



# A new talent for selling

**POWERBALL® Shoplight HCI®:**  
Presenting merchandise in the best light.



SEE THE WORLD IN A NEW LIGHT



## Natural colours thanks to optimum red colour rendering: POWERBALL® Shoplight HCl®

Anyone hoping to sell exclusive products will pay particular attention to presenting these products in the most attractive way possible. The new POWERBALL® Shoplight HCl® high-pressure discharge lamp from OSRAM has such excellent natural colour rendering that it will always show you and your products in the best possible light.

Super high-pressure lamps based on sodium vapour technology (SHPS) are used in modern shoplight installations, where natural colour rendering – particularly at the red end of the spectrum (colour rendering index  $R_a$ ) – is required. Due to technical reasons the red component of such lamps is overcompensated – often at the cost of true colour rendering and in most cases also at the cost of luminous flux.

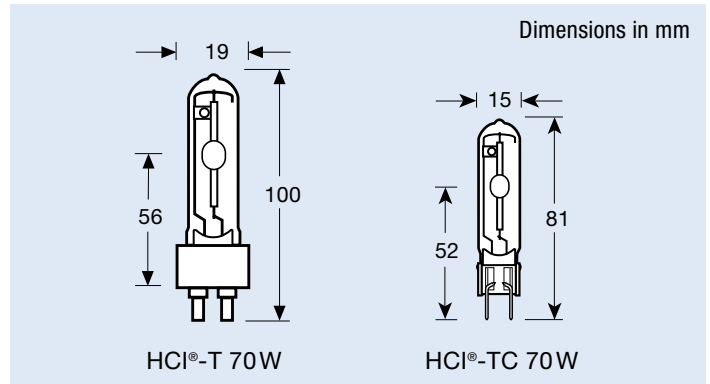
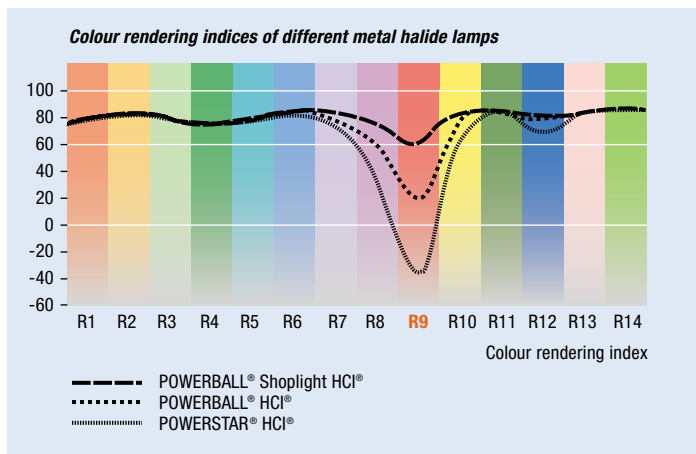
Now at last there is a really brilliant alternative that sets new standards in shop lighting – one that does not involve any compromises. The new POWERBALL® Shoplight HCl® lamps from OSRAM not only have extremely good natural colour rendering, they also offer high luminous flux.

And here's a real bonus: Because it is fully compatible, POWERBALL® Shoplight HCl® lamps can quickly and easily be fitted in place of standard high-pressure discharge lamps with TC or T bases. Because of the technology involved, super high-pressure sodium lamps (SHPS) are often operated with special control gear in a closed system. With POWERBALL® Shoplight HCl®, however, OSRAM can now offer a generation of lamps that requires neither a self-contained system solution nor special bases. They can therefore be used as direct replacements for existing metal halide lamps.

### Obvious benefits of POWERBALL® Shoplight HCl®:

- Natural brilliant colour rendering:  
 $R_a = 95/1A$ ,  $R_9 \geq 60$   
(e.g. SHPS lamp:  $R_a = 1B$ ,  $R_9 > 100$ )
- More light:  $\phi = 5700$  lm at 70 W  
(e.g. SHPS lamp: approx. 5000 lm at 100 W)
- More economical:  
luminous efficacy 78 lm/W  
(e.g. SHPS lamp: approx. 50 lm/W)
- Simple replacement  
(e.g. SHPS lamp: self-contained system with special control gear)

### Optimum rendering of all colours



### Technical data

Reference	POWERBALL® Shoplight HCl® T	POWERBALL® Shoplight HCl® TC
Average life	12,000 h	12,000 h
Wattage	73 W	73 W
Luminous flux	5700 lm	5700 lm
Luminous efficacy	78 lm/W	78 lm/W
Colour temperature	3000 K	3000 K
Colour rendering $R_a$	95	95
Red rendering $R_9$	$\geq 60$	$\geq 60$

### Making the impossible possible: POWERBALL® technology

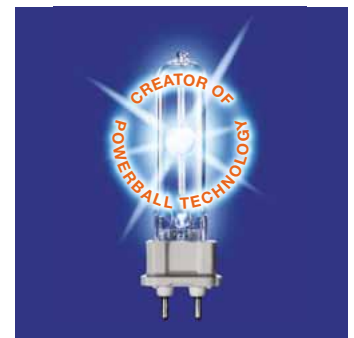
Setting new standards. POWERBALL® HCl® high-pressure discharge lamps with patented OSRAM technology meet the highest demands in terms of quality of light, stability and colour rendering. Compared with previous HCl® lamps with cylindrical ceramic discharge vessels, POWERBALL® HCl® offers the following:

- Extremely good colour rendering
- Excellent colour stability
- Best light distribution
- Best luminous flux maintenance
- Long life
- Rapid starting

### For perfect system operation: POWERTRONIC® PTU

Operating OSRAM metal halide lamp with POWERTRONIC® PTU electronic control gear leads to a significant increase in system reliability, comfort and economy.

- Improved start-up behaviour
- Reduced colour variations thanks to precise power control
- Long ECG life of 50,000 hours at maximum permitted  $T_c$  (10% failure rate)



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