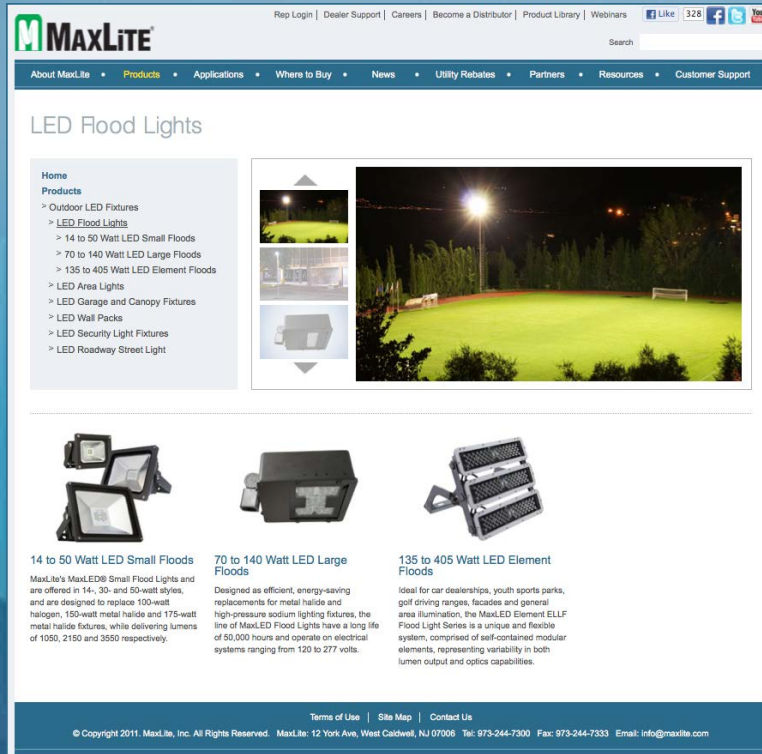


# WELCOME MAXLED FLOOD LIGHT LED LUMINAIRES

March 28, 2013 Webinar

## MaxLite Flood Light LED Luminaires:

- Small Floods (15, 25 & 45 Watts)
- Large Floods (70, 100 & 140 Watts)
- Element Floods (135, 270 & 405 Watts)



The screenshot shows the MaxLite website's product page for LED Flood Lights. The page features a navigation menu with links for Home, Products, Applications, Where to Buy, News, Utility Rebates, Partners, Resources, and Customer Support. The main content area is titled "LED Flood Lights" and includes a sidebar with a "Home" section and a "Products" section listing various flood light categories. The main content area displays a large image of a flood light illuminating a field at night, with a smaller inset image showing a close-up of the light fixture. Below the main image, there are three product categories: "14 to 50 Watt LED Small Floods", "70 to 140 Watt LED Large Floods", and "135 to 405 Watt LED Element Floods". Each category includes a small image of the product and a brief description of its features and applications.

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About MaxLite | Products | Applications | Where to Buy | News | Utility Rebates | Partners | Resources | Customer Support

### LED Flood Lights


Home

Products


- > Outdoor LED Fixtures
  - > LED Flood Lights
    - > 14 to 50 Watt LED Small Floods
    - > 70 to 140 Watt LED Large Floods
    - > 135 to 405 Watt LED Element Floods
  - > LED Area Lights
  - > LED Garage and Canopy Fixtures
  - > LED Wall Packs
  - > LED Security Light Fixtures
  - > LED Roadway Street Light



**14 to 50 Watt LED Small Floods**  
MaxLite's MaxLED® Small Flood Lights and are offered in 14-, 30- and 50-watt styles, and are designed to replace 100-watt halogen, 150-watt metal halide and 175-watt metal halide fixtures, while delivering lumens of 1050, 2150 and 3550 respectively.



**70 to 140 Watt LED Large Floods**  
Designed as efficient, energy-saving replacements for metal halide and high-pressure sodium lighting fixtures, the line of MaxLED Flood Lights have a long life of 50,000 hours and operate on electrical systems ranging from 120 to 277 volts.



**135 to 405 Watt LED Element Floods**  
Ideal for car dealerships, youth sports parks, golf driving ranges, facades and general area illumination, the MaxLED Element ELL Flood Light Series is a unique and flexible system, comprised of self-contained modular elements, representing variability in both lumen output and optics capabilities.

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# Small LED Flood Light Luminaires

- 160 degree beam spread (40 degree beam.)
- Standard glass lens or use the polycarbonate lens option.
- The fixtures are constructed of heavy-duty cast aluminum one-piece IP65-rated housing that is powder-coated, rust and corrosion proof and sealed to be free of dirt and bugs.
- Engineered with proprietary binned LM-80-rated LEDs, which are specially rated for higher thermal performances, provide uniform color consistency.
- LED module is copper plated to provide a high thermal transfer rate, minimizing junction temperature of the LEDs and ensuring long life.
- photo and motion switch compatible.
- 50,000 hour L70 life.
- All fixtures come with a 270 degree yoke-style arm and an additional half inch national pipe thread (NPT) strain relief, which provides protection for the wire.





# Small LED Flood Light Luminaires

## MLFL Small Flood Lights



### LED Small Flood Light Series

The LED Small Flood Lights are efficient, energy saving replacements for metal halide and quartz halogen fixtures, containing an integral listed driver.

The fixtures can mount at a broad range of angles with a yoke style arm.

#### FEATURES:

- Replaces 100 watt quartz halogen through 175 watt metal halide fixtures
- Delivered lumens: 14W: 950  
30W: 1324  
50W: 2481
- CCT: 5000K
- 50,000 hour life at L70 standards
- CRI: 64-68
- Full flood classification with ultra wide flood beam angle. Specially designed one piece reflector houses SMD Array for more efficient projection of available light
- Yoke-mounted head with 270 degree rotation
- Self-contained integral listed driver
- Voltagess: 14W: 100-240V  
30W and 50W: 120-277V
- Constructed without any hazardous materials
- Compatible with mechanical relay type dusk-to-dawn and occupancy sensors
- LM-79/80 data available
- 5 Year Limited Warranty
- Does not attract insects
- Black ceramic paint frit mask reduces glare and improves appearance

#### MOUNTING:

- All models come standard with a yoke and a 1/2" NPT strain relief fitting for easy installation

#### Luminaire Ordering Information:

Watts	Order Number	Model Number	Lumens	CRI	Lamp Life (Hrs.)	Dimensions (H"xW"xD")	CCT
14	71419	MLFL14LED50	950	70	50,000	3.4" x 4.5" x 4.0"	5000
30	71318	MLFL30LED50	1324	70	50,000	5.6" x 7.1" x 5.4"	5000
50	71420	MLFL50LED50	2481	70	50,000	7.6" x 8.9" x 6.3"	5000

PROJECT NAME	
CATALOG NUMBER	
NOTES	
FIXTURE TYPE	FIXTURE SCHEDULE



#### CONSTRUCTION:

**Fixture:** The heavy-duty die cast aluminum one-piece housing is polyester TGIC powder-coated for long durability, and is rust and corrosion proof, IP65-rated, and sealed to be dirt and insect proof.

