

PHILIPS

sense **and** simplicity

Introducing...

MASTERCcolour CDM-R111 Elite 930

perfect sparkle, trendy design...



March 2013

MASTERCcolour CDM-R111 Elite 930

introduction...



Since 2003, Philips is offering MASTERColour CDM-R111 lamps. CDM-R111 lamps have a combination of the trendy look of a 111mm aluminum reflectors (being used for halogen lamps) with the long life, high energy efficiency and beautiful white light of CDM technology.

Now, just like CDM-T/TC lamps, CDM-R111 lamps have also been upgraded with to Elite performance standards, delivering a better crisp sparkling white light (3000K).

Additionally, the new CDM-R111 Elite portfolio is extended with unique 50W lamps to offer a simple energy-saving solution: use Elite 50W to replace standard CDM 70W.

We are continuously enriching the CDM Elite portfolio to provide retail lighting with best light quality and lowest total cost of ownership.



MASTERColour CDM-R111 Elite 930

CDM-R111 is now available with Elite properties...

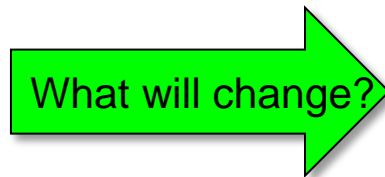
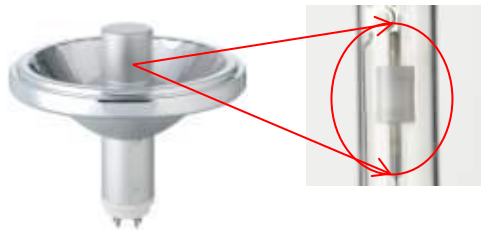


Existing portfolio since 2003:

CDM-R111 20W/830 10D
CDM-R111 20W/830 24D
CDM-R111 35W/830 10D
CDM-R111 35W/830 24D
CDM-R111 35W/830 40D
CDM-R111 70W/830 10D
CDM-R111 70W/830 24D
CDM-R111 70W/830 40D

New portfolio ready in 2013:

CDM-R111 Elite 35W/930 10D
CDM-R111 Elite 35W/930 24D
CDM-R111 Elite 35W/930 40D
CDM-R111 Elite 50W/930 10D
CDM-R111 Elite 50W/930 24D
CDM-R111 Elite 50W/930 40D
CDM-R111 Elite 70W/930 10D
CDM-R111 Elite 70W/930 24D
CDM-R111 Elite 70W/930 40D



This will bring:

- increased lumen output: 33%
- improved lumen maintenance (from 50% to 70% at 12k hr)
- increased R9 (red color) from < 0 to 50-65
- increased lifetime of up to 3k hours (now 12k hrs)

Additionally, we are getting a 50W Elite version into portfolio!



MASTERC colour CDM-R111 Elite

why Elite in CDM-R111 lamps...

better light quality

+

lower total cost of ownership

	CDM-R111	CDM-R111 Elite	Benefit
CRI	80	90	Excellent color representation
R9	-30,- 20	50...65	Perfect red rendering
Lifetime	9...11khrs	12k hrs	Less re-lamping
Efficacy	Up to 39Lm/W	Up to 51Lm/W	More light, energy savings
Lumen Maintenance at 12k hrs	40...50%	70%	Stable light performance over life
Wattages	20W, 35W, 70W	35W, 50W, 70W	Energy saving alternative with 50W

MASTERColour CDM-R111 Elite

better light quality...



applications

- Ideal for use in all places where today standard CDM-R111 is applied

lighting differentiation

- Crisp, sparkling light
- Excellent light quality (CRI=90)
- Enhanced red rendering
- Unrivalled color stability
- 77% energy saving comparing with halogen R111 lamps

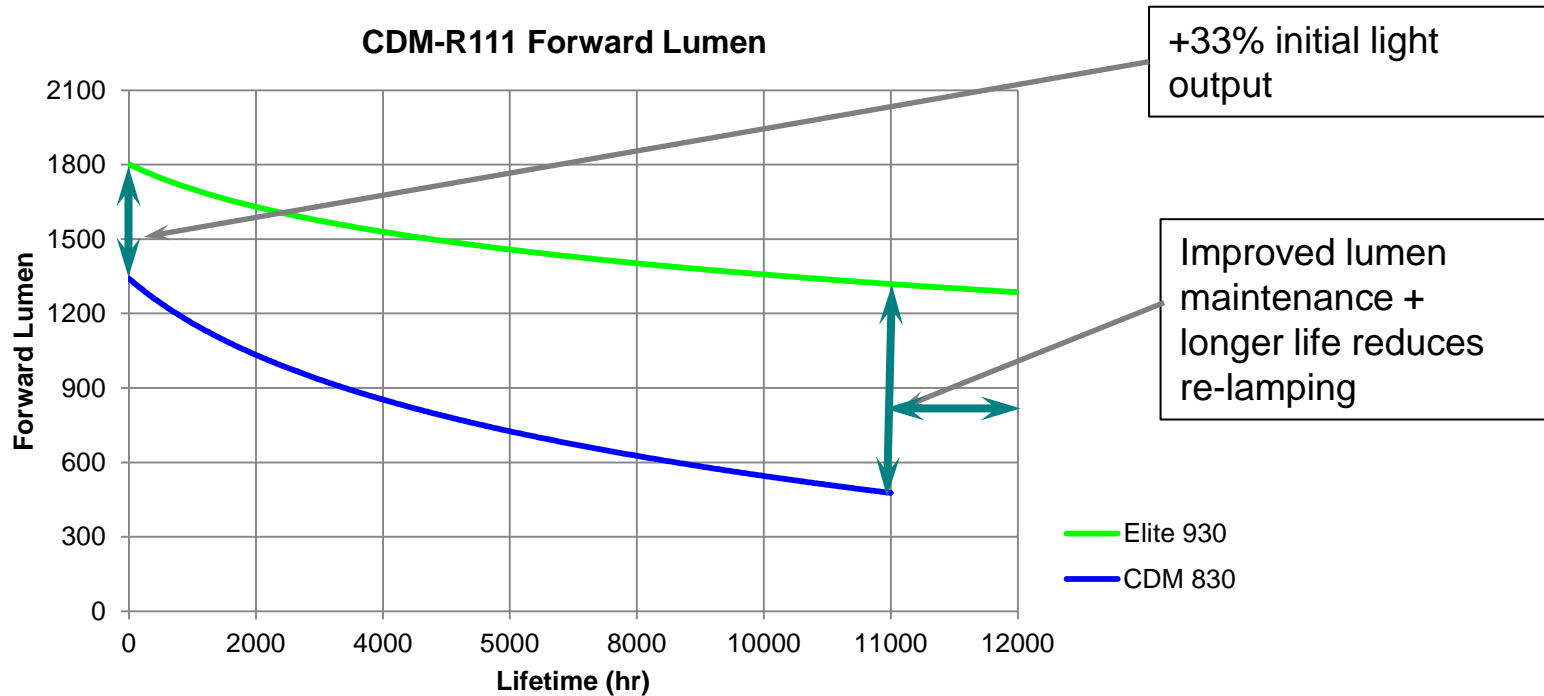




MASTERCcolour CDM-R111 Elite

lowest total cost of ownership...

Elite story : improved light quality, more light, longer lifetime, less re-lamping...

