

S P A R K L E



# NATURAL WHITE<sup>®</sup>

PULSE START METAL HALIDE LIGHTING SYSTEM

- Color of Natural Sunlight: 5000K
- See Clearer, Objects Appear Sharper, Colors Look Crisper
- High CRI, 90+ Lighting
- 90% Lumen Maintenance (0.90 LLD)



# EXPERIENCE THE BRILLIANCE

## NATURAL WHITE® LIGHTING SYSTEMS

Light touches lives. Light inspires, uplifts and assists with our comfort, health and safety. There is nothing better than a bright, warm sunny day when the air smells fresh, and our landscapes are painted in brilliant color. Venture's Natural White® systems create the most natural environment with its full spectrum light source. It will transform colors into vivid, bright sights that blossom in crisp, white light.

The *Natural White* product family is Venture's premium pulse start metal halide lamp line. It offers unparalleled 90% lumen maintenance, 90+ CRI, 5000K and up to 40,000 hours rated life for a variety of wattages. It is Venture's most sustainable product line offering low mercury weights, long life and quality light. *Natural White* lamps will make colors bloom, glass sparkle, and provide brilliant white light for any application.



## BENEFITS

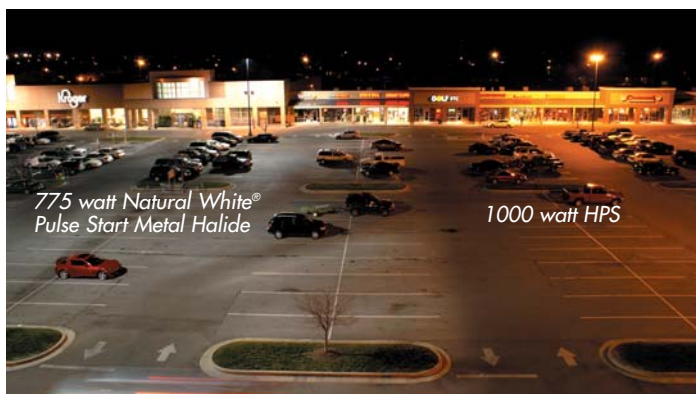
- Fresh, bright light with 5000K CCT and 90+ CRI
- 14% Perceivable brighter light
- Extreme long life at 15,000 - 40,000 hours
- Easy one lamp and ballast system
- Available in both vertical and horizontal operating positions
- 20-50% more energy savings than other technologies
- Low hazardous materials, less environmental impact
- 90% maintained lumens



## ENGINEERED TO PERFORM

Each *Natural White* lamp has a special dosing. This includes a few rare earth metals contained in the exclusive formed body quartz arc tube

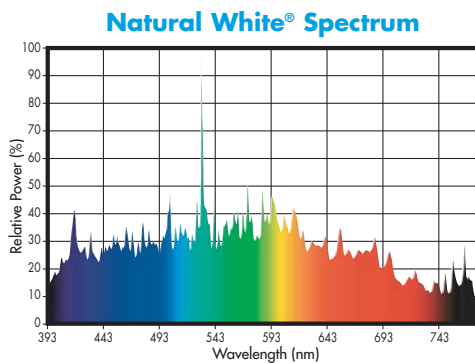
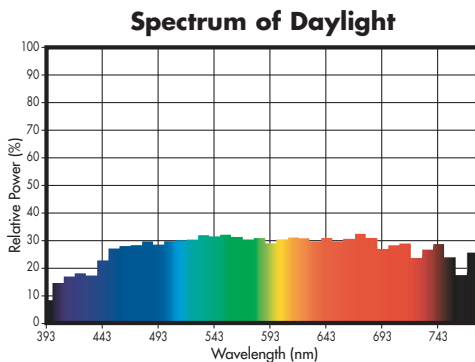
shaped to follow the curve of the arc stream. The arc tube is a uniform shape, improving performance for maximum color and light output uniformity. These features deliver 90% mean lumens (LLD factor of 0.90), high CRI (90+), and a color temperature (CCT) of 5000K. The majority of *Natural White* lamps contain a dosed quartz shroud for open fixture protection, which blocks nearly all ultraviolet light and reduces UV damage to merchandise and signage.



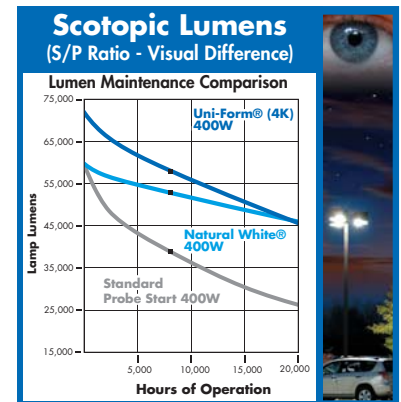
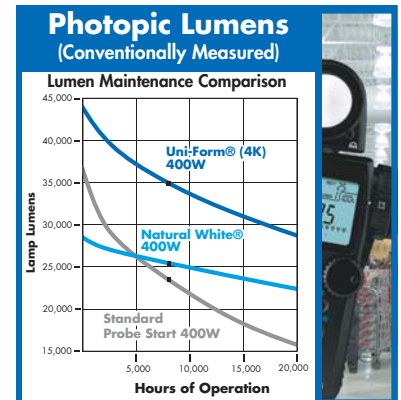
## VISUALLY BRIGHTER AND WHY

The sensitivity of the human eye to different colors of light at various light levels determines the true, or effective, lumen output of a lamp. The eye responds to color depending on the amount of light available.

