



The Brighter Side

SUNRISE LIGHTING SYSTEMS, INC.

Volume 2, Issue 3

July 2010

In This Issue

Philips:

CosmoWhite	2
CosmoGold	2
CosmoPolis Efficiency	3
Environment	3
Reliability	3



PHILIPS

sense and simplicity

CosmoPolis Building on the foundations.

Philips' invention of the low-pressure sodium (SOX) lamp and linear fluorescent lamp in the 1930's laid the foundations for today's lighting.

With CosmoPolis, Philips presents to you another major step forward in urban lighting, developed specifically to build on these foundations, and also to meet the challenges you face in the 21st century. CosmoPolis simplifies lamp selection for you with a family of two matching miniaturized lamps, CosmoWhite and CosmoGold, and two optimized electronic gear systems. The cost-cutting and performance benefits of CosmoPolis are impressive:

- Extremely high system energy efficiency, cutting energy consumption
- Improved optical performance
- Longer service life
- Environmentally friendly



Philips - Visions for Livable Cities

INNOVATING FOR HEALTH AND WELL-BEING
IN THE URBAN ENVIRONMENT

FOR MORE INFORMATION SEE:
[HTTP://WWW.INSIGHTS.PHILIPS.COM/](http://www.insights.philips.com/)

CosmoWhite

With its white light. CosmoWhite improves the appearance of buildings, parks and the people who visit them. There is growing evidence that it also makes areas of mixed pedestrian and road traffic a safer place to be.

Improved safety

- White light improves the visibility of objects and people at the sides of your vision. For a motorist this for example means a better chance of spotting potential hazards on footpaths, cycle lanes and at park entrances.

White light appears brighter than golden light at the same measured illuminance

- This is due to two factors: the eye's increased sensitivity to white light at low light levels, and improved colour contrast from better colour rendering. Because you see better, you are less likely to have accidents.

White light is socially attractive

- White light gives you a better sense of safety due to the ability to see objects and facial features clearly in bright, colourful surroundings. This makes you more inclined to socialize.



CosmoGold



Economical CosmoGold has an essential role to play in your road and floodlighting.

- Low ownership costs reduce pressure on lighting budgets. This liberates cash for investment in urban renewal schemes involving white light.
- Off-axis visibility is not needed on major roads. In fact, it can be a distraction.
- The warmth of masonry such as sandstone is enhanced with golden light. Also, you can use white and gold together in floodlighting schemes to display architectural features by colour contrast.
- Golden light can act as a signpost. Routes through city centers lit with CosmoGold stand out clearly if surrounding areas are lit with CosmoWhite.
- CosmoGold is kind to the elderly. Old people with yellowing corneas may actually see better by its light.

EFFICIENCY

Better lighting at
even lower
costs

PHILIPS

A good friend to
The environment

ENVIRONMENT

RELIABILITY

Reliability you
can count on

CosmoPolis cuts the cost of your lighting ownership in three ways:

Increased luminous efficacy

Improvements to burner design and vapor salts have increased luminous efficacy

Reduced gear losses

Innovative electronic gear increases overall system efficiency from 83% to 92% for further energy savings.

Improved optical performance

The optimized design and exactly aligned positioning of the burner via the twist-and-lock lamp cap, have allowed a substantial improvement in optical performance.

CosmoPolis - a good friend to the environment

Environmental issues become increasingly important, and Philips adopts an ecological approach, not just over a lamps' service life but from the moment of its design conception right through to the day its components are recycled into new lamps.

Because of its outstanding ecological performance, CosmoPolis is one of Philips' Green Flagship products:

- High efficacy and low gear losses cut CO greenhouse gas emissions.
- Long life reduces resources needed to manufacture replacement lamps and gear and reduces recycling burden.
- Miniaturization of lamps and gear cuts material use both in manufacture and packaging and transport volume.
- Lamps contain little or no hazardous materials (low mercury, zero lead). Gear is lead-free.

Even more reliable lamps...

CosmoWhite has a service life of three years (12,000 hours) with a lumen maintenance of 80% and more than 90% survivors. CosmoGold has a service life of four years (16,000 hours) with a lumen maintenance of 90% and more than 90% survivors.

...and electronic control gear as well!

Philips' dedicated HID-PrimaVision control gear for CosmoPolis lamps has a service lifetime of 60,000 hours (95% survivors). And since electronic control gear eliminates the need for power factor correction capacitors and ignitors, system failures caused by these components are also eliminated.



Doing it right the first time for you...

SUNRISE CONTACTS:

Robert McVicar - Owner

robert@sunriselightingsystems.com

Henry Kim - Owner

henry@sunriselightingsystems.com

Jeff Collins - Northern Salesman

jeff@sunriselightingsystems.com

Dean Shipp - Southern Salesman

dean@sunriselightingsystems.com

Jeremy Kinzel - Quotations

jeremy@sunriselightingsystems.com

Sam Westra - Quotations

sam@sunriselightingsystems.com

Megan Brisby - Order Entry

megan@sunriselightingsystems.com

YOUR THOUGHTS AND INPUT

So many options and choices! Need more information? Look no further than a phone call or e-mail away.

Your question may be something that is on the minds of others as well and could be published in our new weekly newsletter. So, if you have a topic or a product that you would like to see more information on, please send the request to Jeff or Dean and we will be sure to include in a future issue.

Thank you!

jeff@sunriselightingsystems.com

dean@sunriselightingsystems.com

Ctrl+(left click of the mouse) to follow link



Sunrise Lighting Systems, Inc.

360 W. BEDFORD AVE, SUITE 116

FRESNO, CA 93711

PHONE: 559-435-6090

FAX: 559-435-6089

WWW.SUNRISELIGHTINGSYSTEMS.COM

**Do it right
the first time!**