**Lens:** Black ceramic frit mask on tempered glass for reduced glare and improved finish

**LED Module:** Copper plating to provide high thermal transfer rate, minimizing junction temperature of LED

**Finish:** Dark Bronze

\*Other CCTs available on minimum order - 2700K through 6000K



## MLFL Small Flood Lights



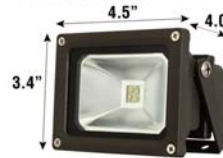
### LED Small Flood Light Series

#### SPECIFICATIONS:

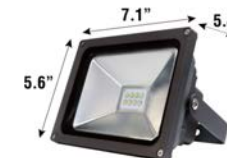
Item	Specification	MLFL14LED50	MLFL30LED50	MLFL50LED50
<b>General Performance</b>	Spacing Criteria	Available upon request	Available upon request	Available upon request
	CCT	5510K	5177K	5216K
	CRI	68	65	64
	Delivered Lumens	950	1324	2481
	Efficacy	63 lumen/watt	48 lumen/watt	57 lumen/watt
	Color Consistency	Proprietary binning for uniform color	Proprietary binning for uniform color	Proprietary binning for uniform color
<b>Electrical</b>	Lumen Maintenance (L70)	50,000 hours	50,000 hours	50,000 hours
	Power Factor	Over 98%	Over 98%	Over 98%
	Input Voltage	100V-240V 50/60 Hz	120V-277V 50/60 Hz	120V-277V 50/60 Hz
	Power Consumption	15 Watts Nom.	27 Watts Nom.	44 Watts Nom.
<b>Physical</b>	Dimensions (inches)	3.4 x 4.5 x 4.0	5.6 x 7.1 x 5.4	7.6 x 8.9 x 6.3
	Weight	2 lbs.	4 lbs.	6 lbs.
	Housing	Die cast aluminum	Die cast aluminum	Die cast aluminum
	Lens	Tempered Glass	Tempered Glass	Tempered Glass
	Mounting	Yoke Mount Standard	Yoke Mount Standard	Yoke Mount Standard
	Operating Temperature	-30°F to 130°F	-30°F to 130°F	-30°F to 130°F
	Humidity	20% - 85% RH, non condensing	20% - 85% RH, non condensing	20% - 85% RH, non condensing
<b>Certification</b>	Certification	cETLus, FCC, LM79, LM80	cETLus, FCC, LM79, LM80	cETLus, FCC, LM79, LM80
	Material Usage	RoHS compliant; no mercury	RoHS compliant; no mercury	RoHS compliant; no mercury
	Environment	Outdoor, IP65	Outdoor, IP65	Outdoor, IP65
	LED Class	L70 Rated to 50,000 hours	L70 Rated to 50,000 hours	L70 Rated to 50,000 hours

Lighting layouts and spacing criteria available upon request

#### DIMENSIONS:



MLFL14LED50



MLFL30LED50



MLFL50LED50

#### ADAPTORS:



1/2" NPT strain relief fitting included

# Large LED Flood Light Luminaires

- Multiple mounting options.
- Fixtures can be mounted to a die cast 270-degree flood elbow arm or to a fixed parking arm that is constructed of extruded aluminum and finished in bronze.
- Patent pending MaxFOCUS™ light collimator and thermal pressure plate narrows and focuses light to achieve tight cutoff light levels, while reducing operational temperatures through improved thermal transfer.
- LED modules are copper plated to provide high thermal transfer rate and minimize the junction temperature of LEDs to maximize service life.
- Heavy duty IP65-rated.
- The crisp white light is enhanced with the black ceramic frit on tempered glass that reduces glare and improves the overall light finish.





# Large LED Flood Light Luminaires

- Environmentally friendly and maintenance free.
- The fixtures operate without emitting UV or IR rays and are maintenance-free and constructed without mercury or hazardous materials.
- Engineered with proprietary binned LM-80-rated LED chips that provide uniform color consistency.
- Photo and motion switch compatible.
- 50,000 hour L70 life.

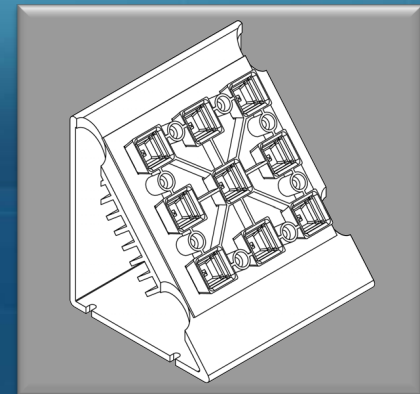
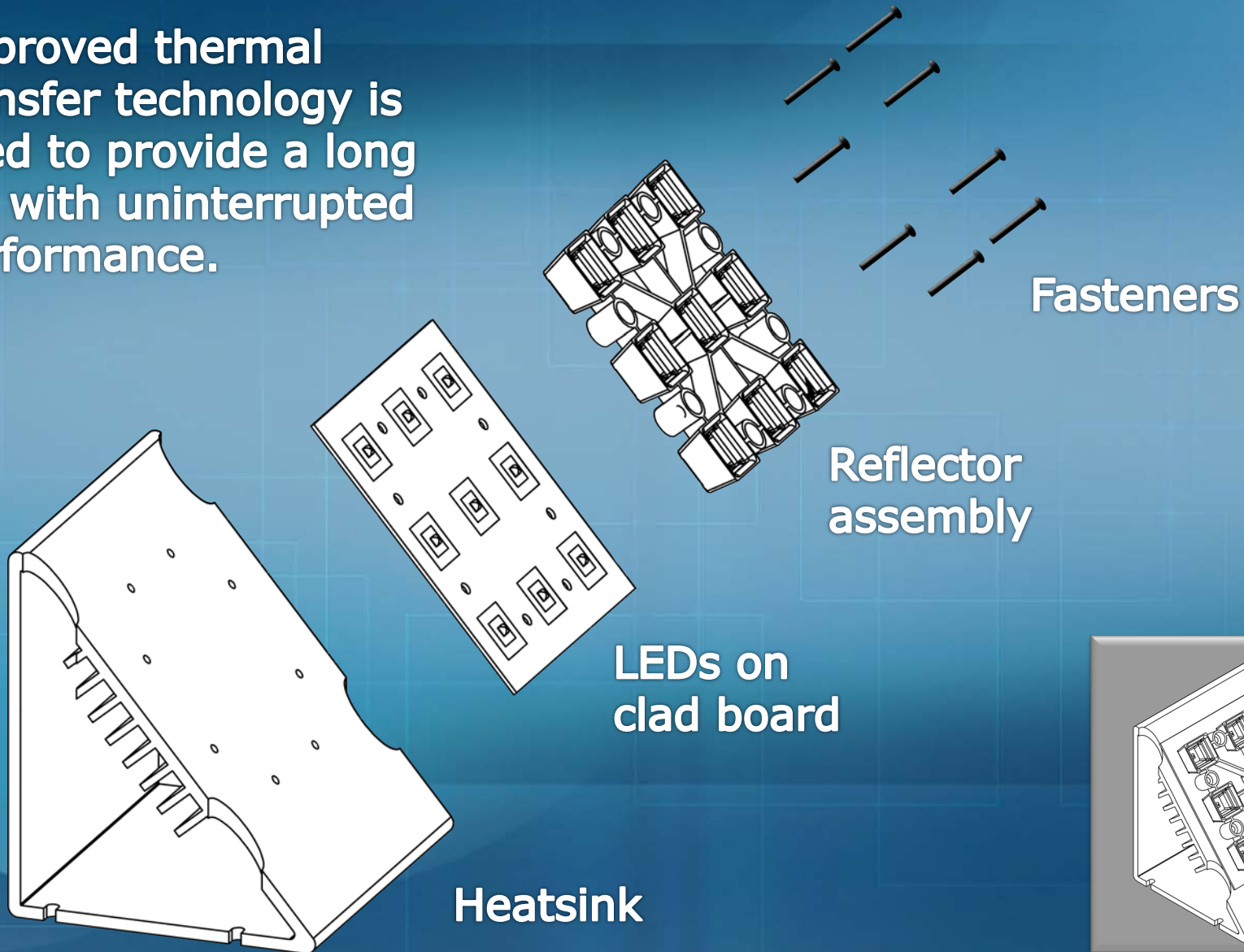


**The fixtures can be used with or without a photo control socket and are also compatible with other controls.**



# Thermal Transfer Technology

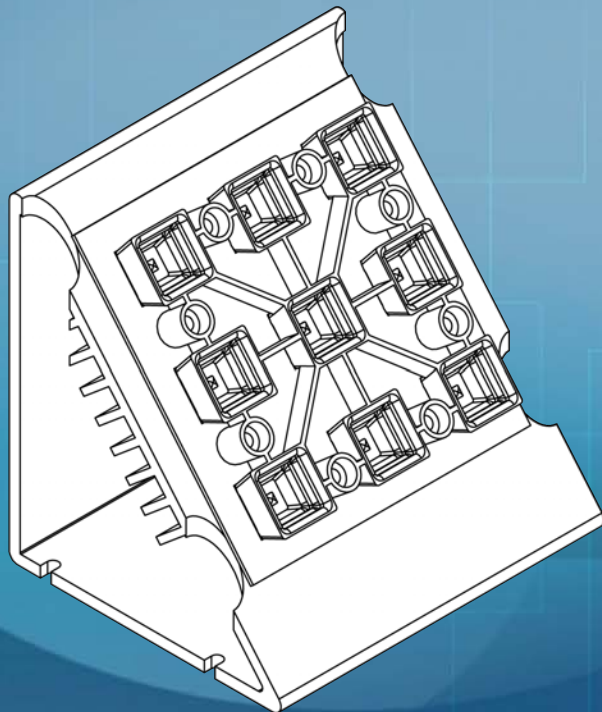
Improved thermal transfer technology is used to provide a long life with uninterrupted performance.



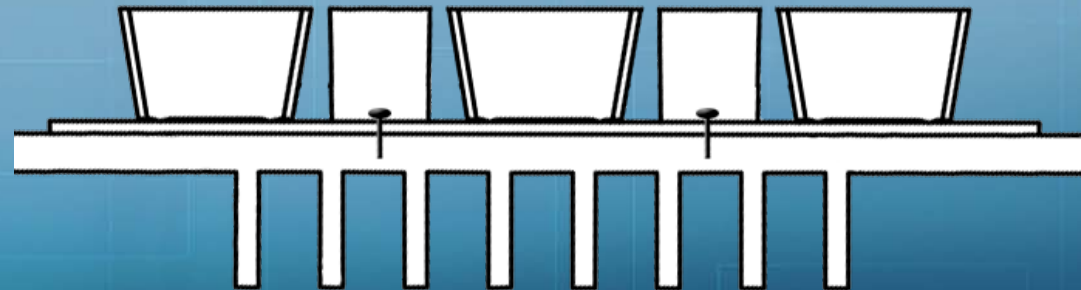


# Thermal Transfer Technology

Improved thermal transfer technology is used to provide a long life with uninterrupted performance.



The competitors large air gap (red) create a thermal barrier.



Integrated patent pending MaxFOCUS™ technology features no air gap for 100% thermal conductivity.

# Large LED Flood Light Luminaires

## MLFL Large Flood Lights



### LED Large Flood Light Series

An efficient, energy saving replacement for metal halide and high-pressure sodium fixtures, containing an integral listed driver, the LED Flood Light Series fixtures can be easily installed to a slip fitter.

The fixtures come standard with a 2-3/8" slip fitter adjustable knuckle in standard dark bronze; consult the factory for white finish.

### FEATURES:

- Replaces up to 400 Watt pulse start metal halide
- CCT: 5000K
- CRI > 66
- Universal 100 to 277V, 50/60 Hz driver
- 2-3/8" slip fitter knuckle included
- NEMA 5x5 and 7x7 distributions available
- Black ceramic paint frit lens mask reduces glare and improves appearance
- Constructed without any hazardous materials
- Compatible with mechanical relay type Photo cell and occupancy sensor
- LM-79/80 reports available
- 50,000 hour rated life at L70 standards
- Five year limited warranty

### CONSTRUCTION

**Fixture:** The heavy duty cast aluminum one-piece housing is polyester powder coated and sealed from dirt, water and insects with a hinged door with a shock-proof tempered glass.

**Lens:** Tempered Glass

**LED Module:** Copper plating provides high thermal transfer rate, minimizing the junction temperature of the LEDs.

**Finish:** Dark bronze; white optional (consult factory for lead times)

PROJECT NAME
CATALOG NUMBER
NOTES
FIXTURE TYPE



### LUMINAIRE ORDERING INFORMATION:

Watts (Nominal)	Order Number	Model Number	Lumens	CRI	Lamp Life (Hrs.)	CCT	Dimensions (L"xW"xH")
61	71589	MLFL70LED50	4140	67	50,000	5000	16.5" x 16.5" x 7.5"
66	72032	MLFL70LED50/F	5070	70	50,000	5000	16.5" x 16.5" x 7.5"
101	71587	MLFL100LED50	6960	68	50,000	5000	16.5" x 16.5" x 7.5"
102	72034	MLFL100LED50/F	7460	69	50,000	5000	16.5" x 16.5" x 7.5"
140	71585	MLFL140LED50	8400	73	50,000	5000	16.5" x 16.5" x 7.5"
141	72036	MLFL140LED50/F	9660	69	50,000	5000	16.5" x 16.5" x 7.5"