Lumens are the standard measure of light output, but light is actually defined as power evaluated by the eye. Conventional lumen measurements define the light output response of a person only during high light levels (referred to as "photopic" light) typical of daylight and interior lighting. A light meter measures photopic light as seen in the central region of the eye. Historically, published lumen ratings are based on the photopic lumens read by a light meter.



When light levels are low, like starlight, the viewing conditions are referred to as "scotopic". Under these conditions, the eye's visual response changes dramatically. Sensitivity to red and yellow light is reduced, while response to blue light is increased. If light levels under scotopic viewing conditions have been determined using photopic measuring devices, the lumen value does not accurately measure the true amount of light perceived by the human eye.



## ENERGY SAVINGS

Natural White lamps have an energy saving benefit. Natural White lamps in regular pulse start wattages (575, 400, 350, 320, 250, 200, 175, 150, 100, 70) actually run at a lower wattage. This decreases energy costs while still delivering bright, crisp white light.

Lamp Watts	Natural White® Watts Saved The Difference	Total Annual Savings Per Fixture*
575	25	\$11
400	25	\$11
350	25	\$11
320	25	\$11
250	15	\$7
200	15	\$7
175	10	\$4
150	10	\$4
100	10	\$4
70	10	\$4

Notes: \*Based upon operation on magnetic ballast, 12 hours per day, \$0.10 per kWh



# VENTURE'S NATURAL WHITE® LAMPS



## Applications

- Energy Saving Retrofits
- Parking Garage
- Roadway
- Site Lighting

## Benefits

- Color of Natural Sunlight: 5000K
- See Clearer, Objects Appear Sharper, Colors Look Crisper
- Retrofit lamps on pulse start ballasts reduce energy usage
- High CRI, 90+ Lighting
- 90% Lumen Maintenance (0.90 LLD)
- Available in 70W through 775W

### Notes:

- \*When Operating on Magnetic Ballasts
- Super Pulse Start Long Life (SPL)

## Open Rated LAMPS ANSI Type-O with LLD factor 0.90, 90+ CRI, 5000K CCT

Watts	Lamp Description	Product No.	ANSI Code	Initial Lumens	LPW	Rated Life (hrs)	Finish	Oper. Pos.	Fig.	Case Qty	Additional Notes
70	MP 70W/U/UVS/PS/EM/950	95071	M98/O	4800	69	20000	Clear	U	B	12	Saves 10 Watts*
	MP 70W/C/U/UVS/PS/EM/950	95072	M98/O	4500	64	20000	Coated	U	B	12	Saves 10 Watts*
100	MP 100W/U/UVS/PS/EM/950	95100	M90/O	7000	70	20000	Clear	U	B	12	Saves 10 Watts*
	MP 100W/C/U/UVS/PS/EM/950	92534	M90/O	6700	67	20000	Coated	U	B	12	Saves 10 Watts*
150	MP 150W/U/UVS/PS/EM/950	95150	M102/O	11100	74	20000	Clear	U	B	12	Saves 10 Watts*
	MP 150W/C/U/UVS/PS/EM/950	22961	M102/O	10500	70	20000	Coated	U	B	12	Saves 10 Watts*
	MP 150W/U/ED28/UVS/PS/EM/950	95152	M102/O	11100	74	20000	Clear	U	D	12	Saves 10 Watts*
	MP 150W/C/U/ED28/UVS/PS/EM/950	95153	M102/O	10500	70	20000	Coated	U	D	12	Saves 10 Watts*
175	MP 175W/BU/UVS/PS/EM/950	95175	M152/O	12800	73	20000	Clear	BU±15°	D	12	Saves 10 Watts*
	MP 175W/BU/MED/UVS/PS/EM/950	95176	M152/O	12800	73	20000	Clear	BU±15°	B	12	Saves 10 Watts*
200	MP 200W/BU/UVS/PS/EM/950	95200	M136/O	14500	73	20000	Clear	BU±15°	D	12	Saves 15 Watts*
250	MP 250W/BU/UVS/PS/EM/950	19523	M153/O	17500	70	20000	Clear	BU±15°	D	12	Saves 15 Watts*
	MP 250W/C/BU/UVS/PS/EM/950	19525	M153/O	16500	66	20000	Coated	BU±15°	D	12	Saves 15 Watts*
	MP 250W/H75/T15/UVS/PS/EM/950	59324	M153/O	17000	74	15000	Clear	HOR±75°	P	12	Horizontal Operation
320	MP 320W/BU/ED28/UVS/PS/EM/950	98530	M154/O	22500	76	26000	Clear	BU±15°	D	12	Saves 25 Watts*
	MP 320W/BU/ED37/UVS/PS/EM/950	98520	M154/O	22500	76	26000	Clear	BU±15°	F	6	Saves 25 Watts*
	MP 320W/C/BU/ED37/UVS/PS/EM/950	95123	M154/O	21500	73	26000	Coated	BU±15°	F	6	Saves 25 Watts*
	MP 320W/H75/T15/S/UVS/PS/EM/950	95320	M154/O	22500	76	26000	Clear	HOR±75°	P	12	Horizontal Operation
	MP 320W/H75/T15/L/UVS/PS/EM/950	95321	M154/O	22500	76	26000	Clear	HOR±75°	Q	12	Horizontal Operation
350	MP 350W/BU/ED28/UVS/PS/EM/950	33149	M131/O	26000	74	30000	Clear	BU±15°	D	12	Saves 25 Watts*
	MP 350W/BU/UVS/PS/EM/950	51628	M131/O	26000	74	30000	Clear	BU±15°	F	6	Saves 25 Watts*
	MP 350W/C/BU/UVS/PS/EM/950	38197	M131/O	24500	70	30000	Coated	BU±15°	F	6	Saves 25 Watts*
400	MP 400W/BU/ED28/UVS/PS/EM/950	72315	M155/O	30500	76	30000	Clear	BU±15°	D	12	Saves 25 Watts*
	MP 400W/BU/UVS/PS/EM/950	57129	M155/O	30500	76	30000	Clear	BU±15°	F	6	Saves 25 Watts*
	MP 400W/C/BU/UVS/PS/EM/950	89410	M155/O	29000	73	30000	Coated	BU±15°	F	6	Saves 25 Watts*
575	MP 575W/BU/BT37/PS/EM/950	95575	M178/O	45000	82	26000	Clear	BU±15°	K	6	
	MP 575W/BD/BT37/PS/EM/950	95576	M178/O	45000	82	26000	Clear	BD±15°	K	6	
775	MP 775W/BU/BT37/PS/950	24983	M181/O	66000	85	26000	Clear	BU±15°	K	6	
	MP 775W/BD/BT37/PS/950	24988	M181/O	66000	85	26000	Clear	BD±15°	K	6	

