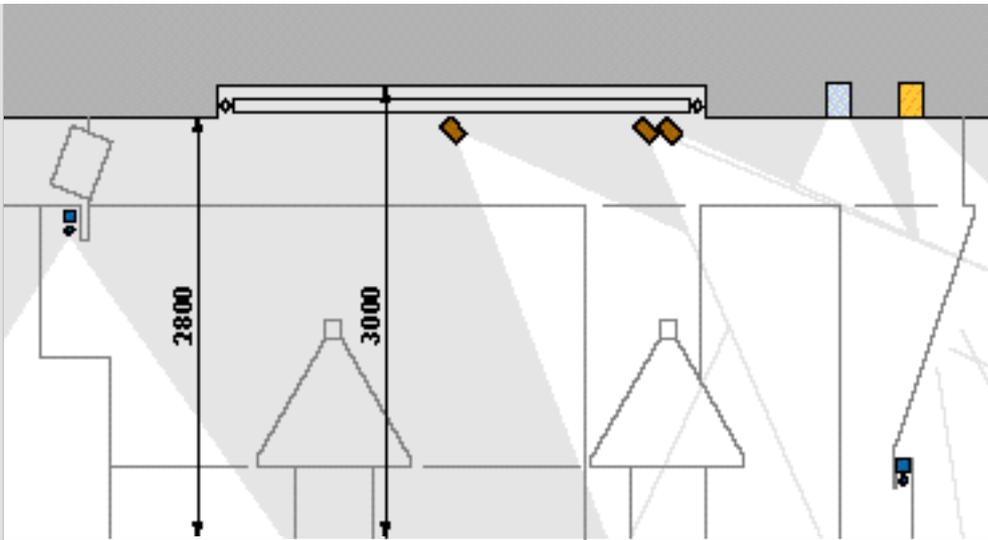
4x QBS 905 White
Capsule 12 V/20 W



5x SVF100-12° Black +
ZGF 110
SDW-T 100 W



9x TMX 200/136
TLD 36 W/83



Section A-A

General and rack lighting (A) in ground-plan

In the central part of a record shop the products are generally displayed in racks with a maximum height of around 1.2 m.

A general lighting system employing recessed downlights (FBH 145), equipped with compact fluorescent lamps (PL-T 18 W/83) in a regular pattern, creates an appropriate lighting level.

Show-cases (B) in ground-plan

Glass-covered show-cases, whether in the centre of the shop or on the wall, call for a high level of internal illumination. This is mainly to attract the attention of customers to the products displayed in them, but it also helps keep disturbing reflections in the glass to a minimum. The downlights (QBS 905) fitted with halogen capsule lamps (12 V/20 W) should be installed as close as possible to the front of the case, so that the

products are illuminated from the front.

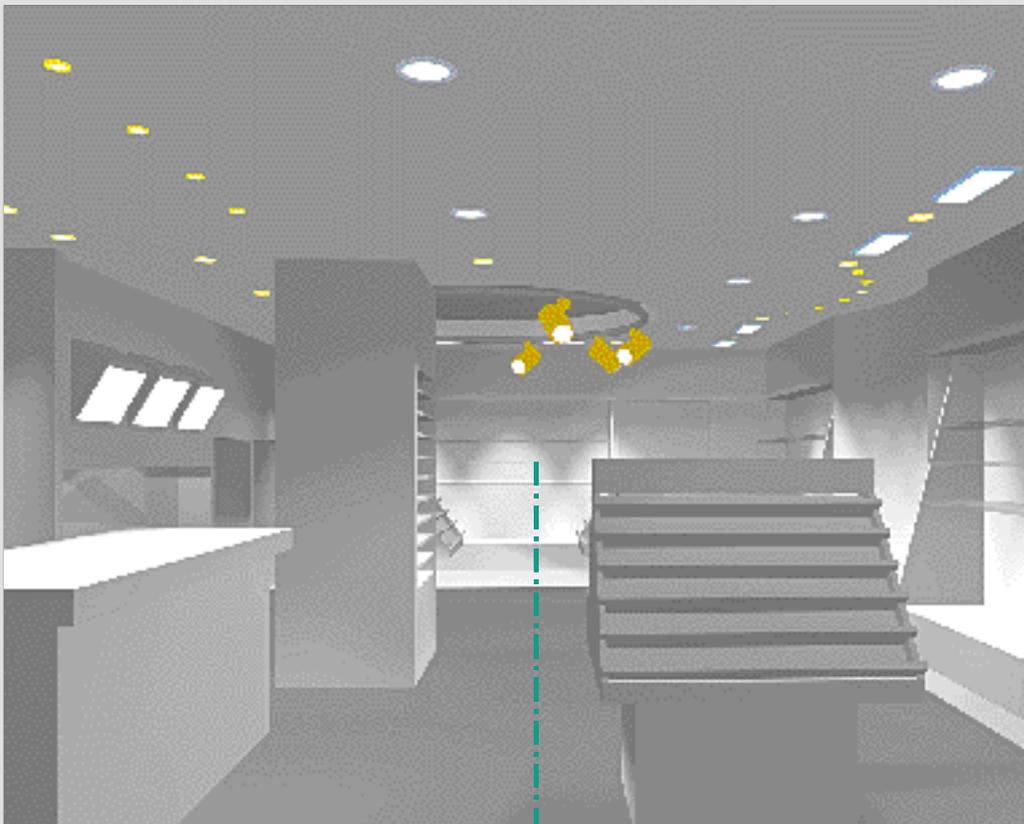
Cashier's counter (C) in ground-plan

The counter top is the scene of all kinds of activities, such as demonstration of articles, reading and writing, paying the bill, etc. All these activities call for a suitable lighting level.

Special downlights (651-TE) equipped with halogen reflector lamps (Masterline Plus 12 V/50 W 24°) and installed directly above the counter area will create the lighting needed for the performance of these tasks.

Wall displays (D) in ground-plan

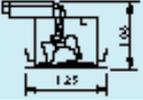
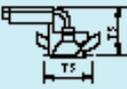
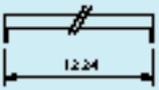
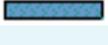
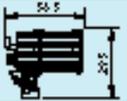
Items such as CDs and audio and video cassettes displayed in wall racks should receive special attention. The uniform general lighting should be combined with recessed-mounted adjustable spots (641) equipped, with halogen reflector lamps (Masterline Plus 12 V/50 W 24°) to produce sparkle in the glossy surfaces of the merchandise to make this look more attractive. By at the same time lighting the wall above the displays with recessed luminaires (FBS 506), equipped with efficient fluorescent lamps (PL-L 55 W), a feeling of space and volume will be created.



PHILIPS

List of materials

The product types and quantities listed here are those needed to light the "standard" shop illustrated. To light the area in question, account should be taken of the actual dimensions and the interior decor, employing the luminaires at similar spacings to those shown.

Symbol	Qty	Luminaire	Type	Qty	Lamp	Type	Price
	8		FBS 506/155	8		PL-L 55 W/83	
	6		FBH 145/118-T + ZZZ 145 White	6		PL-T 18 W/83	
	19		641-TE White	19		Masterline Plus 12 V/50 W 24°	
	10		651-TE White	10		Masterline Plus 12 V/50 W 24°	
	4		QBS 905 White	4		Capsule 12 V/20 W	
	9		TMX 200/136	9		TL-D 36 W/83	
	1		TMX 200/118	1		TL-D 18 W/83	
	5		SVF 100-12° Black	5		SDW-T 100 W	
	5		Barn doors ZGF 110				

Address:

Contact person: