

Atlanta

MOTIVATION

Atlanta has been developed due to the increasing demand for better and more efficient retail lighting in higher ceiling applications. With its strong industrial aesthetic and choice of colour options it meets current fashions in retail lighting.

APPLICATION

- Retail
- Superstores
- DIY sheds
- Exhibition halls
- Atriums

SPECIFICATION

Body

- Lamp options:
 - 250W or 400W high output Venture metal halide
 - 4 x 42W TC-T
 - 4 x 57W TC-T
- Supplied with 4000K Venture metal halide lamp
- 3 hour maintained emergency option (42W TC-T)
- Three piece extruded aluminium housing
- Polyester powder paint finish
- Choice of colours
- Surface or suspended mounting
- Fixing bracket suitable for hook, 20mm conduit or BESA fix
- Flying lead with 3 pin plug connector
- Rapid installation
- High ambient temperature operation up to 40°C

Reflectors

- 410mm Ø spun aluminium
- 410mm or 570mm Ø injection moulded clear prismatic acrylic



AT50-V40-5



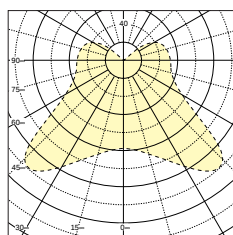
AT45-V25-1



Atlanta 1 X 400W VENTURE METAL HALIDE 400mm Ø Acrylic Reflector



- SHR MAX = 2.12
- DLOR = 0.604
- ULOR = 0.190



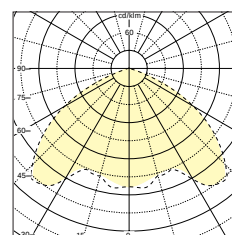
UTILISATION FACTORS UF(F)												
Room Reflectance Room Index												
C	W	F	0.75	1.00	1.25	1.50	2.00	2.50	3.00	4.00	5.00	
0.70	0.50	0.20	N/A	0.47	0.51	0.55	0.61	0.65	0.67	0.71	0.73	
0.50	0.30	0.20	N/A	0.38	0.42	0.46	0.51	0.55	0.57	0.61	0.64	
0.00	0.00	0.00	N/A	0.28	0.31	0.34	0.38	0.41	0.43	0.46	0.48	

SHR NOM=2.00

Atlanta 1 X 400W VENTURE METAL HALIDE 400mm Ø Aluminium Reflector



- SHR MAX = 2.17
- DLOR = 0.722
- ULOR = 0.00

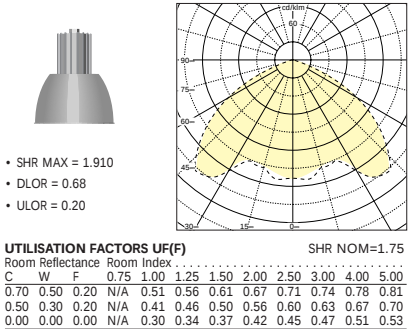


UTILISATION FACTORS UF(F)												
Room Reflectance Room Index												
C	W	F	0.75	1.00	1.25	1.50	2.00	2.50	3.00	4.00	5.00	
0.70	0.50	0.20	N/A	0.54	0.59	0.62	0.67	0.71	0.73	0.75	0.77	
0.50	0.30	0.20	N/A	0.49	0.53	0.57	0.62	0.65	0.68	0.71	0.72	
0.00	0.00	0.00	N/A	0.44	0.48	0.51	0.56	0.59	0.61	0.64	0.65	

SHR NOM=2.00



Atlanta
4 X 42W TC-T Lamps
400mm Ø Acrylic Reflector



LAMP COMPARISON

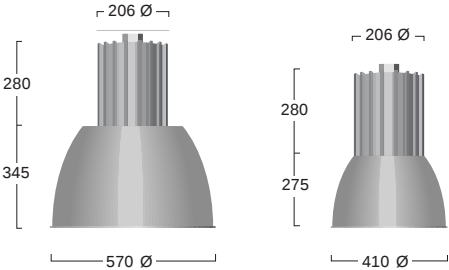


	250W		400W	
	VENTURE LAMP	TYPICAL EUROPEAN LAMP	VENTURE LAMP	TYPICAL EUROPEAN LAMP
Initial lumens	23,800	18,000	40,000	38,000
2000 hrs lumens	22,000	17,000	38,000	29,000
Lamp life hrs	15,000	15,000	20,000	20,000

Vertical burning lamps

WEIGHT

	WEIGHT KG	Ta°C
250W	6.5	40
400W	7.6	



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ORDER CODES

FLUORESCENT AND HID ARCHITECTURAL HIGH BAY

METAL REFLECTOR – 410MM Ø	LAMP SUPPLIED	
AT45-V25-#	1 x 250W	High output Venture metal halide
AT45-V40-#	1 x 400W	
AT45-F42-#	4 x 42W	TC-T
AT45-F57-#	4 x 57W	

ACRYLIC REFRACTOR – 410MM Ø		
AT40-V25-#	1 x 250W	High output Venture metal halide
AT40-V40-#	1 x 400W	
AT40-F42-#	4 x 42W	TC-T
AT40-F57-#	4 x 57W	

ACRYLIC REFRACTOR – 570MM Ø		
AT50-V25-#	1 x 250W	High output Venture metal halide
AT50-V40-#	1 x 400W	
AT50-F42-#	4 x 42W	TC-T
AT50-F57-#	4 x 57W	

GEAR HOUSING COLOUR Replace # in code above with suffix below

1 Silver grey	2 White	3 Black	4 Red
5 Yellow	6 Green		

EMERGENCY Add suffix to order code above

3 hour maintained emergency module for 42W EMIN TC-T version only – integrated into gear housing i.e. AT50-F42-2EMIN
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To specify state:
Surface/suspended architectural high bay with extruded aluminium gear housing and aluminium/acrylic refractor. Plug and socket electrical connection. 250/400W Venture high output metal halide lamp 42W/57W TC-T lamp – as Whitecroft Lighting ATLANTA.