

THE NEW SERA LED STREET LIGHT

Unique, patented system

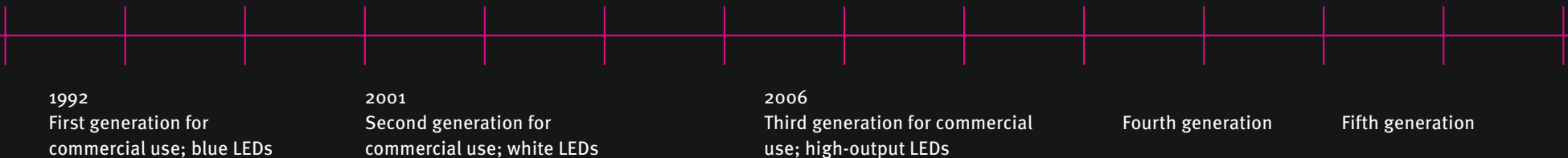


.hess



1962
First LEDs

SERA LED's patented system is the first LED system that is fit to handle the challenges of the future.



The development of LED technology resembles the rapid development of computers.

Computer capacity doubles every year and a half.

LED technology, still in its infancy, is now in its third generation.

The development of LEDs and, in particular, semiconductor technology have progressed in leaps and bounds.

Currently, LED generations are short-lived due to the speed with which LED technology is advancing.

This is a source of a great deal of uncertainty on the market.

Only replaceable LED systems can give you the insurance that your lighting system will remain state-of-the-art in the years to come.

Hess's SERA LED is currently the only system on the market that offers easy LED replacement.

STATE-OF-THE-ART AND HIGHEST EFFICACY FOR LIFE.

Module with high-output LED clusters delivers superior thermal management, higher efficacy and minimum retrofitting costs.



High-tech reflector provides uniform distribution of the LED light.



New, precision-engineered lens offers maximum glare-control.



SERA LED has a very long life span. Thanks to its CLU-TECH system, it easily and inexpensively retrofits at any time with the latest LED technology. Moreover, its new precision-engineered lens provides ideal light distribution and prevents direct glare.

LED LIGHT SOURCE

REFLECTOR

PRISM LENS





Pole spacing: 35 metres

Mounting height: 6 metres



SERA LED – the surest way
into the LED future.

Many companies offer LED luminaires, but care should be exercised when purchasing. Something you definitely should bear in mind is that most of these companies have little or no prior experience building roadway luminaires.

The mass-produced, prefabricated LED systems used by these companies are often neither replaceable nor repairable and are short-lived disposable products.

The design of such luminaires often contrasts sharply with their surroundings. Usually, it is a questionable, poor attempt to transpose the modernity of LED technology into the styling of the lighting fixture.

SERA LED's design exhibits Hess's characteristic formal expression and was created by highly acclaimed Hess product designers. SERA LED's engineering reflects Hess's decades of expertise in LED lighting.

THE MODULAR LED SYSTEM

Long-lasting system solution instead of a short-lived disposable product.

Hess CLU-TECH is a compact, modular LED system consisting of reflector, prism lens and replaceable LED unit. It enables you to keep your luminaires state-of-the-art with minimum effort and without having to make modifications to retain the original light distribution pattern.



Patented: unique LED replacement system

Modular: replaceable LED module, optical system

Retrofitting: easy installation of future, more efficient LED versions

SERA LED – the ideal way to enter the futuristic world of LED technology.

The advantages of LEDs:

