

# PHILIPS

sense and simplicity

*Introducing...*

MASTERCcolour CDM-TD Essential

*Value for money, MASTERCcolour performance  
for TD lamps*



# MASTERColour CDM-TD Essential RX7s

*reason for introduction*

*CDM-TD Essential 70-150W 3-4K  
will be available in May 2012  
All products will be flash compliant*

Uncertainty of TD market,  
due to high pressure of  
flash solutions.

No Flash solutions for MHN  
were found yet.

Philips will be able to fill gap  
with a new 'value for money'  
ceramic TD lamp family →  
address your price sensitive  
quartz customers,.

# MASTERCcolour CDM-TD Essential RX7s

*positioning in TD range*

L  
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P  
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Gain market share over MHN TD and Osram HQI-TS



*CDM TD*



*CDM TD Essential*



*MHN TD*



*MHN TD Basic*



**Price**

## MASTERCcolour CDM-TD Essential RX7s *the value proposition for relamping...*

### Replace HQI lamps and improve quality of light...

- simple replacement of existing MHN or HQI lamps (on EM – EL gear)
- dramatic improvement of light quality

### ...with lamp performance that will last longer and...

- high lumen output and high lumen maintenance keep your lighting stable for years

### ... lower your cost of ownership.

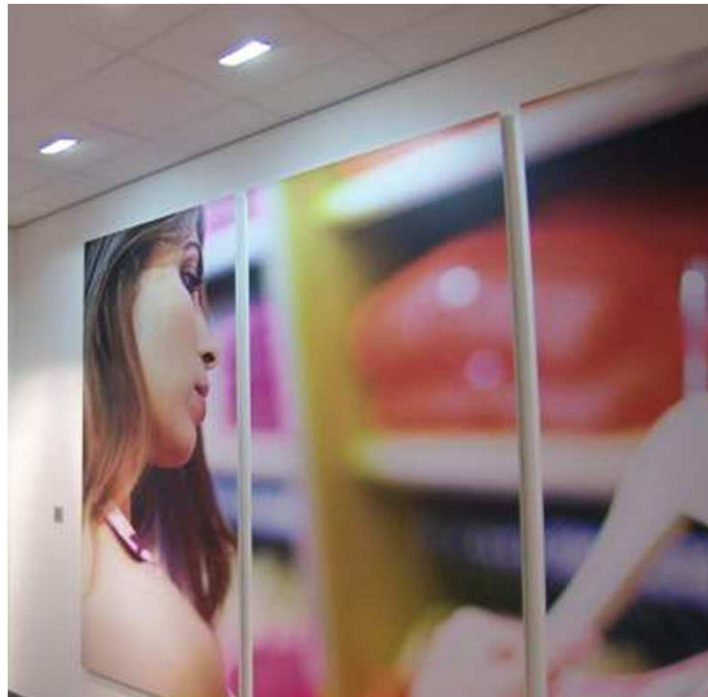
- 25% longer life: extended re-lamping cycles
- high lumen maintenance

# MASTERCcolour CDM-TD Essential RX7s

*applications...*

➤ **applications**

- Ideal for use in all places where CDM TD is applied today, mostly accent lighting in fashion retail.
- Long life and high efficacy very well suited for architectural and outdoor applications, such as wall washing applications.



# MASTERCcolour CDM-TD Essential

*making the choice simple for relamping...*

Existing  
luminaire:  
Hqi TS  
70W/150W



Keep your  
luminaire, just  
change the lamp  
CDM-TD Essential  
70W/150W

- ✓ More value for money
- ✓ 25% longer life
- ✓ Improve light quality CRI
- ✓ Even better colour consistency



# MASTERCcolour CDM-TD Essential

*features and benefits...*

Standard dimensions



Ceramic burner

Standard RX7s lamp cap

- Retrofit into existing luminaires
- Low total cost of ownership
- Lifetime: 12.000hrs
- Colour rendering of > 80
- Less colour spread over life



# MHN – MASTERCcolour CDM-TD 70W 3K *specification comparison (published data)*

70W / 3000K	Philips MHN-TD 70W/730	Philips CDM-TD 'Essential' 70W/830	Philips CDM-TD 70W/830
		<b>NEW product</b>	<b>NEW target specs</b>
Type	quartz	ceramic	ceramic
Lumen	6.200	*6000	*6000
CRI	70	80	80
Life 50% survival	9.000	12.000	16.000
Maintenance 10k hrs	55%	*60%	*65%
Minimum price €	8.00	7.50	10.50

*\* Specifications under consideration*



# MHN – MASTERColour CDM-TD 70W 4K *specification comparison (published data)*

70W / 4200K	Philips MHN-TD 70W/842	Philips CDM-TD 'Essential' 70W/842	Philips CDM-TD 70W/942
type	quartz	ceramic 	ceramic 
Lumen	5.700	*5600	*5600
CRI	80	85	<b><u>90</u></b>
Life 50% survival	10.500	12.000	16.000
Maintenance 10k hrs	<b><u>75%</u></b>	*60%	*60%
Minimum Price €	8.00	7,50	10,50

*\* Specifications under consideration*

# MHN – MASTERCcolour CDM-TD 150W 3K



*specification comparison (published data)*

150W / 3000K	Philips MHN-TD 150W/730	Philips CDM-TD 'Essential' 150W/830	Philips CDM-TD 150W/830
type	quartz	ceramic	ceramic
Lumen	13.800	13.000	13.250
CRI	70	80	88
Life 50% survival	10.500	12.000	<b><u>16.000</u></b>
Maintenance 10k hrs	60%	70%	<b><u>75%</u></b>
Minimum price €	8.20	7,50	11.00

