



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

Type: \_\_\_\_\_

## Media Pixel Ribbon DW HB Outdoor



The Traxon Media Pixel Ribbon VB is an IP67 flexible neon strip which can be controlled directly using DMX512. The vertical bending (VB), together with the horizontal bending (HB) Ribbon provides flexibility to fit on any curved surface to accommodate architectural structures. Featuring a 0.66" / 16.7 mm LED pitch with a 3.9" / 100 mm pixel pitch, the Media Pixel Ribbon is available in an assortment of colors and CCT options, has multiple mounting options to meet project needs, and is able to be customized for number of pixels, ribbon lengths, and cable feed position.



IK08

### Product Specifications

|   |  |
|---|--|
| <b>Models</b>                                   | DW (W: 2700K+6500K)  |
| <b>Light Source</b>                             | High intensity SMT White LEDs  |
| <b>Pixels</b>                                   | 61 pixels per roll<br>3 pixels per ft / 10 pixels per m <sup>1</sup> |
| <b>LED pitch</b>                                | 0.66" / 16.7 mm  |
| <b>Pixel Pitch</b>                              | 3.9" / 100 mm  |
| <b>Cutting Pitch</b>                            | 3.9" / 100 mm  |
| <b>CRI for White LED</b>                        | > 80   |
| <b>SDCM for White LED</b>                       | 3-steps  |
| <b>Luminous Flux</b>                            | 58 lm per ft / 192 lm per m  |
| <b>Efficacy</b>                                 | 20 lm/W  |
| <b>Beam Angle</b>                               | 120°   |
| <b>Housing</b>                                  | UV resistant diffused silicone                                       |
| <b>Dimensions (W x H)</b>                       | 0.4" x 0.5" / 10 mm x 12 mm  |
| <b>Max. length</b>                              | 20' / 6.1m per roll  |
| <b>Weight (per roll)</b>                        | 3.36 lb / 1525 g   |
| <b>Mounting</b>                                 | Various mounting brackets and channels                               |
| <b>Min. Bend Radius</b>                         | 5.9" / 150 mm  |
| <b>Regulatory Listing &amp; Safety Approval</b> | cETLus, FCC, RoHS, REACH; IK08                                       |
| <b>Operating Temperature</b>                    | -4°F to 122°F / -20°C to +50°C                                       |
| <b>Storage Temperature</b>                      | -40°F to 158°F / -40°C to +70°C                                      |
| <b>Environment</b>                              | IP67 Outdoor Rated; suitable for coastal environments                |
| <b>Humidity</b>                                 | 0 to 90% non-condensing  |

### Electrical Specifications

|                                 |                                  |
|---------------------------------|----------------------------------|
| <b>Input Voltage</b>            | 24V DC                           |
| <b>Power Consumption (Typ.)</b> | 2.9 W per foot / 9.6 W per meter |

### System Specifications

|                           |  |
|---------------------------|--|
| <b>Control</b>            | DMX512   |
| <b>Power Supply</b>       | 100W 24V DC Outdoor                                |
| <b>Addressing Options</b> | Manual Addressing with 3rd party addressing device |

1. Pixel per meter can be customized to 5 pixels, 2 pixels or 1 pixel.

Please consult regional sales office for more information, pricing and lead time.

**LED CHARACTERISTICS** Because LEDs are semiconductor devices, their performances are subject to inherent variability commonly found in semiconductor industry. To improve consistency in performance across the same product, LED manufacturers "sort" LEDs into bins according to different preset parameters, such as forward driving voltage, illumination, etc. Whereas binning is a sorting function, it is not a correction process. Inherent variability in the manufacturing process results always in different binning distributions according to different production lots. Traxon uses automatically binned LEDs on its products, thereby minimizing output variations within the model range.

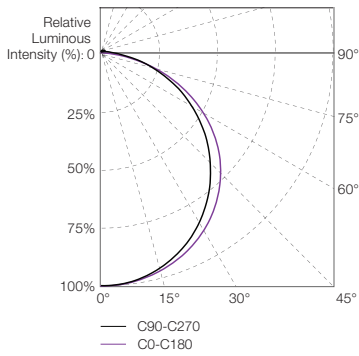
As with all electronic devices, LED output degrades over time – a term called lumen depreciation. This also explains why it is nearly impossible to expect photometric performances of two LED products with different service life spans to be the same. The rate of LED degrade is a complicate function of many factors such as operating efficiency, duration of continuous operation, and more significantly, environmental conditions (ambient temperature for example). If allowed working under optimal operating temperature range and with good ventilation, LED devices enjoy long service lives over conventional light sources. When using/installing LED devices, care should be taken to ensure that the devices will operate within the operating conditions specified in respective product literature.

