

# Lightology

lightology.com  
866-954-4489  
04-20-26

Project: \_\_\_\_\_

Company: \_\_\_\_\_

Location: \_\_\_\_\_ Fixture Type: \_\_\_\_\_

SPEC #: **EDG1195224**

Approved On: \_\_\_\_\_ Approved By: \_\_\_\_\_

Pure Smart TruColor™ RGB+Tunable White BR30 Smart Bulb WIZ

By PureEdge Lighting



## Description

The TruColor RGBTW Technology BR30 E26 Medium Base 12 Watt Bulb accurately reproduces natural light. With 5 channels (Red, Green, Blue and Tunable White) of proprietary color mixing creates over 16 million vivid saturated colors and pastels along with 85,000 Tunable White tones. Tunable White ranges from 1500K to 6500K or 2000K to 4000K. Bring out the best of your world by saturating it in high 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. Easily set up over Wi-Fi or Bluetooth and control from anywhere with the WIZ app or with the WIZ Pro Dashboard on your computer. No hub required. Customize schedules, circadian rhythm, vacation mode, energy monitoring, and predictive maintenance. Experience the convenience of voice control with Alexa or Google Home. Take control to the next level by utilizing the available wall controls. The Pure Smart Wall Controller features on/off, dimming, CCT selection and scene control. Must use Pure Smart CWW-TW-SCENE-WH wall controller or Wall/Table Battery Remote Controller CWR-TW-SCENE-WH, sold separately. Features WIZ SpaceSense a Wi-Fi sensing technology that detects motion from changes in the Wi-Fi signal strength and triggers the lights to turn on or off when you enter or exit the room. Note: Not compatible with mesh networks. Note: Smart dimming and controls, sold separately. Disclaimer: Using this smart bulb with a traditional dimmer will damage the bulb and shorten the lifespan of the product and void warranty.

## Specifications

COLOR . . . . . White  
 BODY FINISH . . . . . N/A  
 WATTAGE . . . . . 12W  
 DIMMER . . . . . N/A  
 DIMENSIONS . . . . . 3.75"W x 5.1"H  
 BULB . . . . . BR30/Medium (E26)/12W/120V LED

## Technical Information

LAMP LIFE . . . . . 30000 hours  
 BEAM ANGLE . . . . . 110°  
 COLOR RENDERING . . . . . 93 CRI  
 LAMP COLOR . . . . . RGB+White  
 LUMENS/WATT . . . . . 100.00  
 LUMINOUS FLUX . . . . . 1200 lumens



Shown in white



CLICK TO VIEW PRODUCT

Notes: