

PHILIPS

sense and simplicity

Prof. Category
Outdoor White

Cosmopolis Edison/Mogul
Market opportunity for
easy fitting White Light

Dirk Smeyers
BG LS&E Category



Master Cosmo White Edison base

The easiest switch to most energy-efficient, reliable white light

White light & high efficacy
CosmoPolis Xtra
Burner



- optimal improved efficacy
- improved service life vs CDO

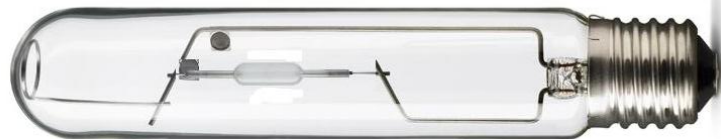
CDO Plus
lamp concept



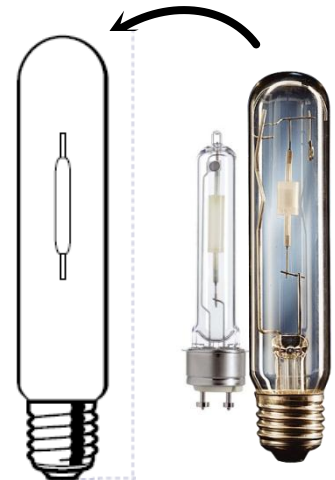
- Sturdy SON/CDO lampconcept
- Easy to use

CPO-TT Xtra

Cosmo E27/E40 Outdoor



- Robuust E27/40 concept on EL only
- System with Xtreme gear or HID ECO range
- Xtra long Life & good Lumen maintenance



Cosmo **TT** (E27/E40) : 45/60/90/140/210/315 W

Its time to Change:

Key features:

- **E27/E40 base**: Direct fit in SON luminaire.
- **Limited +25%** end user price compared to SON luminaire with **<1 year payback** for end users
- **Full Cosmo performance** :
 - **Warm (2,800K)**
 - **Highest system energy efficacy** for energy saving and low cost of ownership.
 - Optimized on **standard lumen package with reduced energy (vs SON)**
 - **Long Service lifetime (6Y)**
 - Easy **dimnable** solutions : LumiStep/ ALO/..
 - Green Product : **Lowest Mercury content** in HID








**high quality
, Affordable
white light .**

Cosmo **EasyFit** ECO**Vision**



Products overview

Launch planned for Q2 2013

	45W	60W	90W	140W	210W	315W
						
Products for Europe	DT Cosmo 45W/728 T35 bulb (as 70W SON) E27 lamp base	DT Cosmo 60W/728 T35 bulb (as 70W SON) E27 lamp base	DT Cosmo 90W/728 T46 bulb (as 100W SON) E40 lamp base	DT Cosmo 140W/728 T46 bulb (as 150W SON) E40 lamp base	210W/942 T46 bulb (as 250W SON) E40 lamp base	315W/942 T46 bulb (as 250W SON) LCL=162 mm E40 lamp base



CPO TT derived from MASTER CosmoPolis Xtra



“The most energy efficient HID light source there is, putting light exactly where it’s needed”

EX9CCL1 MUGL6 1C2 U66Q6Q

Total Solution



- Excellent service lifetime of 6 years
- Designed with Philips XTREME HID drivers, provides robust, low maintenance solution
- Fully dimmable range providing increased energy savings

Very efficient



- Up to 120 Lm/W
- Providing up to 15% increased spacing of luminaires, due to increased optical efficiency
- Extremely energy efficient system with XTREME electronic drivers

High quality white light



- Crisp, true warm white light (2800K)
- Philips Green -Flagship product

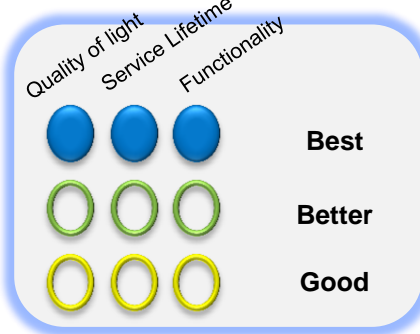
MASTER CosmoPolis XTRA

Highly Efficient – long lasting – easy switch

PGZ 12



E27/E40
easy switch



Technical Summary

- **Light Source:** Available in 45W, 60W, 90W, 140W
- **Lifetime:** *Xtra long service lifetime of 6 years*
- **Dimmable:** Dimmable to 50% light output
- **Efficacy:** Highest lamp efficacy of 120lm/W
- **Total Solution:** with Electronic control gear giving maximum performance with Philips **Xtreme** Drivers
- **Green:** Lowest Mercury Content of HID lamps

“The most energy efficient, reliable white light HID solution available for Outdoor Lighting”

Key benefits:

- Long reliable lifetime offering service life of up to 6 years
- Excellent optical efficacy allows greater spacing between luminaires, thereby reducing investment
- Energy savings of up to 60% and very low cost of ownership
- Highly efficient white light with extremely high system efficacy
- Compact size, 50% smaller than SON/HPL systems
- **New version Edison Base for easy switch in current SON Platform Introduction Q2 – 2013**
- Over 2,5 Million installations !!