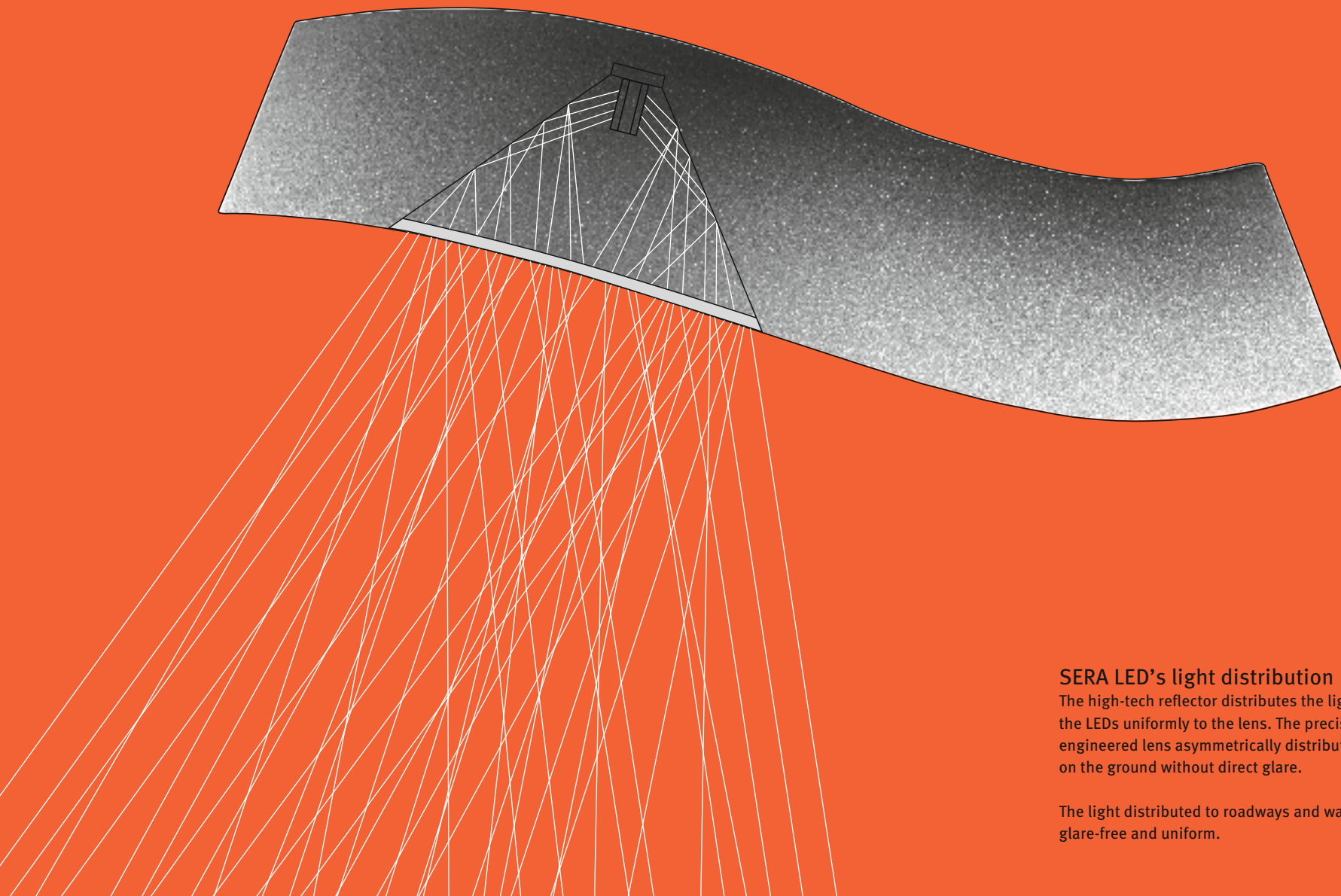
Long service life

Reduced power requirements

Maintenance-friendliness

Insect-friendliness

Rapidly developing
technology



SERA LED's light distribution

The high-tech reflector distributes the light from the LEDs uniformly to the lens. The precision-engineered lens asymmetrically distributes the light on the ground without direct glare.

The light distributed to roadways and walkways is glare-free and uniform.

THE SERA LUMINAIRE FAMILY

One luminaire family for virtually every lighting situation.

Hess's SERA is the only family you need to know. From HIT- or HST-fitted models for multi-lane, heavily trafficked roadways right through to LED luminaires for residential or pedestrian applications, SERA gives you singular uniformity of design through every imaginable mounting height and configuration.



COLLECTOR ROADS

LOCAL ROADS



NARROW STREETS
AND WALKWAYS



MULTI-LANE,
HEAVILY-TRAFFICKED
ROADS

HIGHWAYS



A nighttime photograph of a residential driveway. In the foreground, the rear of a dark SUV and a silver sedan are visible. A white pillar with a black gate stands in the middle ground. The background is filled with dark, dense foliage. The scene is dimly lit, with some light reflecting off the cars and the gate.

SERA LED

A SECURE INVESTMENT

GLARE-FREE

ENVIRONMENT-FRIENDLY

EVER RENEWABLE

WHITE LED LIGHT

PRODUCT INFORMATION

SERA LED . Luminaire

Die-cast aluminium housing in DB 703 finish. Aluminium and prism glass enclosure construction opens without tools. Luminaire adjusts to 0°, 5°, 10° or 15°.

