PURE SMART TRUCOLOR™ BR30-E26-12W-RGBTW

120V, 12 WATT WI-FI ENABLED SMART LAMP

REV 10.06.23

DESCRIPTION

The Pure Smart Wi-Fi enabled BR30 smart lamp uses TruColor™ RGBTW Technology – With 5 channels (Red, Green, and Blue + Tunable White) of proprietary color mixing we create over 16 million saturated and secondary colors along with 85,000 tunable white tones. Promote a healthy Circadian rhythm and experience the beauty of natural white in its purest form. Tunable White ranges from 2000K to 5500K. Bring out the best of your world by saturating it in 96+ CRI light with TruColor™ Technology. Dial in just the right ambiance for any occasion just by changing the preset color mode. Harness the beauty of the sunset and paint your living room with the amber glow of the golden hour. Experience life in TruColor™.

- Controls - Easily control from anywhere with the WiZ app or with the WiZ Pro Dashboard on your computer. At home, experience the convenience of voice control with Alexa or Google Home. Take control to the next level by utilizing the available Pure Smart wall controls.
- Wall Controller - On/Off, Dimming, CCT selection, and scene control. Must use Pure Smart CWW-TW-SCENE-WH wall controller (Sold Separately).
- WiZ SpaceSense™ - Wi-Fi sensing technology that detects motion from changes in Wi-Fi signal strength and triggers the lights to turn on or off when you enter or exit the room.
- Schedule & Automation - Customizable schedules, circadian rhythm, vacation mode, energy monitoring, and predictive maintenance.
- Wi-Fi/Bluetooth - Easily setup over Wi-Fi or Bluetooth. No hub required.
- Title 20 Compliances - Meets Title 20 regulations and standards for efficiency. Suitable for use in California.
- 3rd party log-in and cloud security provide a safe and protected connection. WiZ does not store nor share any personal information.

For custom quotes and layout assistance, send your drawings and ideas to our design team: design@PureEdgeLighting.com .

SPECIFICATIONS

APP	WiZ Mobile App
WI-FI/BLUETOOTH	Easily setup over Wi-Fi or Bluetooth. No hub required. 2.4GHz 802.11b/g/n WPA3 Personal
BULB SHAPE	BR30
BASE TYPE	E26
WATTAGE	12 Watts
WATTAGE EQUIVALENCY	75 watt Incandescent
INPUT VOLTAGE	120 Volt
FREQUENCY	60 Hz
COLOR TEMPERATURE	RGBTW: Red, Blue, Green, Tunable White from 2000K-5500K
LUMENS	1237 lumens at 3000K
CRI	96+ CRI at 3000K
EFFICACY	114 lumens per watt at 3000K
DUV	.00003 average across 2000K-5500K
RF	93 average across 2000K-5500K
RG	101 average across 2000K-5500K
R9	91 average across 2000K-5500K
SCHEDULES & AUTOMATION	Customizable schedules, circadian rhythm, vacation mode, energy monitoring, and predictive maintenance
LOCATION	Indoor, damp location. Suitable for use in enclosed and open fixtures
MATERIAL	Polycarbonate
OPTICAL	110 degrees through a frosted lens
L70 LIFESPAN	30,000 Hours
TITLE 20 COMPLIANCE	Meets Title 20 regulations and standards for efficiency. Suitable for use in California
WARRANTY	3 years/30,000 hours

APPLICATIONS

Ideal applications in residential, commercial, retail, and hospitality environments. For use with E26 Medium Base Sockets.

SMART DIMMING & CONTROLS (SOLD SEPARATELY)

- Pure Smart™ 5 Channel Wi-Fi Controller

Features an ON/OFF buttons, CCT and brightness control rockers, and preset scene selections. Wi-Fi, 2.4 GHz.

Product		Base/ Voltage		Wattage		Color Temperature
BR30	–	E26	–	12W	–	RGBTW
BR30 BR30 Smart Bulb		**E26** E26 Base		**12W** 12 Watts		**RGBTW** Red, Blue, Green, Tunable White from 2000K-5500K

