

Superb Color Rendering, Lighting Uniformity, & High Efficiency

opti**max**
7 LED Series
Refrigerated Case Lighting

The new Optimax **7** LED Series Lighting optimizes cold-vault merchandising through achieving best-in-class uniformity, high color rendering, and improved efficacy that creates improved product visibility for merchandise in convenience-store and grocery-store retailers.



Hillphoenix[®]

a **DOVER** company

Truly See Reach-In Merchandise

Take optimizing your merchandise to a New Level, with our new Optimax 7 Series LED Refrigerated Case Lighting. The Optimax 7 Series is specifically designed to optimize your merchandise and increase Reach-in sales, this new series features best-in-class uniformity and high color rendering for enhanced product visibility, color saturation, and clarity.

Many manufacturers focus **only** on Lumen output, here at **Anthony** we know that to achieve superior lighting optimizing all aspects and values, such as Lumen output, CRI, and LUX incident on target area are key to achieving the best light to optimize your merchandise.

Applications:

- Designed for normal and low-temperature refrigeration walk-ins and display case applications.
- Ideal for Convenience Stores, Grocery, and Big Box Retailers.

Unparalleled Performance and Features:

- Best-In-Class Lighting Distribution/Uniformity
- Improved Merchandise Color Rendering Index of 94
- Enhanced R9 (Red Color) of 72
- Long-Term Reliability
- Improved Efficacy - Lumens/Watts
- New longer fixtures for optimized coverage
- Minimized direct light to shopper
- Dimming Option

Model Options:

Optimax™ 7 Series - Standard Power

Our Standard Power option is designed specifically for Single Swing door applications for walk-in and reach-In case applications.

Optimax™ 7 Series - French Swing

Our French Swing option is designed specifically for French opening applications for walk-in and reach-In case applications.



End Fixture



Center Fixture

PERFORMANCE COMPARISON

UNIFORMITY, & COLOR RENDERING

OPTIMAX RADIANT OP45

OPTIMAX 7 STANDARD POWER

COLOR RENDERING
Door Size: 30" x 79" VNRZH
(Product Display at 6")



Anthony's Optimax 7 Series LED lights now offer longer fixtures for our taller door sizes (Size 75 or Taller) to ensure maximum coverage both from side to side and top to bottom, (see images above) eliminating light drop-off and reducing hot-spots. Our newest Optimax 7 Series LEDs have been designed with an optimal brightness that is consistent and uniform to maximize your ability to optimally merchandise your products.

LUX MAP

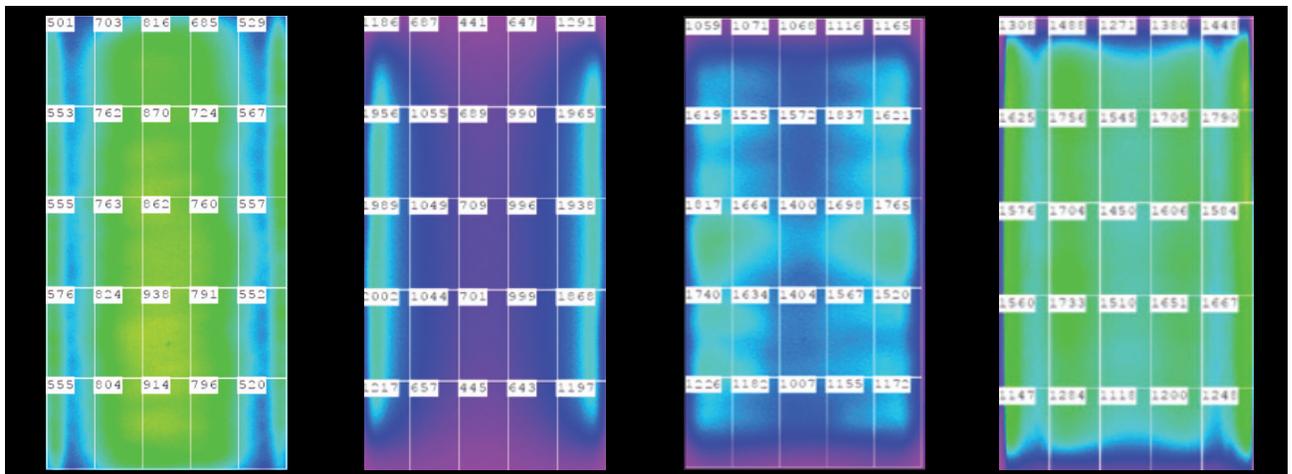
COMPETITOR A
LED

COMPETITOR B
LED

OPTIMAX RADIANT
OP45

OPTIMAX 7
STANDARD POWER

UNIFORMITY
Door Size: 30" x 60"
(Lux Measured at 4")



Anthony's Optimax 7 Series Standard Power LED lights have improved LUX values as shown above. The images above show the uniformity we have been able to achieve. We have made significant improvements from our previous Optimax Radiant OP45 and our competitors lights with improved lighting distribution, which eliminates hot-spots, glare and shadows, making your merchandise the true focus for customers.