◆ Ingress protection IP 66 · ⊕ Protection rating II · ⚡ 10/△ · CE

Additional charge: RAL, soft, mica or other DB finish. Automatic power cut-off for safety. Pre-wiring. Adapter to accommodate other spigot sizes. Pole fitted for electronic gear to ease maintenance. SERA LED also comes in various pole and bracket configurations.

SERA LED . Wall Mounted Luminaire

Die-cast aluminium housing in DB 703 finish. Aluminium and prism glass enclosure construction opens without tools. Luminaire adjusts to 0°, 5°, 10° or 15°.

◆ Ingress protection IP 66 · ⊕ Protection rating II · ⚡ 10/△ · CE

Additional charge: RAL, soft, mica or other DB finish. Automatic power cut-off for safety.

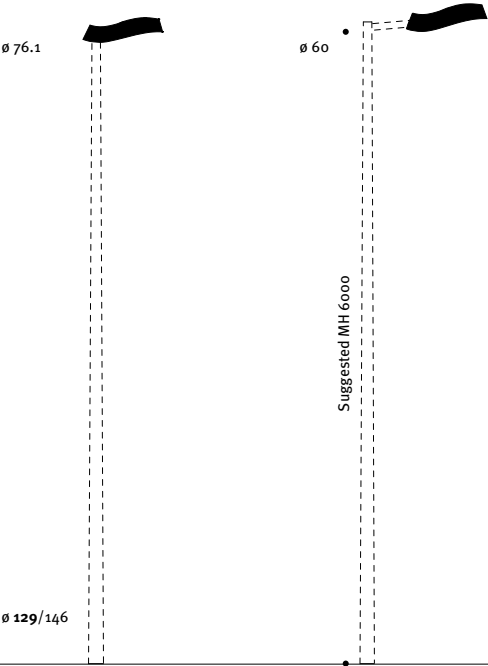
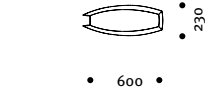


Technical Advantages

- 1 Electronic gear system efficacy of 90 %
- 2 Colour temperature: 5600 K
LED wattage: 34 W/45 W
LED luminous flux: 3000 lm/3700 lm
- 3 The control gear installs in either the luminaire housing or Hess poles for simplified service.

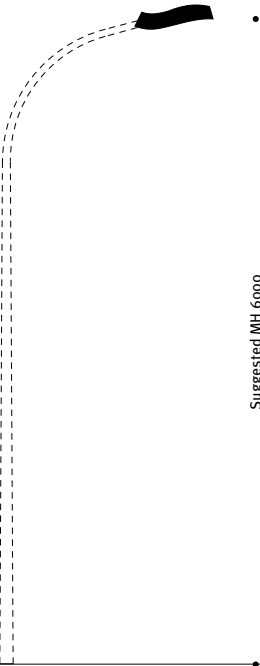
Product Name	Article No.	Housing	Bracket	Spigot ø	Lamp	
					(others available on request)	
		mm	mm	mm	LED	
					34 W	45 W
SERA Luminaire	10.19900.0	600		76.1/60	•	•
SERA Wall Mounted Luminaire	10.09900.0	600	328		•	•

Order No.: Article No. + Lamp

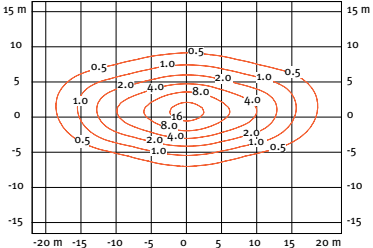


Article No. 10.19900.0

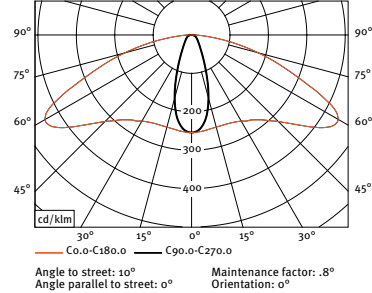
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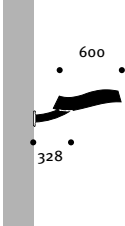
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SERA LED . Pole Top Mounted Luminaire
LED 34 W . MH 6 m



SERA LED . Pole Top Mounted Luminaire
LED 45 W . MH 6 m



Article No. 10.09900.0

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