PROJECT		FIXTURE TYPE		DATE	

TM30 DATA

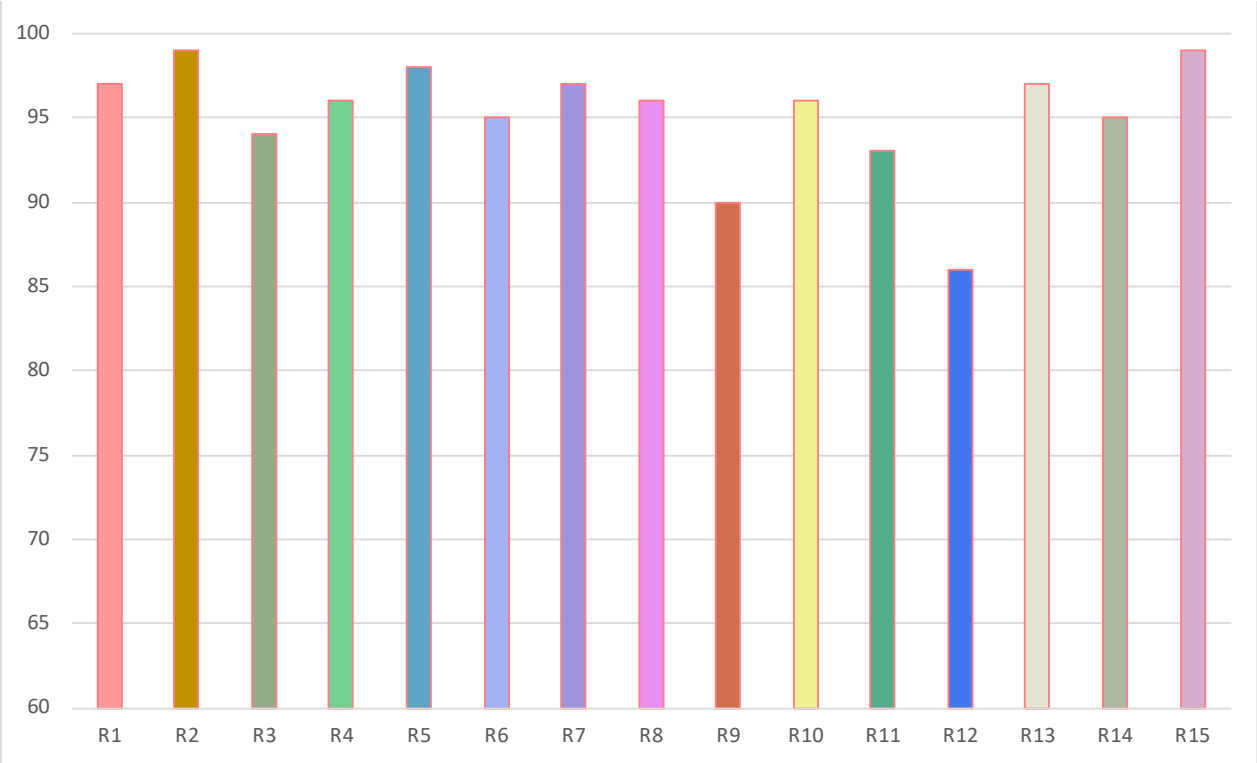
120V, 12 WATT WI-FI ENABLED SMART LAMP

REV 10.06.23

NOMINAL LAMP DATA

DESCRIPTION	BR30 SMART BULB								
WATTS	12W								
COLOR TEMPERATURE	20K	22K	24K	27K	30K	35K	40K	57K	65K
LUMENS (lm)	545	729	923	1092	1237	1286	1253	1041	921
LUMENS PER WATT (lm/w)	74	88	98	107	114	118	117	113	110
CRI	90	93	95	96	97	97	97	95	95
Duv	-0.0003	0.0020	-0.0002	-0.0002	-0.0016	-0.0006	0.0000	-0.0042	-0.0018
Rf	97	86	92	93	93	94	93	92	93
Rg	97	93	101	102	103	102	101	104	104
R9	94	90	90	90	90	90	90	94	90
R13	87	92	94	96	97	99	99	98	98
R15	96	98	99	99	99	99	98	95	95
WATTS	7.4	8.3	9.4	10.2	10.9	10.9	10.7	9.2	8.4

R1-R15 CRI CHART @ 3000K CRI 96+



PROJECT		FIXTURE TYPE		DATE	

TM30 DATA

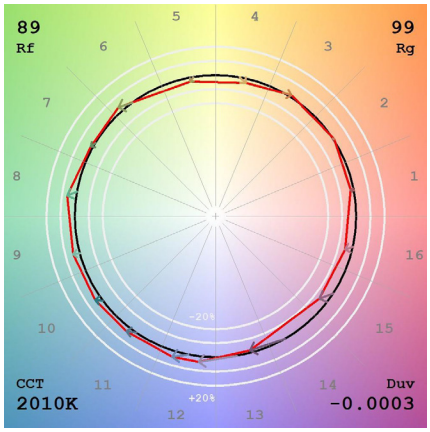
120V, 12 WATT WI-FI ENABLED SMART LAMP

REV 10.06.23

TM-30-15 DATA: The data below is for Pure Smart TruColor™ RGBTW Lamps.

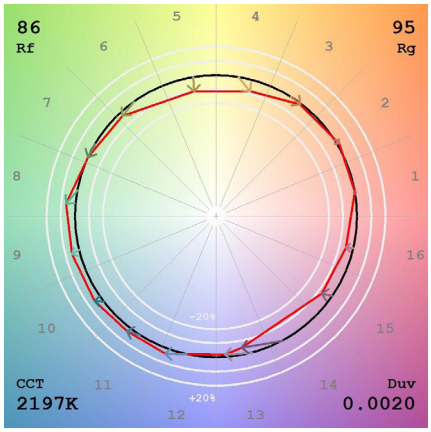
2000K (TruColor™ RGBTW)

