

# rovia™

RD | DIRECT LUMINAIRE

## OVERVIEW

### Lumens

Delivers up to 17,000 lumens (88+ LPW)

### CRI

80+

### CCT

2700K, 3000K, 3500K, 4000K, 5000K

### Voltage

120-277V

### Dimming

0-10V dimming standard

### Operating Temperature

-26°F to +110°F  
(-32°C to +43°C)


### Projected Lifetime

>100,000 Hours (L70);  
>80,000 Hours (L80)

### Standard Finishes

Matte  
White

Gloss  
White

 Custom colors available.

### Mounting

Aircraft or Mono-Point Cable, Stem, Surface



The Rovia™ Direct interior luminaire offers versatile form and mounting options, including surface or pendant installation. With its minimalist, modern design, it elevates the aesthetics of spaces like offices, lobbies, retail stores, schools, libraries, and themed environments.

### Features

- Wide range of diameters from 14" to 5' in diameter, catering to diverse spatial needs.
- White acrylic diffuser lens ensures gentle, ambient illumination, optimizing visual comfort.
- Robust construction: two-piece, die-formed, spun aluminum housing ensures durability and longevity.
- Aesthetic flexibility: standard Gloss or Textured White finishes complement various design schemes, with the option for custom colors to match unique aesthetics.
- Supported by either aircraft cables for a suspended installation, stems for a ceiling-mounted setup, or surface-mounted configurations for added versatility.
- Advanced electrical performance: Power Factor > 0.90 and Total Harmonic below 20% ensure efficient and reliable operation, promoting energy savings and minimizing electrical disturbances.

**BUILD WORKSHEET**

Contact sales representative to order.

Sample Code: RR5H35FUMX

|    |   |   |   |   |   |   |   |   |  |
|----|---|---|---|---|---|---|---|---|--|
| RD |   |   |   |   | F | U |   |   |  |
| 1  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |  |

**CODE DEFINITIONS**

| 1. SERIES        | 2. DIAMETER   | 3. OUTPUT*  | 4. CCT   | 5. LENS                       |
|------------------|---|---|--|-------------------------------|
| RD Rovia™ Direct | 1 14IN<br>2 2FT<br>3 3FT<br>4 4FT<br>5 5FT  | L Low<br>M Mid<br>H High  | 27 2700K<br>30 3000K<br>35 3500K<br>40 4000K<br>50 5000K | F White Acrylic Diffuser Flat |
| 6. VOLTAGE       | 7. FINISH   | 8. MOUNTING x = Length <sup>2</sup>   | 9. OPTION  |                               |
| U 120-277V       | M Matte White<br>G Gloss White<br>CC Custom color code provided on item number later <sup>1</sup> | Ax Aircraft Cable<br>Mx Mono-Point Cable<br>Sx Stem Mount<br>CU Surface Mount | X None<br>E Emergency <sup>2</sup>                       |                               |

\* See Page 3 for output information.

<sup>1</sup> Consult with sales representative for custom finishes and lead time.

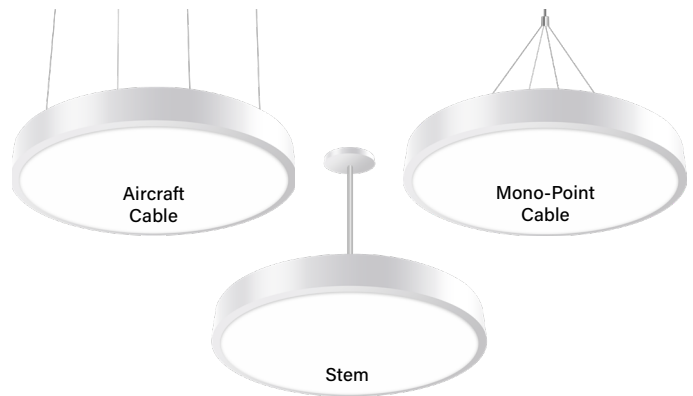
<sup>2</sup> See Mounting Length Code below.

<sup>3</sup> 2FT = 8W EM, 3FT and Larger = 16W EM.

<sup>4</sup> 5 Year Warranty is Standard unless specified.