Confidential

BG LS&E Categ



Why Cosmo Edison Base






Comparison : Cosmo (90W) Vs SON-T (100W)

Product Feature	SON 100W	Cosmo EasyFit 90W	Benefit for PLS	Benefit for end users
Lamp Efficacy	90 Lm/W	Improved high Efficacy : 114 Lm/W	Offering easy Energy Saving Solution	<ul style="list-style-type: none"> -Up to 25% better Efficacy! -lowest power consumption & energy cost. -Lower CO2 → Green image & White certificates
Lamp Base	Universal E27/ E40 socket	Universal E27/ E40 socket	<ul style="list-style-type: none"> -Easy design-in into existing SON luminaire(s) -Limited R & D effort -Shorter Time to Market - Better option vs CDO ! 	<ul style="list-style-type: none"> -Interchangeability to other lamps types possible. -Affordable, high quality white light.
Service Lifetime	16000 hrs	22000 hrs	<ul style="list-style-type: none"> -Better Product offer to the market. - Provides differentiation against mainstream SON 	<ul style="list-style-type: none"> -40% saving on labor cost for lamp replacement. - Lower TCO.
White Light	No	Yes	- Best and cost effective white light solution	<ul style="list-style-type: none"> -Comfortable White Light provides : <ul style="list-style-type: none"> - Improved Ambiance - Security - Accident Prevention

Cosmopolis CPO TT specifications

Specification table Master CosmoWhite CPO TT Xtra E27/E40						
	45W	60W	90W	140W	210W	315W
	TT	TT	TT	TT	TT	TT
Lampcap	E27	E27	E40	E40	E40	E40
Flux (lm)	4648	7090	10139	15989	21994	35177
Eff (lm/W)	105	120	114	114	106	113
CCT(K)	2711	2688	2750	2819	4227	4526
CRI	64	70	66	62	90	90
Vla	90	91	91	92	107	93
Life B10	24 khrs	24 khrs	20 khrs	16 khrs	16 khrs	16 khrs
Life B50	30 khrs	30 khrs	30 khrs	24 khrs	30 khrs	30 khrs
Lm maint	80%@12k hrs	80%@12k hrs	80%@12k hrs	80%@12k hrs	80%@12k hrs	80%@12k hrs
dimnable	to 30W	to 36W	to 54W	to 84W	to 105W	to 160W

Cosmopolis TT vs. Reference

			Reference W. Europe	Reference Em. Europe	Reference CDO + Comp
Type	Cosmopolis CPO TW Xtra 90W	Cosmopolis CPO TT 90W	SON-T (A)PIA 100 W	SON-T Standard 100 W	CDO Osram/GE
Photo					
Efficacy (Lm/W)	116	113	107	90	109
Luminous Flux (Lm)	10450	10200	10700	9000	10900
CRI	66	62	<25	<25	>70
Lifetime B10 (hrs)	20000	20000	21000 (APIA+ 24000)	17000	12000-16000
Light color	White	White	Yellow	Yellow	White
Benefits	+ optical perf. Compact Long life Energy saving	Long Life Energy Saving	Long Life	Low cost	Retro White Light

Protecting Cosmopolis PGZ in OEM (W. Europe)

Differentiation TT from existing PGZ lamp

Cosmopolis
PGZ Xtra



Energy Efficient = Energy saving
Long life
Most compact fixture design possible
Best optical performance (+10%)

High end fixtures
& OEMs

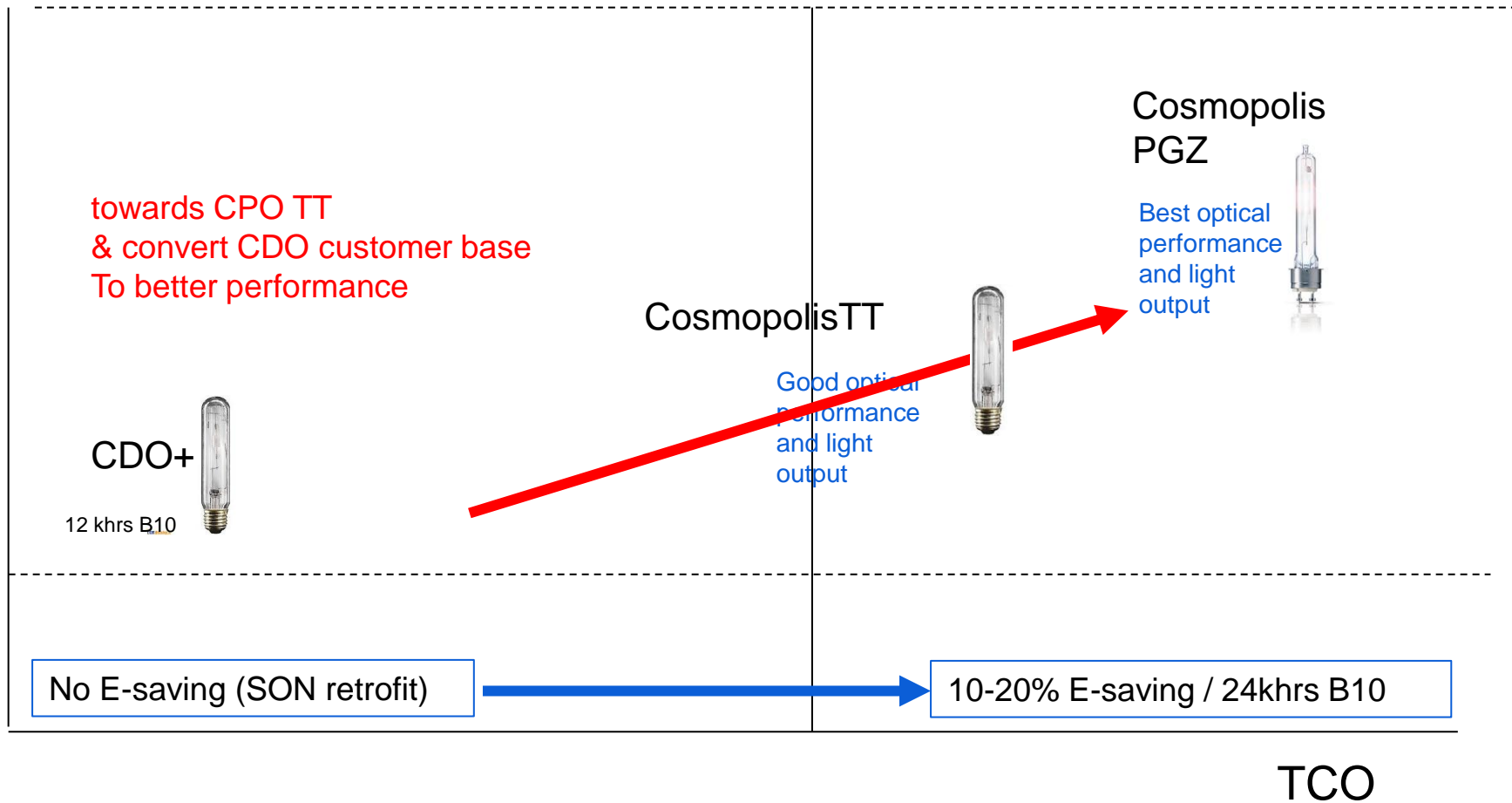
Cosmopolis
TT Xtra



Energy Efficient = = Energy saving
Long Life
No hassle design-in for SON fixtures
Acceptable optical performance

Low to mid-end
SON fixtures
and OEMs

Product positioning



Positioning & naming

The most energy-efficient reliable white light solution for Outdoor



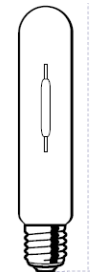
MASTER CosmoWhite CPO-TW Xtra	highly efficient, long-lasting
MASTER CosmoWhite CPO-TW	highly efficient, reliable life
MASTERColour CDM-T Elite MW	Perfect sparkle, unrivalled efficiency

The easiest switch to comfortable white light



MASTER CityWhite CDO-TT	cosy white , easy switch
MASTER CityWhite CDO-ET	cosy white , easy switch
MASTER CDO Plus	cosy white , easy switch

The easy switch to most energy-efficient, reliable white light



MASTER Cosmo White CPO TT Xtra	easy switch , highly efficient
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Cosmopolis CPO TT ordering data

GPC	Commercial Name	SKU	EANI	EOC/6NC
9280 608 09227	MASTER CosmoWhite CPO-TT Xtra 45W/628 E27	100042790	8718291691716	871829169171600
9280 601 09227	MASTER CosmoWhite CPO-TT Xtra 60W/628 E27	100042615	8718291690344	871829169034400
9280 602 09227	MASTER CosmoWhite CPO-TT Xtra 90W/628 E40	100041007	8718291681151	871829168115100
9280 603 09227	MASTER CosmoWhite CPO-TT Xtra 140W/628 E40	100042611	8718291690320	871829169032000
9280 604 09227	MASTER CosmoWhite CPO-TT Xtra 210W/942 E40	100042719	8718291691051	871829169105100
9280 605 09227	MASTER CosmoWhite CPO-TT Xtra 315W/942 E40	100042753	8718291691075	871829169107500