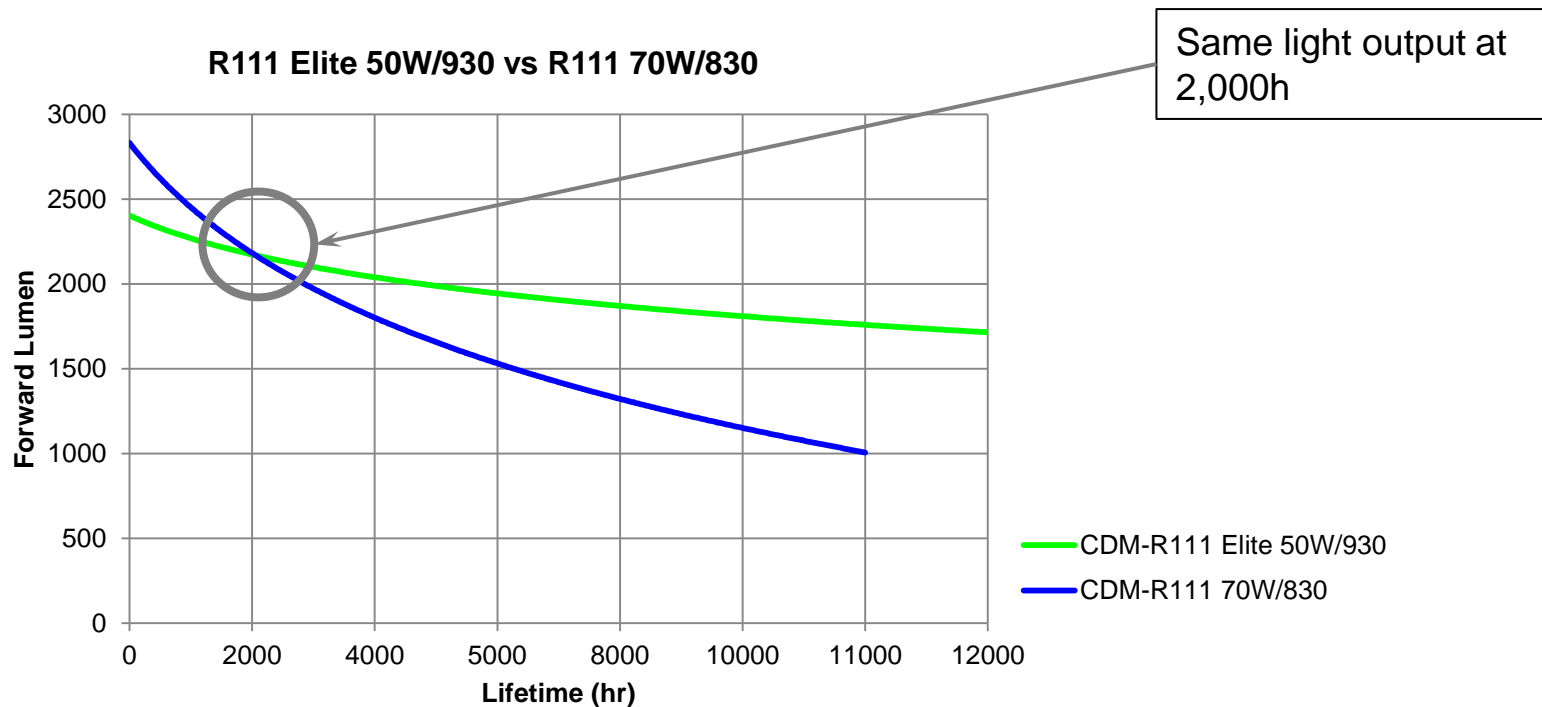




MASTERColour CDM-R111 Elite

lowest total cost of ownership...

A simple energy-saving solution:
Getting similar light levels while using less power



MASTERCcolour CDM-R111 Elite

specs and benchmark...