PERFORMANCE COMPARISON

UNIFORMITY, & COLOR RENDERING

COLOR RENDERING
Door Size: 30" x 60" FRENCH SWING
(Product Display at 6 ONRB")

OPTIMAX RADIANT
OP55



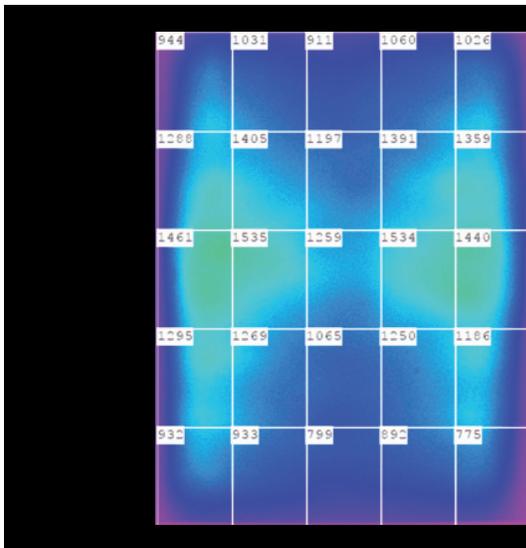
OPTIMAX 7
FRENCH SWING



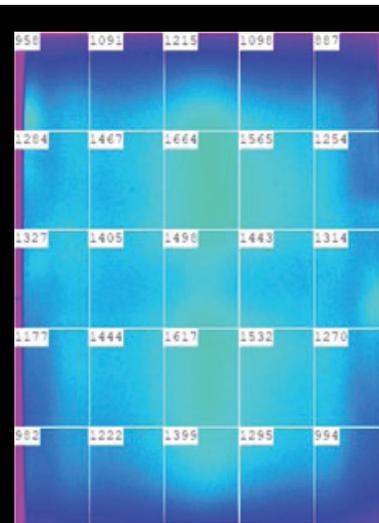
Anthony's Optimax 7 Series LED lights are also designed for French Swing applications. Producing optimal clarity that is consistent and uniform to maximize your ability to optimally merchandise your products. We now offer longer fixtures for our nominal sizes to ensure maximum coverage both from side to side and top to bottom, eliminating light drop-off and reducing hot-spots. Our new taller fixtures in some cases eliminate the need for an additional horizontal lighting to ensure uniformity on your top and bottom shelves.

LUX MAP

OPTIMAX RADIANT
OP55



OPTIMAX 7
FRENCH SWING



UNIFORMITY
Door Size: 30" x 60"
(Lux Measured at 4")