## Enclosed Rated LAMPS ANSI Type-E with LLD factor 0.90, 90+ CRI, 5000K CCT

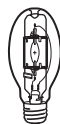
Watts	Lamp Description	Product No.	ANSI Code	Initial Lumens	LPW	Rated Life (hrs)	Finish	Oper. Pos.	Fig.	Case Qty	Additional Notes
250	MHL 250W/BU/ED28/PS/EM/950	95259	M153/E	17500	70	40000	Clear	BU±15°	J2	12	Long Life (SPL) lamp
575	MS 575W/H75/BT37/PS/EM/950	95577	M178/E	45000	82	20000	Clear	HOR±75°	H2	6	Horizontal Operation
	MHL 575W/H75/BT37/PS/EM/950	17921	M178/E	45000	82	40000	Clear	HOR±75°	L2	6	Hor. Oper.; Long Life (SPL)
	MHL 575W/BU/BT37/PS/EM/950	43926	M178/E	45000	82	40000	Clear	BU±15°	L2	6	Long Life (SPL) lamp
775	MS 775W/H75/BT37/PS/950	24999	M181/E	60000	77	15000	Clear	HOR±75°	H2	6	Horizontal Operation

**B**  
EDX17



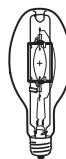
Dia. = 2.1" (54mm)  
MOL = 5.4" (138mm)  
LCL = 3.4" (86mm)  
Base = Medium (E26)  
Narrow Neck

**D**  
ED28



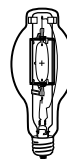
Dia. = 3.5" (90mm)  
MOL = 8.3" (211mm)  
LCL = 5.0" (127mm)  
Base = Mogul (EX39)

**F**  
ED37



Dia. = 4.6" (120mm)  
MOL = 11.5" (292mm)  
LCL = 7.0" (178mm)  
Base = Mogul (EX39)

**K**  
BT37



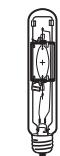
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MOL = 11.5" (292mm)  
LCL = 7.0" (178mm)  
Base = Mogul (EX39)

**P**  
T15



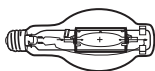
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MOL = 8.3" (211mm)  
LCL = 5.0" (127mm)  
Base = Mogul (EX39)

**T**  
T15



Dia. = 2.0" (52mm)  
MOL = 11.5" (292mm)  
LCL = 7.0" (178mm)  
Base = Mogul (EX39)

**H**  
BT37



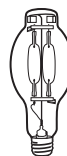
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MOL = 11.5" (292mm)  
LCL = 7.0" (178mm)  
Base = Mogul (EX39)

**E**  
ED28



Dia. = 3.5" (90mm)  
MOL = 8.3" (211mm)  
LCL = 5.0" (127mm)  
Base = Mogul (EX39)

**E**  
BT37



Dia. = 4.6" (120mm)  
MOL = 11.5" (292mm)  
LCL = 7.0" (178mm)  
Base = Mogul (EX39)



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