Patent Pending

Lighting layouts and spacing criteria available upon request

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## MLFL Large Flood Lights

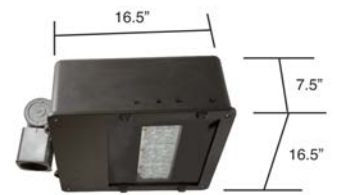


### LED Large Flood Light Series

### GENERAL SPECIFICATIONS:

Item	Specification	Details
General Performance	Color Temp (CCT)	5000K
	Lumen Maintenance L70	50,000 hrs
	Color Consistency	Proprietary binning for uniform color
	Spacing Criteria	Available upon request
Electrical	Power Factor	Over 90%
	Input Voltage	120V-277V 50/60 Hz
Physical	Dimensions	16.5" x 16.5" x 7.5"
	EPA	1.10
	Weight	18.4 lbs.
	Housing	Aluminum
	Lens	Tempered glass
	Mounting	2-3/8" slip fitter knuckle, std.
Certification	Operating Temp.	-30F to 130F
	Certification	cETLus, FCC, LM79, LM80, DLC
	Material Usage	RoHS compliant; no mercury
	Environment	Outdoor
	Humidity	20% - 85% RH, non condensing
Warranty		5 Year

### DIMENSIONS:



### OPEN OPTICS OPTION:



### INDIVIDUAL SPECIFICATIONS:

Specification	NEMA 5x5 Optics			NEMA 7x7 Optics		
	MLFL70LED50	MLFL100LED50	MLFL150LED50	MLFL70LED50/F	MLFL100LED50/F	MLFL140LED50/F
CRI	67	68	73	70	69	69
Lumens	4140	6960	8400	5070	7460	9660
Efficacy	68 lm/w	68 lm/w	60 lm/w	76 lm/w	73 lm/w	68 lm/w
Power Consumption	61w	101w	140w	66w	102w	141w
Beam Angle	74°	73°	73°	111°	112°	110°
Field Angle	94°	94°	93°	151°	153°	151°

### SLIP FITTER KNUCKLE REPLACEMENTS

ORDER CODE	MODEL NUMBER	DESCRIPTION
71456	FL2.37TF270	Slip Fitter Knuckle (Bronze)

Patent Pending

Lighting layouts and spacing criteria available upon request

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# Element Flood Series Luminaires

- **Modular housing design**  
Up to three 130-watt modules, each with one of three beam angles in 22-, 55- and 120-degrees.
- **Field Aiming**  
Yoke mount includes 270 degree pivot base plate and integrated arm with side protractor for field aiming.
- **Easy field install**  
Yoke mount includes 270 degree pivot base plate and integrated arm with side protractor for field aiming.
- **Guard against full module light outage**  
Multiple circuits on each module guard against full module light outage.
- **Long fixture life**  
IP65-rated with heat sinking across the full modules.
- **Environmentally friendly and constructed without hazardous materials**  
Constructed without mercury and operates without emitting IR or UV radiation.





# Element Flood Series Luminaires

- **Compatible with controls and sensors**  
Compatible with controls and sensors for additional energy savings.
- **50,000 hour l70 life**
- **Die cast aluminum body**  
Body is die cast aluminum with stainless steel bushing and adjustment plates.



# Element Flood Series Luminaires

## Element LED Flood Light Series



### APPLICATIONS:

Ideal for car dealerships, youth sports parks, golf driving ranges, façades and general area illumination, the MaxLED Element Flood Light Series is a unique and flexible system, comprised of self-contained modular elements, representing variability in both lumen output and optics capabilities. The Element Flood Light Series can be specified in one-, two-, or three-135-watt module configurations where each module can have one of the three available optical distributions.

