

PHILIPS

Roomstyler Linea

Why LED Tape

- Cove lighting is an important application in home decoration to create ambience as well as accentuation.
- Currently T5 battens are used in this segment but limited by its inflexible nature. Now with LED technology, cove lighting can also be personalized. Thereby opening up new and advanced opportunities of light-scaping, especially around contours.

**Philips now gives a new bent to cove lighting.
Introducing myLiving Linea LED tape, an innovation for
customizable home illumination.**

Cove Lighting

for false ceilings

In many cases a false ceiling is installed just to provide cove lighting to the space. Cove lighting is installed along the edge or recess. One unmatched benefit of cove lighting is that it illuminates a false ceiling irrespective of its shape. It makes the ceiling appear to glow and emit light.



for walls & floors

The shallow wall recess housing wall paintings and photographs can be illuminated by cove lighting. Cove lighting is also an effective way to light up floors where the spaces are demarcated by floor level changes.





Key Benefits Areas (KBA's)

myLiving Linea- Persoline LED collection

Consumer Benefit	Product Feature	Feature Description
1. Bright ,energy efficient lighting solution	Energy saving	Up to 10% energy savings and 200% longer life, compared to standard T8 lamps
	Long lifetime	Up to 20,000 hours usage
2. Easy to use	Plug and play driver	User friendly plug and play driver offering safe and convenient solution to connect power
	Flexible connection and cutting	Maximum extending length with cleverish connectors Minimum cutting length 5mm with guiding mark
	Easy installation	Flexibly be curved around corner, Easy application with double side adhesive tape
3. Convenient and easy to maintain	Transparent PU Casing for LED light source	Enhanced protection for electrical part against dust and moisture, even during cleaning.
		UV resistant to prevent yellowing and 'brittle' and anti-aging.

Overview & Spec



Article	Length (m)	Driver included	Voltage	Wattage	CT	Lumen output	CRI	Beam angle	Lifetime
30729	5	<i>y</i>	12V	Max 30w	3000 K	360lm/ m	75	120	20,000h
30733	1	<i>y</i>							
30737	1	<i>n</i>							
30731	5	<i>y</i>	12V	Max 60w	3000 K	900lm/ m	75	120	20,000h
30735	1	<i>y</i>							
30739	1	<i>n</i>							

Philips

Cove light

30729/30730

myLiving

Linea



- **Bright LED source**
- **Extremely long life**
20,000 hours
- **Customizable**
Shape and expand as per your needs

Material	Synthetics
Light Source	LED 3000K / 4500K 360lm/m Max30W driver included
Finish, Color	White
Dimensions	8mmx 3mm x 5000m

Philips

Cove light

30733/30734

myLiving

Linea



- **Bright LED source**
- **Extremely long life**
20,000 hours
- **Customizable**
Shape and expand as per your needs

Material	Synthetics
Light Source	LED 3000K / 4500K 360lm/m Max30W driver included
Finish, Color	White
Dimensions	8mmx 3mm x 1000m

Philips

Cove light

30737/30738

myLiving

Linea



- **Bright LED source**
- **Extremely long life**
20,000 hours
- **Customizable**
Shape and expand as per your needs

Material	Synthetics
Light Source	LED 3000K / 4500K 360lm/m Max 30W
Finish, Color	White
Dimensions	8mmx 3mm x 1000m

Philips

Cove light

30731/30732



- **Bright LED source**
- **Extremely long life**
20,000 hours
- **Customizable**
Shape and expand as per your needs

Material	Synthetics
Light Source	LED 3000K / 4500K 900lm/m Max60W driver included
Finish, Color	White
Dimensions	10mmx 3mm x 5000m

Philips

Cove light

30735/30736



- **Bright LED source**
- **Extremely long life**
20,000 hours
- **Customizable**
Shape and expand as per your needs

Material	Synthetics
Light Source	LED 3000K / 4500K 900lm/m Max60W driver included
Finish, Color	White
Dimensions	10mmx 3mm x 1000m

Philips

Cove light

30739/30740

myLiving

Linea



- **Bright LED source**
- **Extremely long life**
20,000 hours
- **Customizable**
Shape and expand as per your needs

Material	Synthetics
Light Source	LED 3000K / 4500K 900lm/m Max 60W
Finish, Color	White
Dimensions	10mmx 3mm x 1000m

What's more?

- Easy to size up



** minimum cutting length 5cm with guiding mark*

- Easy to extend the length



** Maximum connection length 5m with appropriate driver*

What's more?

- Plug and play driver
- Easy and safe connection with driver
- 3M adhesive tape for easy installation
- Mounting clips included

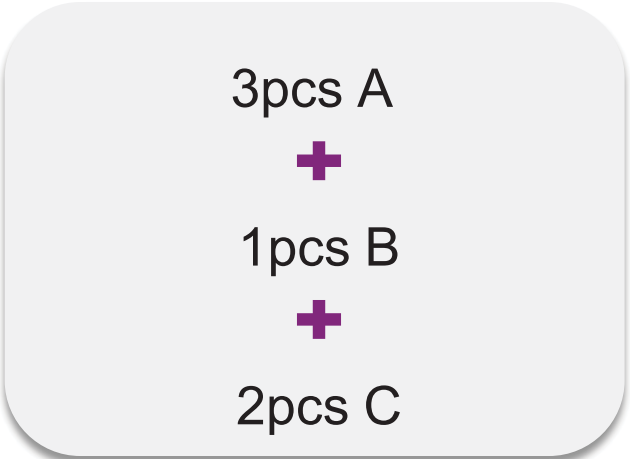


Customization

Need













Solution



	Article nbr	Type	Remark
A	30729 30731	5m+driver	Recommended maximum extension to 5 meters
B	30733 30735	1m+driver	
C	30737 30739	1m	

Benchmark

Philips LED Tape		Competitor product	
High lumen output		Low lumen output	
UV resistant casing for LED light source		No protection	
Certified plug and play driver		Connection box + driver without certificate	
Easy connection		Manual welding	
Easy mounting with adhesive tape and clips		Mounting accessories excluded	
4 Color packaging with manual		Industrial packaging without manual	