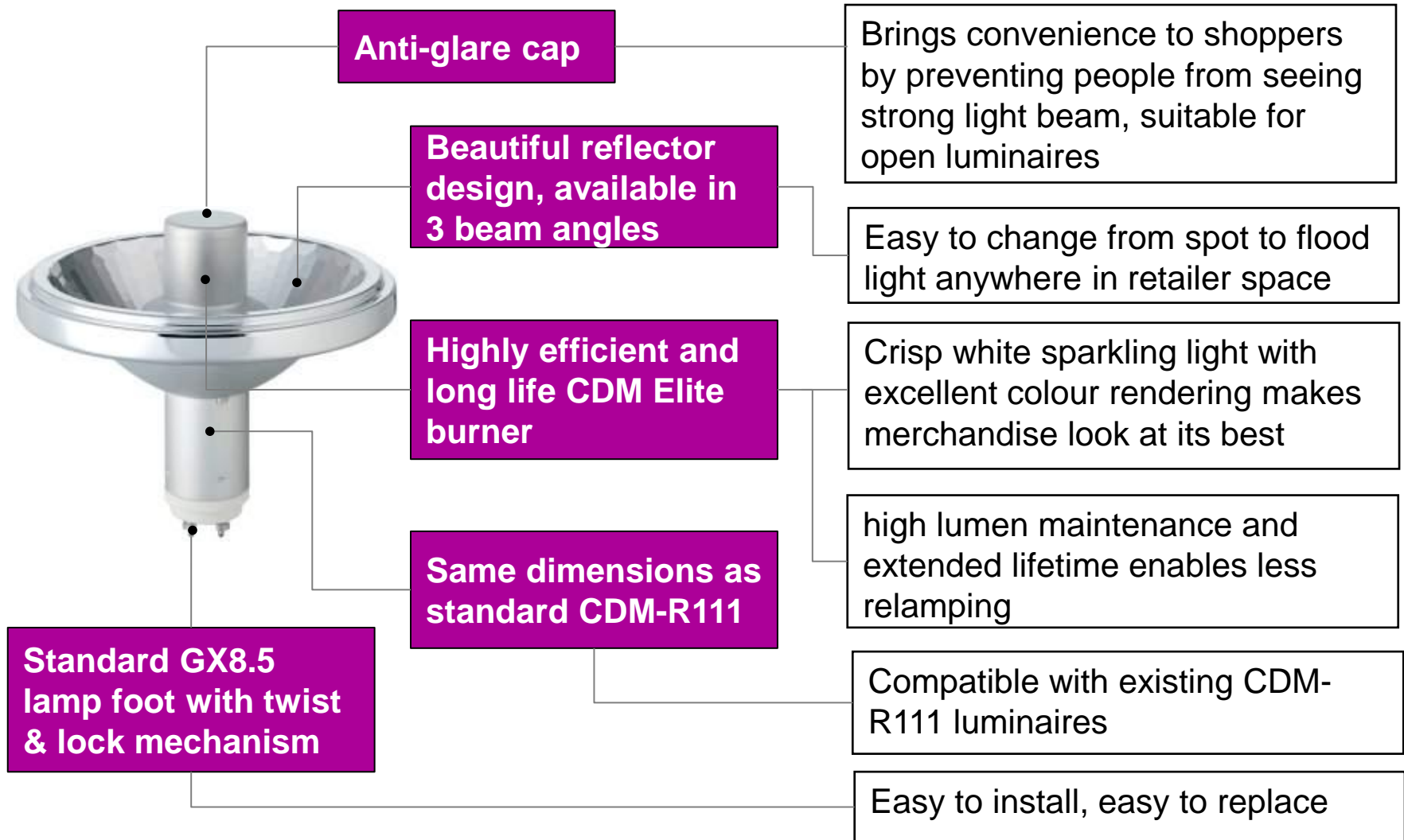


Spec	CDM-R111 35W/830	CDM-R111 Elite 35W/930	CDM-R111 Elite 50W/930	CDM-R111 70W/830	CDM-R111 Elite 70W/930
beam intensity 10D (cd)	28.000	36.000	46.500	50.000	61.000
beam intensity 24D (cd)	8.000	8.500	11.000	15.000	16.000
beam intensity 40D (cd)	4.000	4.500	6.000	8.000	8.500
CRI	84	90	90	85	90
R9	-30	50	55	-20	60
maintenance @ 2.000 hr	75%	90%	90%	75%	90%
maintenance @ 10.000 hr	40%	75%	75%	40%	75%
survival 90% (hr)	7.000	9.500	9.500	5.000	9.500
survival 50% (hr)	11.000	12.000	12.000	9.000	12.000
Gear compatibility	EL/EM	EL/EM	EL	EL	EL



MASTERColour CDM-R111 Elite

features and benefits...