View Angle: 2 Deg



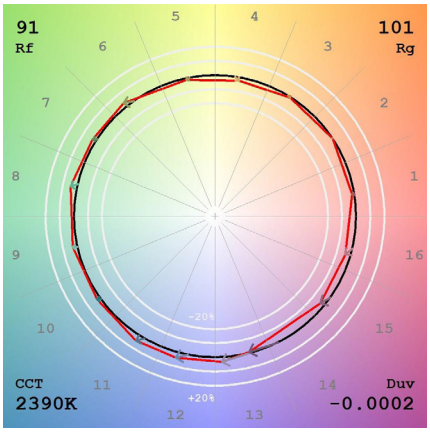
2200K (TruColor™ RGBTW)

View Angle: 2 Deg



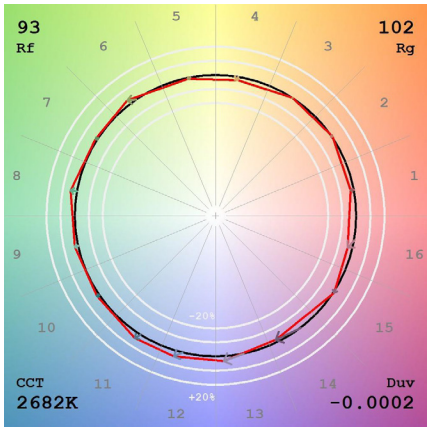
2400K (TruColor™ RGBTW)

View Angle: 2 Deg



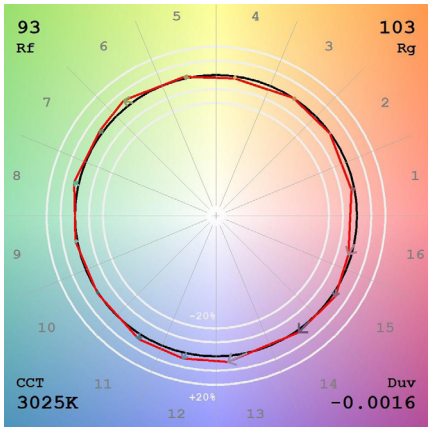
2700K (TruColor™ RGBTW)

View Angle: 2 Deg



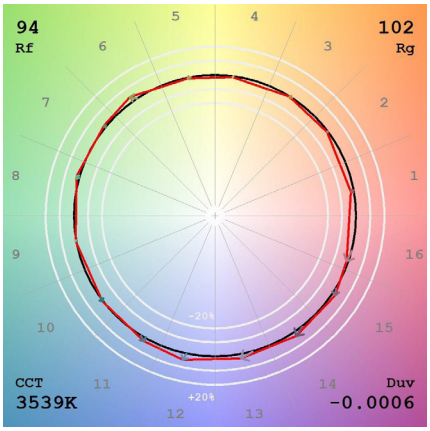
3000K (TruColor™ RGBTW)

View Angle: 2 Deg



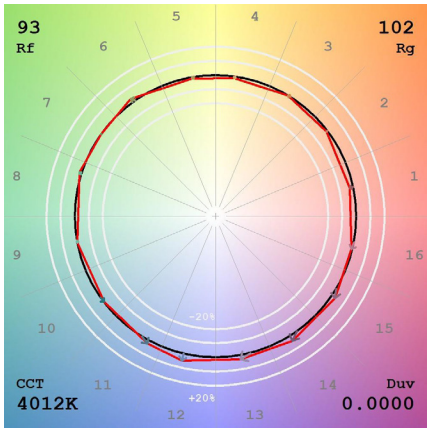
3500K (TruColor™ RGBTW)

View Angle: 2 Deg



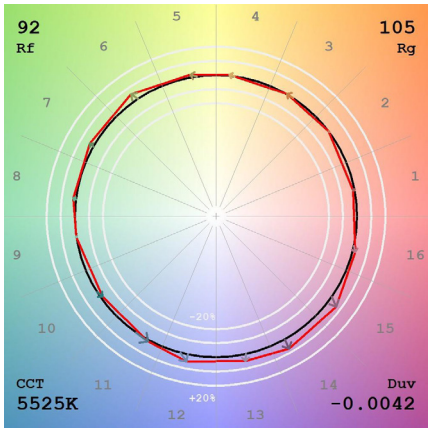
4000K (TruColor™ RGBTW)

View Angle: 2 Deg



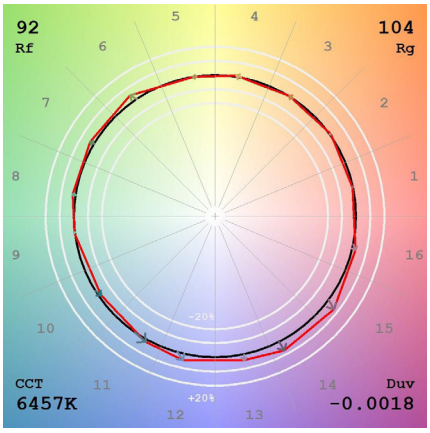
5700K (TruColor™ RGBTW)

View Angle: 2 Deg



6500K (TruColor™ RGBTW)

View Angle: 2 Deg



PROJECT		FIXTURE TYPE		DATE	