Lumen measurement complies with LM-79-08 standard.  
Lumen maintenance is calculated based on LM-80 compliant measurement.

## Source Specifications

|            |                               |
|------------|-------------------------------|
| LED Source | High intensity SMT White LEDs |
|------------|-------------------------------|

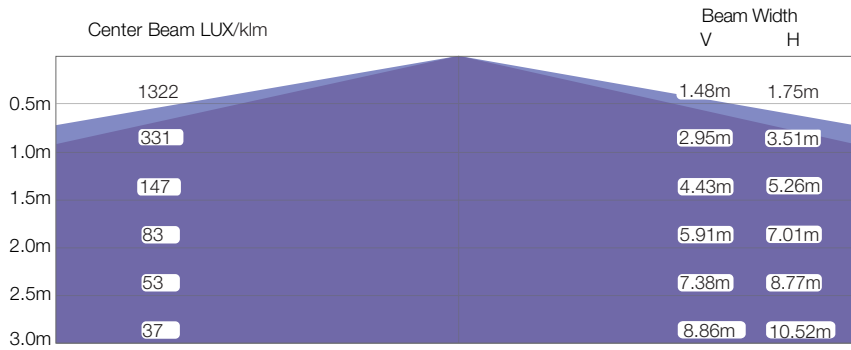
## Candela Distribution



## Light Output

| Color        | Luminous Flux per ft (lm) | Center Intensity (cd) | Efficacy (lm/W) |
|--------------|---------------------------|-----------------------|-----------------|
| <b>DW</b>    |                           |                       |                 |
| DW (full-on) | 58                        | 63                    | 21              |
| WW           | 28                        | 30                    | 20              |
| CW           | 30                        | 32                    | 22              |

## Illuminance at a Distance



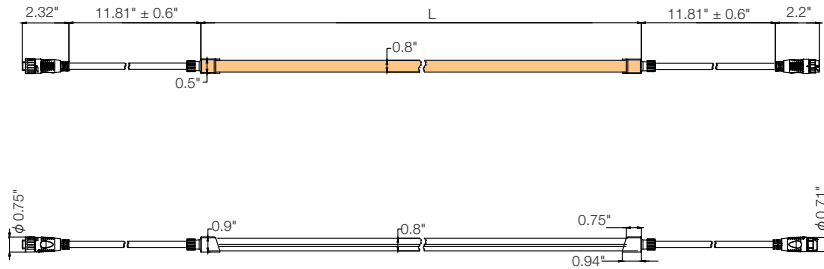
For feet multiply by 3.28

- Vert. Spread: 111.8°
- Horiz. Spread: 120.6°
- For fc divide by 10.7

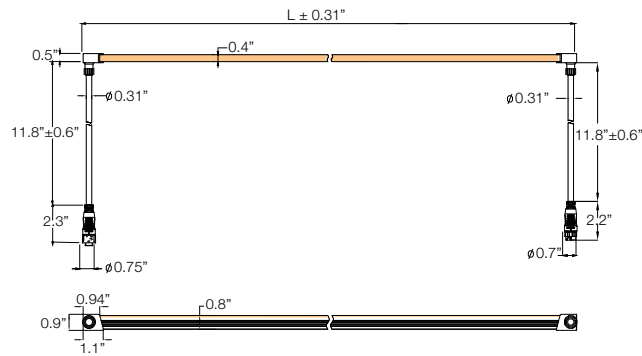
IES and LDT files are available for download from the Traxon website.