### FEATURES:

- High lumen output:
  - 135 watts at 11,700 lumens (250-320 watt HPS/MH equiv.)
  - 270 watts at 23,400 lumens (500 watt HPS/MH equiv.)
  - 405 watts at 35,100 lumens (1000 watt MH equiv.)
- Modular housing design – up to three modules can be combined
- 22- and 55-degree reflectors can be specified, in addition to 120-degree open beam for various types of applications
- IP65 rated unit with heat sinking across the full module enables a long fixture life
- Discreet J-Box on each frame enables easy field install
- 120-277 universal voltages
- CRI: >70
- CCT: 5000K (nominal)
- 50,000 hour life (L70)
- Multiple circuits on each module guard against full module light outage

### CONSTRUCTION:

- Die cast aluminum body
- Gray powder coat paint for durable finish
- Stainless steel bushing and adjustment plates
- Tempered glass lens
- Polished and plated optical reflectors
- 6'-18/3 shielded power feed cord included
- Yoke mount includes 270 deg. pivot base plate and integrated arm with side protractor for field aiming

PROJECT NAME
CATALOG NUMBER
NOTES
FIXTURE SCHEDULE



**ELLF135U**  
with Wide optics\*



**ELLF270U**  
with Narrow & Wide optics\*



**ELLF405U**  
with Medium & Narrow optics\*

\*Each Element fixture module can be configured with either Narrow, Medium or Wide optics.

ORDERING MODEL LOGIC: **Typical Order Example: ELLF135UW50\*\*\***

SERIES	TECH	TYPE	WATTAGE	VOLTAGE	DISTRIBUTION	CCT
EL = Element Flood	L = LED	F = Flood	135 = 135W; 11700 lm† 270 = 270W; 23400 lm† 405 = 405W; 35100 lm†	U = 120-277V 3** = 347V 4** = 480V	N* = Narrow 22 degrees M = Medium 55 degrees W = Wide 120 degrees	50 = 5000K

\*22 degree collimator is special order only, contact MaxLite for MOQ  
 \*\*For 347V and 480V special order only, contact MaxLite for MOQ  
 \*\*\*Item ordering is typically by common beam type, for applications with mixed beam angles on same carriages contact MaxLite.  
 † Outputs are preliminary



Installation instructions available online: specifications are subject to change without notice  
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## Element LED Flood Light Series



### SPECIFICATIONS:

Item	Specification	ELLF135U	ELLF270U	ELLF405U
General Performance	Spacing Criteria	Available upon request	Available upon request	Available upon request
	Color Temperature (CCT)	5000K	5000K	5000K
	CRI	70	70	70
	Lumens Delivered	11,700 †	23,400 †	35,100 †
	Efficacy	86.6 lumen/watt †	86.6 lumen/watt †	86.6 lumen/watt †
	Color Consistency	Proprietary binning for uniform color	Proprietary binning for uniform color	Proprietary binning for uniform color
	Lumen Maintenance (L70)	50,000 hours	50,000 hours	50,000 hours
Electrical	Power Factor	Over 90 %	Over 90 %	Over 90 %
	Input Voltage	120V-277V 50/60 Hz	120V-277V 50/60 Hz	120V-277V 50/60 Hz
	Power Consumption	135 Watts	270 Watts	405 Watts
Physical	Controls	Compatible with dusk-to-dawn photocells and motion sensors	Compatible with dusk-to-dawn photocells and motion sensors	Compatible with dusk-to-dawn photocells and motion sensors
	Dimension (W x H x D)	519mm x 188mm x 233mm (20.4" x 7.4" x 9.2")	536mm x 368mm x 348mm (21.4" x 14.5" x 13.7")	536mm x 498mm x 423mm (21.1" x 19.6" x 16.7")
	Weight	14 lbs.	26 lbs.	37 lbs.
	Housing	Die cast aluminum with powder coat paint		
	Lens	Tempered glass		
	Mounting	Module is trunnion mounted to carriage with 270 deg. pivoting bolt pattern		
	Operating Temperature	-30°C to 50°C (-22°F to 122°F)		
Certification	Humidity	0% - 90% RH, non condensing		
	Certification	cETLus / IP65		
	Material Usage	RoHS compliant; no mercury		
	Environment	Outdoor / Indoor		
Warranty	5 year			