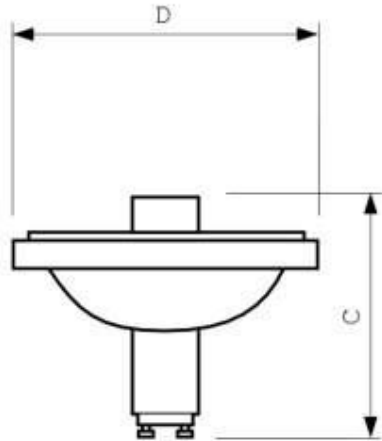




MASTERCcolour CDM-R111 Elite

dimensions & system requirements...

- CDM-R111 Elite lamps have identical dimensions to standard CDM-R111
- CDM-R111 Elite lamps can perfectly fit into existing CDM-R111 luminaires!



Dimensions (mm)	C max	D max	Overall Length max
CDM-R111 Elite	95	111	3.75

Driver Compatibility

- CDM-R111 Elite 35W can be operated on EL & EM gear (like CDM-R111 standard).
 - When burning CDM-R111 Elite on EM gear lifetime will be reduced to 8k hrs.
- CDM-R111 Elite 50W, 70W can only be operated with electronics gears. We advice to use Philips gear like HID-PV, HID-AV ranges for optimal performance



MASTERColour CDM-R111 Elite

logistic information...

Phase in:

Naming	12NC	EOC
MASTERColour CDM-R111 Elite 35W/930 GX8.5 10D	9281 953 05330	8718 291 6891 8800
MASTERColour CDM-R111 Elite 35W/930 GX8.5 24D	9281 954 05330	8718 291 6894 4700
MASTERColour CDM-R111 Elite 35W/930 GX8.5 40D	9281 955 05330	8718 291 6895 2200
MASTERColour CDM-R111 Elite 50W/930 GX8.5 10D	9281 942 05330	8718 291 1456 1500
MASTERColour CDM-R111 Elite 50W/930 GX8.5 24D	9281 943 05330	8718 291 1456 5300
MASTERColour CDM-R111 Elite 50W/930 GX8.5 40D	9281 944 05330	8718 291 1456 9100
MASTERColour CDM-R111 Elite 70W/930 GX8.5 10D	9281 956 05330	8718 291 6896 2100
MASTERColour CDM-R111 Elite 70W/930 GX8.5 24D	9281 957 05330	8718 291 6897 0600
MASTERColour CDM-R111 Elite 70W/930 GX8.5 40D	9281 958 05330	8718 291 6897 8200

Phase out (plan for Q1 2014):

Naming	12NC	EOC
MASTERColour CDM-R111 20W/830 GX8.5 10D	9280 931 05330	8711 500 2094 7410
MASTERColour CDM-R111 20W/830 GX8.5 24D	9280 932 05330	8711 500 2095 1110
MASTERColour CDM-R111 35W/830 GX8.5 10D	9280 882 05330	8711 500 2044 8610
MASTERColour CDM-R111 35W/830 GX8.5 24D	9280 883 05330	8711 500 2045 0910
MASTERColour CDM-R111 35W/830 GX8.5 40D	9280 884 05330	8711 500 2045 2310
MASTERColour CDM-R111 70W/830 GX8.5 10D	9280 913 05330	8711 500 2071 9710
MASTERColour CDM-R111 70W/830 GX8.5 24D	9280 914 05330	8711 500 2072 1010
MASTERColour CDM-R111 70W/830 GX8.5 40D	9280 915 05330	8711 500 2072 3410

MASTERC colour CDM-R111 Elite FAQs...



When will this whole new generation lamps be available?

The new portfolio will be commercially available from May 2013.

When will new lamp samples be available?

CDM-R111 Elite lamp samples will be available in Apr. 2013

Will Philips keep standard CDM-111 lamps in portfolio?

No, all standard CDM-R111 lamps will be taken out from portfolio by Q1 2014.

Can these new Elite CDM-R111 lamps retrofit into the existing luminaires?

Yes, the new lamps are compatible with existing luminaires.

Can the CDM-R111 Elite lamps also run on EM gear?

Yes, but only the 35W CDM-R111 Elite . Note that lamp life will be reduced to ≈8k hrs.

More questions?



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