Media Pixel Ribbon

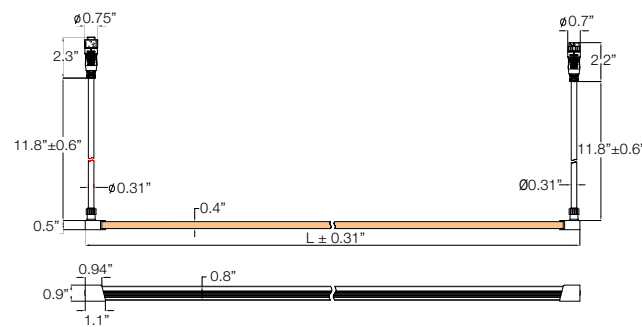
End cable feed (H1)



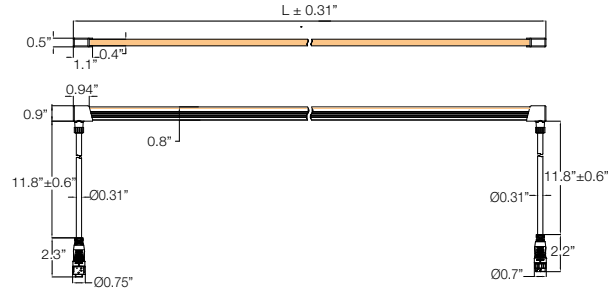
Left side cable feed (H2L)



Right side cable feed (H2R)



## Bottom cable feed (H3)

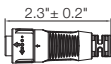


| Model  | Max. Ribbon length with single power feed | Actual product length with endcap at 2-ends, L |
|--------|---|--|
| DW & W | 20' / 6.1m                                | 20'+0.8" / 6.1m+20mm                           |

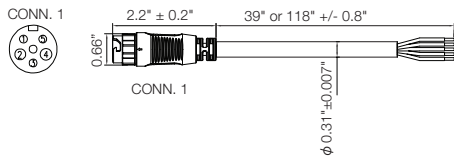
**Remark:** For other customized lengths (in multiples of 4" / 100 mm), the actual product length would be customized length + 0.8" / + 20mm.

## Connection Accessories

RB CONNECTOR ENDCAP 120OHMIP67 (AM400870055)

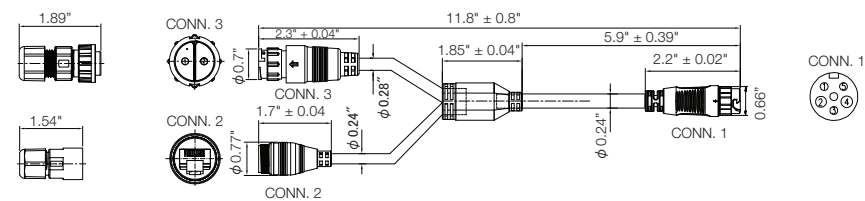


RB 5PIN STARTER CABLE 1M IP67 (AM400840055)  
RB 5PIN STARTER CABLE 3M IP67 (AM400850055)

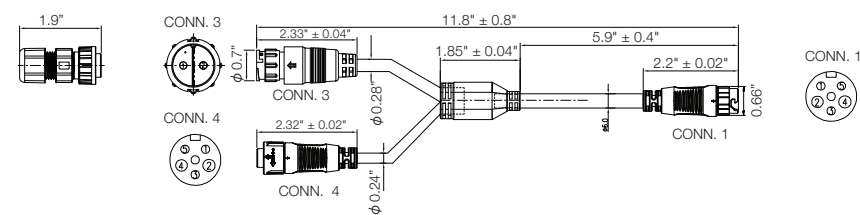


| Wire# | Description | Color  |
|-------|-------------|--------|
| 1     | Address(P)  | Green  |
| 2     | V-          | Black  |
| 3     | DMX+        | Yellow |
| 4     | V+          | Red    |
| 5     | DMX-        | Blue   |

RB RJ45 STARTER Y-CABLE IP67 (AM401000055)

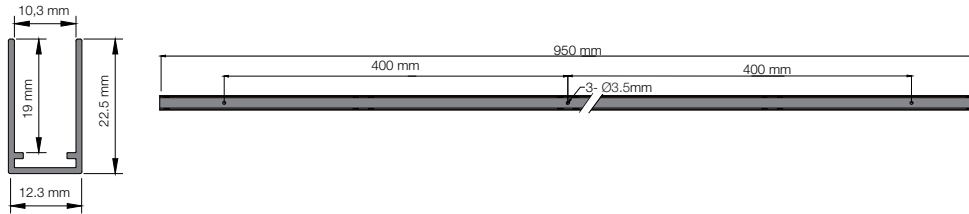


RB 5PIN POWER INJ Y-CABLE IP67 (AM400990055)