**MOUNTING LENGTHS**

| AIRCRAFT CABLE |        | MONO-POINT CABLE |        | STEM |        |
|----------------|--------|------------------|--------|------|--------|
| Code           | Length | Code             | Length | Code | Length |
| AA             | 24"    | MA               | 24"    | SA   | 12"    |
| AB             | 48"    | MB               | 48"    | SB   | 18"    |
| AC             | 60"    | MC               | 60"    | SC   | 24"    |
| AD             | 72"    | MD               | 72"    | SD   | 36"    |
| AE             | 96"    | ME               | 96"    | SE   | 48"    |
| AF             | 120"   | MF               | 120"   | SF   | 60"    |
| AG             | 150"   | MG               | 150"   | SG   | 72"    |
| AH             | 180"   | MH               | 180"   | SH   | 96"    |
| AI             | 240"   | MI               | 240"   |      |        |



|   |                                   |
|---|-----------------------------------|
| <b>10 YR</b><br>Warranty Available <sup>4</sup> | <b>BAA</b><br>Compliant Available |
|---|-----------------------------------|

|            |                   |
|------------|-------------------|
| Project:   | _____             |
| Catalog #: | _____             |
| Quantity:  | _____ Date: _____ |

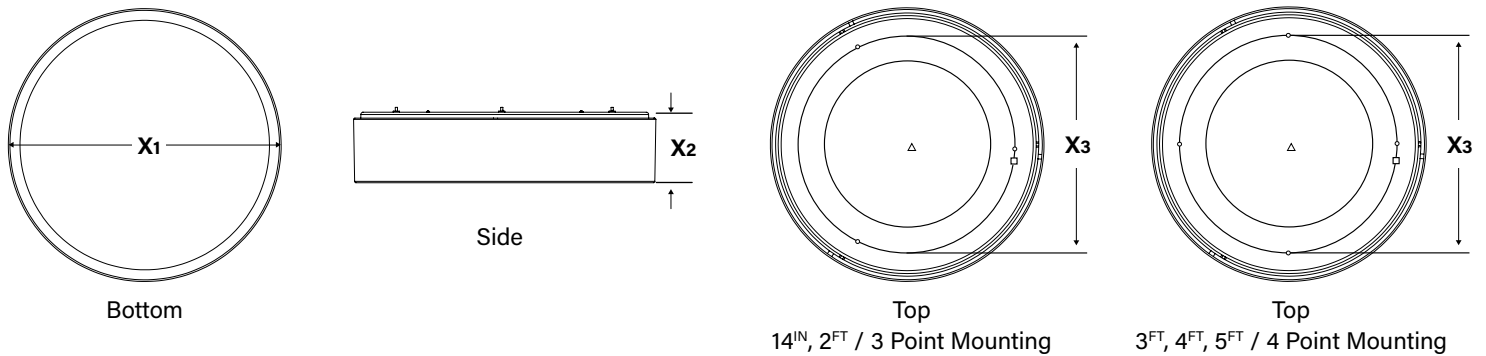
**WATTAGE/LUMEN CHART\***

Lumen outputs shown are for 5000K.

| Size        | 14IN | 2FT  | 3FT   | 4FT   | 5FT   |
|-------------|------|------|-------|-------|-------|
| <b>LOW</b>  |      |      |       |       |       |
| Wattage     | 20W  | 40W  | 80W   | 115W  | 155W  |
| Lumens      | 1760 | 3520 | 7040  | 10120 | 13640 |
| <b>MID</b>  |      |      |       |       |       |
| Wattage     | 25W  | 55W  | 100W  | 135W  | 175W  |
| Lumens      | 2200 | 4840 | 8800  | 11880 | 15400 |
| <b>HIGH</b> |      |      |       |       |       |
| Wattage     | 40W  | 80W  | 120W  | 155W  | 175W  |
| Lumens      | 3520 | 7040 | 10560 | 13640 | 17160 |

\*For other color temps, use the following lumen factors: 4000K: 0.90 • 3500K: 0.80 • 3000K: 0.75

**DIMENSIONS**



| Size                 | 14IN  | 2FT   | 3FT   | 4FT   | 5FT  |
|----------------------|-------|-------|-------|-------|------|
| <b>Diameter - X1</b> | 14"   | 26.3" | 36.2" | 47.2" | 59"  |
| <b>Height - X2</b>   | 3.7"  | 4.8"  | 4.8"  | 5.1"  | 5.2" |
| <b>Mounting - X3</b> | 10.3" | 19"   | 26"   | 36"   | 47"  |
| <b>Weight (lbs)</b>  | 10    | 45    | 70    | 90    | 110  |

| KEY |                                    |
|-----|------------------------------------|
| △   | Power Feed for Mono, Surface, Stem |
| □   | Power Feed for Aircraft Cable      |
| ○   | Mounting                           |