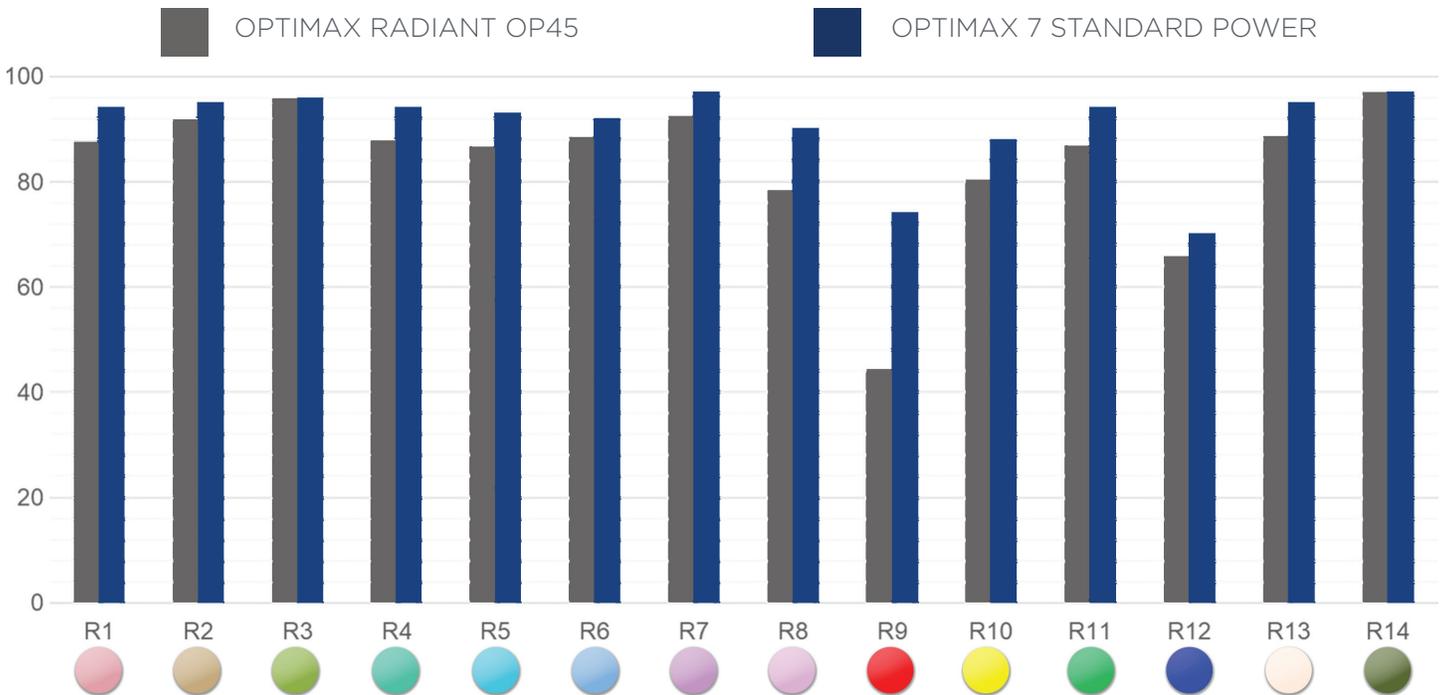
Anthony's Optimax 7 Series French Swing LED lights have improved LUX values as shown above. We have made significant improvements from our previous Optimax Radiant OP55 which further improves lighting distribution which eliminates hot-spots, glare and shadows, making your products the true focus for customers.

TRUE COLOR RENDERING



Our New Optimax 7 Series LED is second to none when it comes to achieving best-in-class uniformity and high color rendering that creates improved product visibility. Our new Optimax 7 Series LED achieves a CRI of 94 making your merchandise “POP” with clear, vivid, vibrant, and as close to natural light (CRI 100) as possible. As you can see above her at Anthony have made tremendous improvements in LED lighting over the years and are proud and excited for the newest LED the Optimax 7 Series.

COLOR RENDERING INDEX IMPROVEMENTS



Most other LED manufactures measure their LED Color Rendering Index from R1 through R8. The chart above illustrates the improvements we have been able to achieve not only for R1 through R8 but the improvements for R9 through R14 and a significant increase to the R9 value of Bright Red color. Why is this important? The color red captures customers attention, draws their eyes to the products. As humans we associate the color Red with excitement, passion, energy, and action. Here at Anthony we know that having your merchandise “POP” is key to increased sales.

Optimax 7 Series LED Lighting

Product Specifications

Color Temperatures

- 3,500K
- 4,000K

Electrical system

- Input Voltages = 24VDC

Lumen Maintenance

- L₉₀, >54,000 Hours
- L₇₀, >100,000 Hours

Light Performance:

- **CRI: 94, R9 @ 72**
- **LUX[†]:**
 - Standard: 1,450
 - French: 1,500
- **Uniformity:**
 - Standard: 1:1
 - French: 1.2:1

Driver Specifications:

- UL Class 2 Low Voltage
- Input 120-277VAC, 50/60 Hz
- Output, 24VDC, 100w Max

Warranty

- 5 Year Parts

Certifications/Markings

- UL, NSF, and CE Approved
- IP65 Rated
- DLC Listed

[†]Avg LUX measured at 4" setback (on single 30" wide door for Low Power and Standard) and at 10" setback (on 48" double wide door opening for French Swing) from the frame at door centerline

Product Sizes

Nominal Size	Coordinating Case	3500K	4000K
48	VNRBS	YES	YES
60	O & J Series	YES	YES
75	V(N)RB/Z	YES	YES
79	V(N)RB/ZH	YES	YES



For more information, call 800-772-0900, visit www.anthonynintl.com or email sales@anthonynintl.com

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