



Immersion™ Elite

LED Refrigerated Display Lighting

More light, vibrant colors and incredible 50,000-hour life.

GE Immersion™ Elite features the latest LED technology engineered specifically for vertical freezer and refrigerated cases. Building on our longstanding interactive relationship with retailers, we've created next-generation products designed to meet their unique needs. Compared to our previous RDL systems, these new products deliver higher output, vibrant colors, greater savings, reduced glare, and more.

Choose from a complete suite of options that include 3500k, 4000k & 5000k color temperatures as well as 48", 60" & 67" lengths. All products are IP65 rated and have a projected lumen maintenance of L70 well over 50,000 hours.

GE refrigerated display LED lighting expertise dates back to 2004. Since then, more than 1.5 million GE LED refrigerated display fixtures have been installed across the globe.

Immersion™ Elite reduces maintenance expenses, material costs and energy usage as it improves merchandise appearance with a bright, uniform light. Use it to create a more vivid customer experience while improving your bottom-line.



Immersion™ | Elite Eco

An impressive energy saving solution, **Immersion™ Elite Eco** delivers over 95 lumens-per-watt on a 60" center fixture. Uniform light distribution enhances customer experience.

- Over 1,100 lumens on a 60" center fixture
- 10.1 watts (DC) on a 60" center fixture
- Over 95 system lumens per watt on a 60" center fixture
- 80 CRI
- 10.2 watts (DC) per door on a typical 5 door case with 60" fixtures
- LM-79, LM-80 tests and reports are performed in accordance to IESNA standards
- Projected L70 ≥ 50,000 life hours per IES TM-21



Immersion™ | Elite Standard

Immersion™ Elite Standard brightens the retail landscape significantly. Shoppers will notice the difference this much uniform light makes at point-of-sale. 85 CRI performance makes packages vibrant and inviting, encouraging consumer attention.

- Over 1,650 lumens on a 60" center fixture
- 16.8 watts (DC) on a 60" center fixture
- Over 84 system lumens per watt on a 60" center fixture
- 85 CRI
- 17.5 watts (DC) per door on a typical 5 door case with 60" fixtures
- LM-79, LM-80 tests and reports are performed in accordance to IESNA standards
- Projected L70 ≥ 50,000 life hours per IES TM-21



Immersion™ | Elite Premium

For superior illumination that grabs shopper attention, Immersion™ Elite Premium is your choice. Package facings are radiant, immersed in 90 CRI light. GE Glare Shield provides zero visibility of the light source, putting consumer attention on the shelf where it belongs. For enhanced brand image and luminous display cases, choose our premium option.

- Over 1,780 lumens on a 60" center fixture
- 20.2 watts (DC) on a 60" center fixture
- Over 75 system lumens per watt on a 60" center fixture
- 90 CRI
- 21.5 watts (DC) per door on a typical 5 door case with 60" fixtures.
- 1.8" width for zero visibility of LED
- LM-79, LM-80 tests and reports are performed in accordance to IESNA standards
- Projected L70 ≥ 50,000 life hours per IES TM-21



Immersion™ | Elite French Door

Designed to distribute light with impressive uniformity across a wider space with only **two** lightbars. Immersion™ Elite French Door delivers 85 CRI. Advanced GE engineering precisely bathes the space in vibrant, even light from the sides and above. Now retailers get the designer look of double doors without giving up exceptional lighting performance.

- Over 2,400 lumens on a 60" center fixture
- 24 watts (DC) on a 60" center fixture
- Over 85 system lumens per watt on a 60" center fixture
- 85 CRI
- LM-79, LM-80 tests and reports are performed in accordance to IESNA standards
- Projected L70 ≥ 50,000 life hours per IES TM-21



The GE advantage™

No one better understands how light transforms the shopper experience than your GE team. From initial consultation until long after the lights are illuminated, we create solutions that bring your store to life.

1. Discovery & Design

You receive a comprehensive, custom lighting solution from a team who truly listens to understand your specific goals.

2. Innovative Systems

You can choose from a broad portfolio, including the latest LED lighting technologies.

3. Seamless Distribution

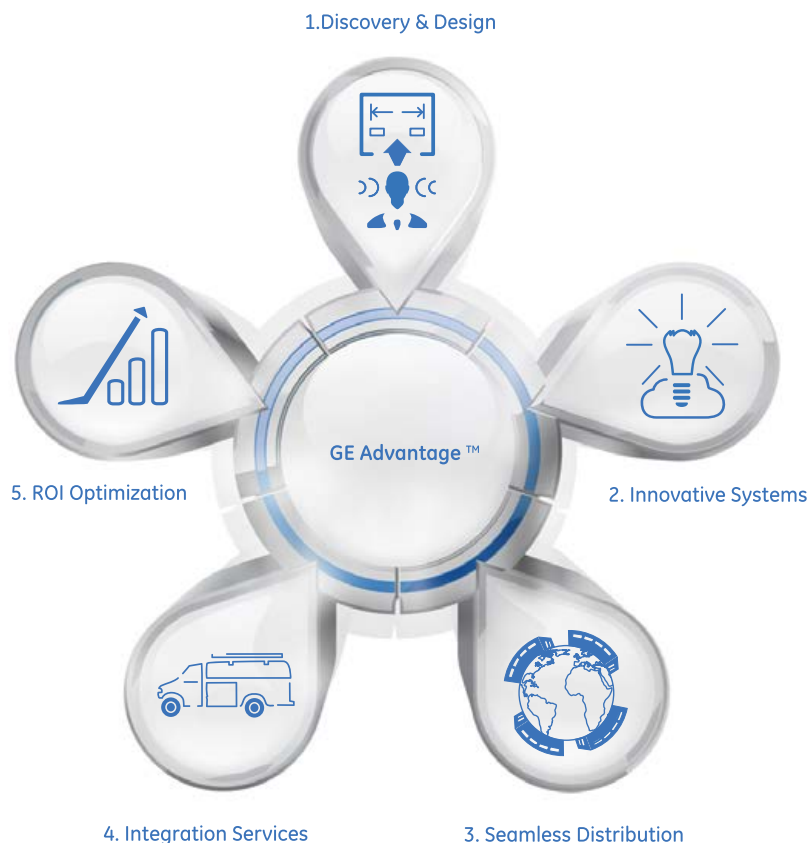
You have easy and immediate access through our national network of distributors.

4. Integration Services

You garner coordination services with a network of installers for your existing infrastructure or new construction projects.

5. ROI Optimization

You see attractive financial benefits with a plan built to deliver – we even assist with utility rebate capture and propose financing options from GE Capital.



Make your store shine with three easy steps

1. Say yes to a free lighting audit.
2. Say yes to your customized lighting solution.
3. Let GE coordinate the rest.

To schedule your free lighting audit, or to learn more about our refrigerated display lighting solutions, visit gelifting.com/rdl



www.gelifting.com

GE and the GE Monogram are trademarks of the General Electric Company. All other trademarks are the property of their respective owners. Information provided is subject to change without notice. All values are design or typical values when measured under laboratory conditions. GE Lighting is a business of the General Electric Company.
© 2016 GE.

DISP079 (Rev 03/18/16)