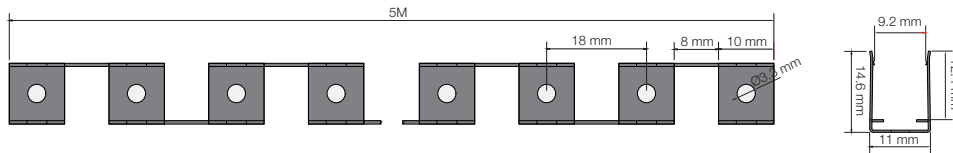


Mounting Accessories

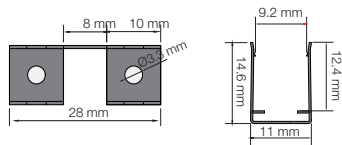
Aluminium U-channel  
U-CHANNEL OUTDOOR HB 950 (AM400980055)



304 Stainless Steel Flexible Strip  
FLEXIBLE MOUNT STRIP HB 5M / ROLL (AM400940055)

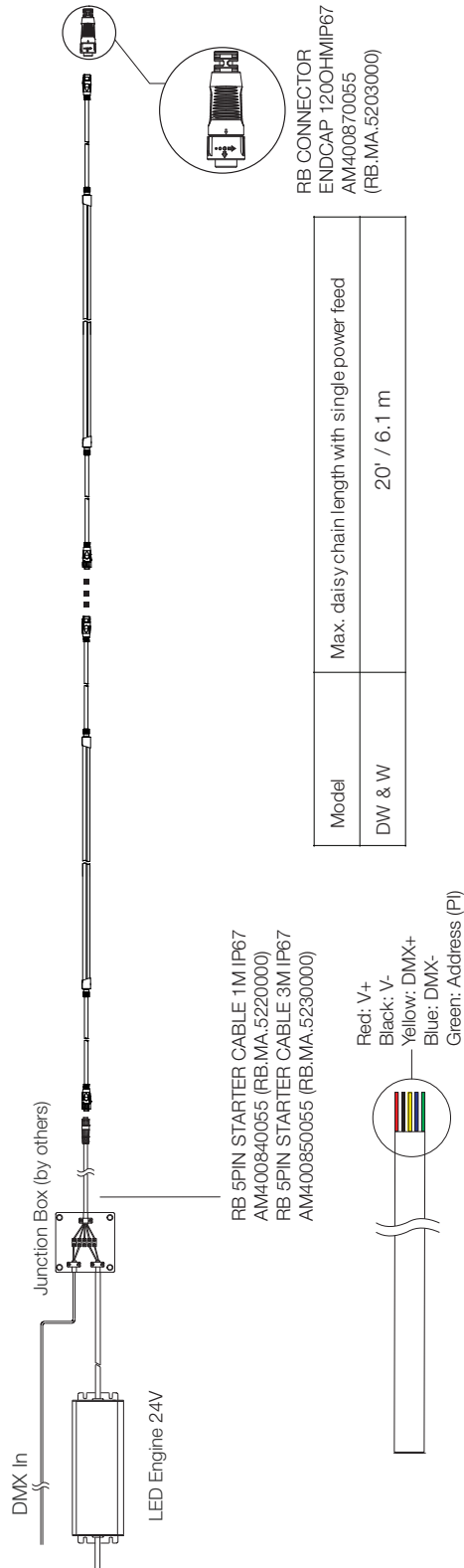


SINGLE MOUNT BRACKET HB (AM400960055)