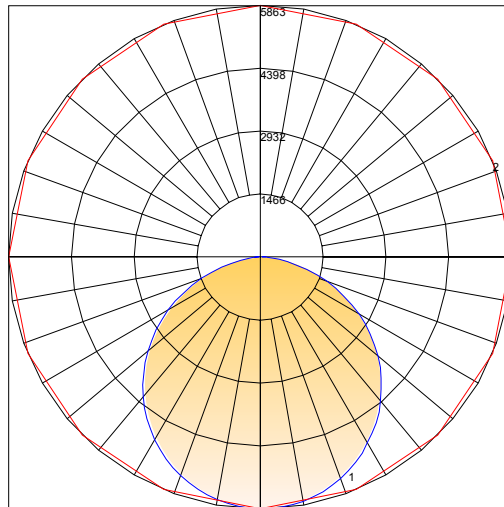
**PHOTOMETRICS**

Coefficients of Utilization  
Effective Floor Cavity Reflectance: 20%

| RC<br>RW | 80  |     |     |     | 70  |     |     |     | 50 |    |    | 30 |    |    | 10 |    |    | 0  |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|
|          | 70  | 50  | 30  | 10  | 70  | 50  | 30  | 10  | 50 | 30 | 10 | 50 | 30 | 10 | 50 | 30 | 10 | 0  |
| 0        | 109 | 109 | 109 | 109 | 102 | 102 | 102 | 102 | 88 | 88 | 88 | 76 | 76 | 76 | 64 | 64 | 64 | 59 |
| 1        | 100 | 95  | 91  | 88  | 93  | 89  | 86  | 82  | 77 | 75 | 72 | 67 | 65 | 63 | 57 | 55 | 54 | 49 |
| 2        | 91  | 83  | 77  | 71  | 84  | 78  | 72  | 67  | 68 | 63 | 60 | 58 | 55 | 52 | 50 | 47 | 45 | 41 |
| 3        | 83  | 73  | 65  | 59  | 77  | 68  | 62  | 56  | 59 | 54 | 50 | 51 | 47 | 44 | 44 | 41 | 38 | 35 |
| 4        | 75  | 64  | 56  | 50  | 70  | 60  | 53  | 47  | 53 | 47 | 42 | 46 | 41 | 38 | 39 | 36 | 33 | 30 |
| 5        | 69  | 57  | 49  | 43  | 64  | 54  | 46  | 41  | 47 | 41 | 37 | 41 | 36 | 33 | 35 | 31 | 29 | 26 |
| 6        | 64  | 51  | 43  | 37  | 59  | 48  | 41  | 35  | 42 | 36 | 32 | 37 | 32 | 28 | 32 | 28 | 25 | 22 |
| 7        | 59  | 46  | 38  | 32  | 55  | 44  | 36  | 31  | 38 | 32 | 28 | 34 | 29 | 25 | 29 | 25 | 22 | 20 |
| 8        | 55  | 42  | 34  | 29  | 51  | 40  | 32  | 27  | 35 | 29 | 25 | 31 | 26 | 22 | 27 | 23 | 20 | 18 |
| 9        | 51  | 38  | 31  | 26  | 47  | 36  | 29  | 24  | 32 | 26 | 22 | 28 | 23 | 20 | 24 | 21 | 18 | 16 |
| 10       | 48  | 35  | 23  | 23  | 44  | 33  | 27  | 22  | 30 | 24 | 20 | 26 | 21 | 18 | 23 | 19 | 16 | 14 |

**Zonal Lumen Summary**

| Zone    | Lumens   | % Luminaire |
|---------|----------|-------------|
| 0-20    | 2144.45  | 7.60        |
| 0-30    | 4556.08  | 16.10       |
| 0-40    | 7466.38  | 26.40       |
| 0-60    | 13212.98 | 46.70       |
| 0-80    | 16349.7  | 57.80       |
| 0-90    | 16620.69 | 58.80       |
| 10-90   | 16065.9  | 56.80       |
| 20-40   | 5321.93  | 18.80       |
| 20-50   | 8344.03  | 29.50       |
| 40-70   | 7789.1   | 27.50       |
| 60-80   | 3136.73  | 11.10       |
| 70-80   | 1094.22  | 3.90        |
| 80-90   | 270.99   | 1.00        |
| 90-110  | 946.11   | 3.30        |
| 90-120  | 2380.52  | 8.40        |
| 90-130  | 4290.72  | 15.20       |
| 90-150  | 8454.26  | 29.90       |
| 90-180  | 11652.32 | 41.20       |
| 110-180 | 10706.21 | 37.90       |
| 0-180   | 28273.01 | 100.00      |



**5FT**  
**High Output Direct,**  
**4000K**  
Maximum Candela = 5863.465  
Located At Horizontal Angle = 0,  
Vertical Angle = 0  
# 1 - Vertical Plane Through  
Horizontal Angles (0 - 180)  
(Through Max. Cd.)  
# 2 - Horizontal Cone  
Through Vertical Angle (0)  
(Through Max. Cd.)