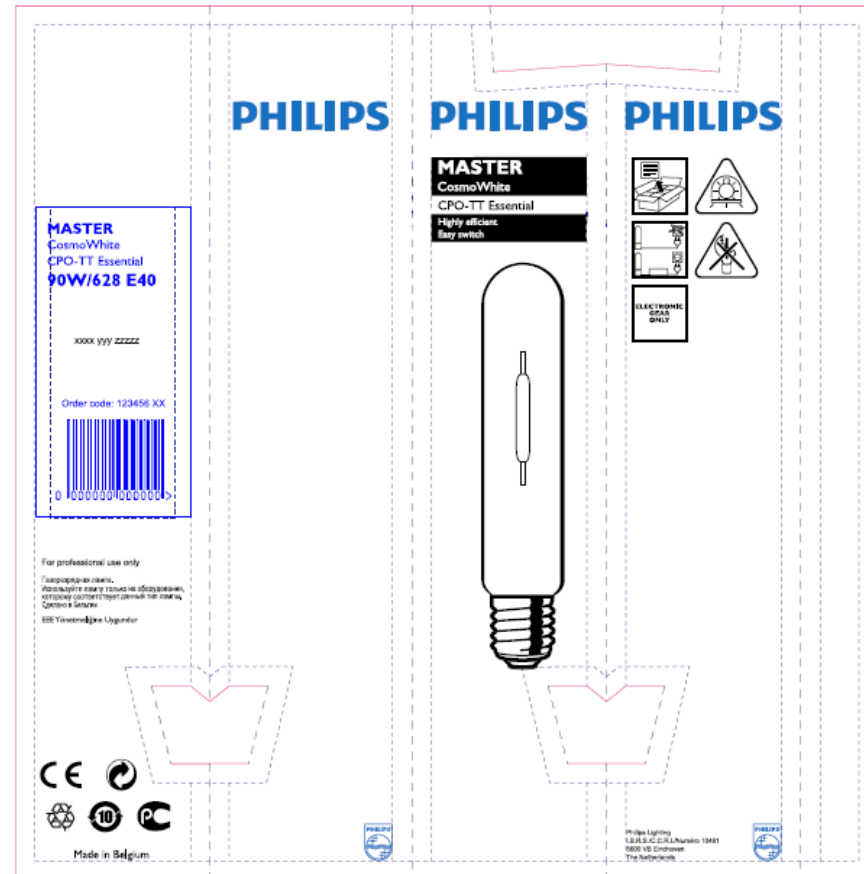
Master Cosmo White Easy Fit

The Improved optimal balance in easy acces to white light

08-11-2012

Final Concept Cosmo Easy fit EMEA

7222 604 20101





Outdoor Road Portfolio Positioning

Initial installations : Ref SON-T 100W

Lum/Lamp
price



Low-end LED

HIGH

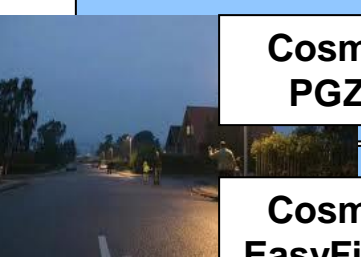
Only from 2014, LED
TCO will be better than
Cosmopolis

Target LUM's

OEMs who fully
focus on LED
market trend

End users

Early adopters,
trend buyers



Cosmopolis
PGZ12/18

MEDIUM



MEDIUM - LOW

Cosmopolis
EasyFit E27/40



TCO Champion
<1,5 yrs payback
(with dimming)

10-20% energy saving
high quality white light
Direct fit in existing
SON luminaires

Current Big
Manufacturers
+ Mid-size OEMs
that did not sell
Cosmo before
and do not want
to expand their
conventional
lums portfolio +
**expansion with
basic range**

Energy
conscious and
value buyers



SON (EM)

- LOW



Mainstream basic
yellow light

OEMs without
upsell interest

Price buyers



Therefore a solution to further succes : Cosmopolis Essential CPO TT E27/E40

Key features

Direct fit in SON luminaire

+25% end user price
compared to SON luminaire
at sound OEM margin

Full Cosmo energy saving
with <2 year payback for end
users

“ I do not need to redesign my luminaire to use Cosmopolis.”

“ I can simplify my conventional luminaire portfolio”

“With Cosmo E27/E40 and Certavision I can offer a Cosmopolis performance at only 25% higher price than a SON luminaire”

“As an end user, with my limited budgets I cannot afford an equally performing LED fixture. Now I can get the TCO champion at reasonable uplift vs SON price”