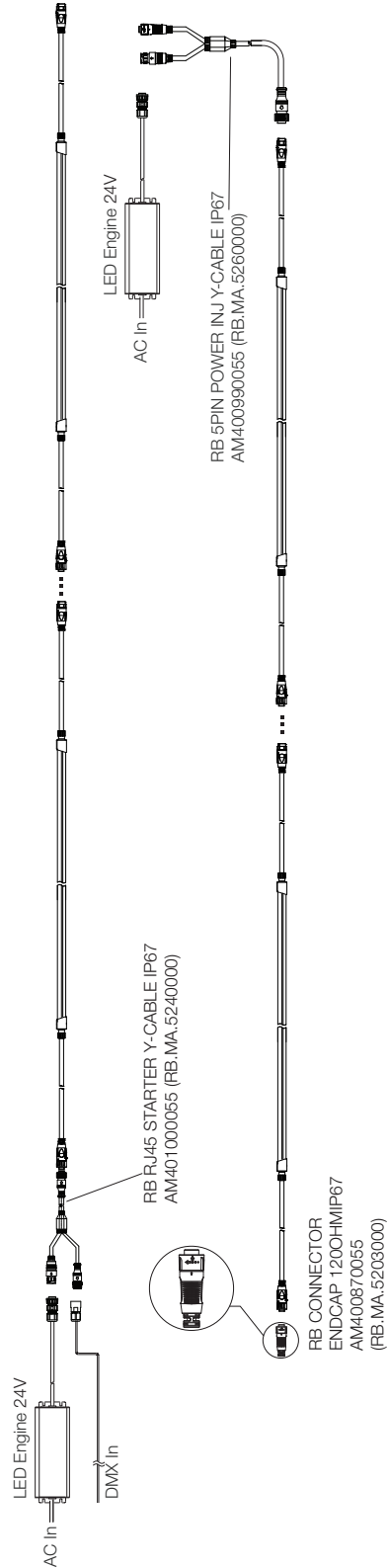
Typical Wiring with 5-pin Starter Cable

NOTE: Mounting accessories not shown.



Typical Power Injection with Wiring Y-Cable

NOTE: Mounting accessories not shown.



Power injection is required when ribbon connection length reaches the maximum length with single power feed.

## Media Pixel Ribbon DW HB Outdoor

Ordering

### Fixtures

| Model No.     | Description   | Item Code   |
|---------------|---|-------------|
| RB.UO.6160200 | PX RB DW2765 61PPR 20FT DX H1 IP67 ETL (END CABLE FEED)         | AM433780055 |
| RB.UO.6160220 | PX RB DW2765 61PPR 20FT DX H2L IP67 ETL (SIDE CABLE FEED LEFT)  | AM433850055 |
| RB.UO.6160290 | PX RB DW2765 61PPR 20FT DX H2R IP67 ETL (SIDE CABLE FEED RIGHT) | AM433920055 |
| RB.UO.6160230 | PX RB DW2765 61PPR 20FT DX H3 IP67 ETL (BOTTOM CABLE FEED)      | AM433990055 |

### TX Connect

| Model No.     | Description                     | Item Code   |
|---------------|---------------------------------|-------------|
| RB.MA.5220000 | RB 5PIN STARTER CABLE 1M IP67   | AM400840055 |
| RB.MA.5230000 | RB 5PIN STARTER CABLE 3M IP67   | AM400850055 |
| RB.MA.5270000 | RB 5PIN STARTER CABLE 5M IP67   | AM415500055 |
| RB.MA.5260000 | RB 5PIN POWER INJ Y-CABLE IP67  | AM400990055 |
| RB.MA.5240000 | RB RJ45 STARTER Y-CABLE IP67    | AM401000055 |
| N/A           | RB CONNECTOR ENDCAP IP67        | AM400860055 |
| RB.MA.5203000 | RB CONNECTOR ENDCAP 120OHM IP67 | AM400870055 |

### TX Cutting tools

| Model No. | Description                        | Item Code   |
|-----------|------------------------------------|-------------|
| N/A       | PX RIBBON CUTTING TOOL             | AM412950055 |
| N/A       | PX RIBBON SEALING GLUE 100ML       | AM412960055 |
| N/A       | RX RIBBON HB FIELD CUT ENDCAP 20PC | AM412980055 |

### TX Mounting

| Model No. | Description                  | Item Code   |
|-----------|------------------------------|-------------|
| N/A       | FLEXIBLE MOUNT STRIP HB 5M   | AM400940055 |
| N/A       | SINGLE MOUNT BRACKET HB 20PC | AM400960055 |
| N/A       | U-CHANNEL OUTDOOR HB 950     | AM400980055 |

### TX Power Supply

| Model No. | Description                 | Item Code   |
|-----------|-----------------------------|-------------|
| N/A       | LED ENGINE 100W 24V OUTDOOR | AM175860055 |

### Addressing Device

Please contact your sales representative for details.



[www.traxon-ecue.com](http://www.traxon-ecue.com)

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