† Outputs are preliminary

### ORDERING INFORMATION:

Watts	Order Number	Model Number	Voltage	Distribution	Lamp Life (Hrs.)	Dimensions (W"xH"xD")	CCT
135	71928	ELLF135UN50	UNIVERSAL 120-277V	NARROW (22 DEG.)	50,000	20.4" X 7.4" X 9.2"	5000
135	71929	ELLF135UM50	UNIVERSAL 120-277V	MEDIUM (55 DEG.)	50,000	20.4" X 7.4" X 9.2"	5000
135	71930	ELLF135UW50	UNIVERSAL 120-277V	WIDE (120 DEG.)	50,000	20.4" X 7.4" X 9.2"	5000
270	71931	ELLF270UN50	UNIVERSAL 120-277V	NARROW (22 DEG.)	50,000	21.4" X 14.5" X 13.7"	5000
270	71932	ELLF270UM50	UNIVERSAL 120-277V	MEDIUM (55 DEG.)	50,000	21.4" X 14.5" X 13.7"	5000
270	71933	ELLF270UW50	UNIVERSAL 120-277V	WIDE (120 DEG.)	50,000	21.4" X 14.5" X 13.7"	5000
405	71934	ELLF405UN50	UNIVERSAL 120-277V	NARROW (22 DEG.)	50,000	21.1" X 19.6" X 16.7"	5000
405	71935	ELLF405UM50	UNIVERSAL 120-277V	MEDIUM (55 DEG.)	50,000	21.1" X 19.6" X 16.7"	5000
405	71936	ELLF405UW50	UNIVERSAL 120-277V	WIDE (120 DEG.)	50,000	21.1" X 19.6" X 16.7"	5000

Installation instructions available online: specifications are subject to change without notice  
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# MaxLED LED Flood Series Product Video



The image shows a YouTube video player interface. At the top left is the YouTube logo. The video player area displays a title card with a green leaf icon and the text "maxLED by M MaxLite". Below the title card, a subtitle reads: "One of MaxLite's most popular outdoor fixture categories is our line of LED Flood Light Fixtures." The video progress bar shows 0:11 / 4:58. Below the player are icons for edit, share, music, comments, and closed captions, along with "Analytics" and "Video Manager" buttons. The video title "LED Flood Light Fixtures Product Video" is displayed, along with the channel name "MaxLiteNewsRoom" and "65 videos". The view count is "65 views" with 1 like and 0 dislikes. A "Channel settings" button is also visible.

View the LED Flood Product Video at: <http://www.youtube.com/watch?v=wB3Mb2DvhYQ>



## MaxLite Webinars

MaxLite has been hosting free webinars once per month on a variety of topics since 2010. A lot of great content has been presented, here's how to find it:

- To browse previous MaxLite Webinars, visit: <http://www.maxlite.com/webinar>
- Check/Subscribe to our YouTube channel

## Class Is In Session! 24/7

- Visit the MaxLite Lighting & Technology University at: <http://university.maxlite.com> to learn about all of MaxLite's products and gain access to many other lighting resources!



# Thanks For Attending!

## QUESTIONS & ANSWERS:

Thank you everyone for your attention.

This webinar session will be left open for the next 10 minutes to allow time for questions. We will answer as many questions as we have time for right now, but ALL questions will be answered via e-mail within the next 24 hours.

Thanks again for attending, and we hope to speak to you again, soon!

**FOR MORE INFORMATION ABOUT OTHER MAXLITE PRODUCTS; OR FOR LIGHTING QUESTIONS IN GENERAL; PLEASE CONTACT:**

[info@maxlite.com](mailto:info@maxlite.com)

[www.maxlite.com](http://www.maxlite.com)

1-800-555-5629

**Or contact your MaxLite Representative or MaxLite's Regional Sales Manager.**