**NEW product**

**NEW target specs**

# MHN – MASTERCcolour CDM-TD 150W 4K *specification comparison (published data)*

150W / 4200K	Philips MHN-TD 150W/842	Philips CDM-TD 'Essential' 150W/842	Philips CDM-TD 150W/942
			
<b>Type</b>	quartz	ceramic	ceramic
<b>Lumen</b>	12.900	13.000	14.200
<b>CRI</b>	80	85	96
<b>Life 50% survival</b>	10.500	12.000	16.000
<b>Maintenance 10k hrs</b>	70%	70%	70%
<b>Minimum price €</b>	6.00	7,50	10,20



# MASTERCcolour CDM-TD Essential

*logistic information...*

Naming	12NC/GPC	EOC
MASTERCcolour CDM-TD Essential 70W/830 RX7s	9280 637 05130	871829121155600
MASTERCcolour CDM-TD Essential 150W/830 RX7s	9280 638 05130	871829121157000
MASTERCcolour CDM-TD Essential 70W/842 RX7s	9280 639 05130	871829121159400
MASTERCcolour CDM-TD Essential 150W/842 RX7s	9280 641 05130	871829121161700

## MASTERCcolour CDM-TD Essential

### FAQ...

#### Why is Philips introducing a new lamp family?

To enable these price sensitive quartz customers, Philips will be able to fill these gap with a more value-for-money ceramic lamp family.

#### When will this new TD Essential lamp be available?

The new lamp will be commercially available from May 2012 onwards.

#### Will the new lamp replace the existing CDM TD 70-150W 3-4K range?

No, the Essential range will be sold alongside the CDM range. These lamps have a value-for-money proposition. No change in luminaire is needed!

#### Can this lamp replace a RX7s lamp from another brand?

Yes, this RX7s lamp is an open standard. That means it will fit into existing luminaires and operate on any EM/EL gear that complies with IEC standards. With this lamp you add a lot of value-for-money!

#### Can this Essential lamp replace a MHN-lamp?

Yes, this RX7s lamp is an open standard. That means it will fit into existing luminaires and operate on any EM gear that follows IEC standards. With this lamp you add a lot of value-for-money!

#### Does this new lamp family appear different than CDM TD?

Yes, this new Rx7s lamp has coloured lamp caps.

# Flash program in 2012

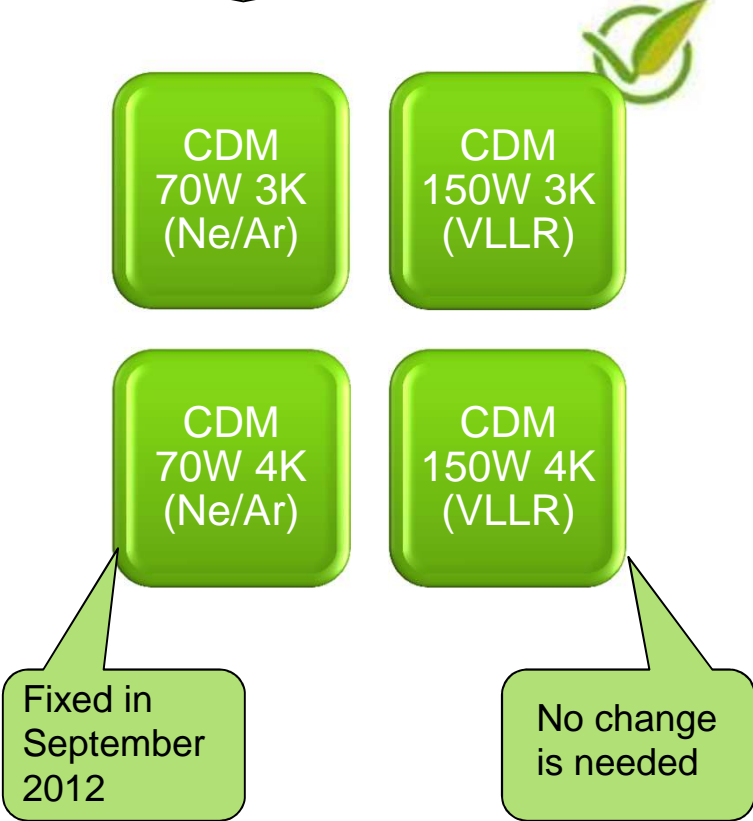
*ceramic offers green opportunities...*



Quartz: no Kr85 technical solution yet, labeling required



Ceramic: flash compliant 70W due to Ne/Ar // 150W due to VLLR



## More questions?

**Please contact:**

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**PHILIPS**





# CDM-TD vs Osram HQI-TS Excellence 70W 3K *specification comparison (published data)*

70W / 3000K	Philips MHN-TD 70W/730	Osram HQI-TS 70W/730 Excellence	Philips CDM-TD 'Essential' 70W/830	Philips CDM-TD 70W/830	Osram HCI-TS 70W/830
Type	quartz	quartz	ceramic	ceramic	ceramic
Lumen	6.200	6.200 <i>5.100</i>	*6000	*6000	<b><u>6800</u></b>
CRI	70	75 <i>73</i>	80	80	<b><u>88</u></b>
Life 50% survival	9.000	12.000	12.000	<b><u>16.000</u></b>	12.000
Maintenance 10k hrs	55%	<50%	*60%	*65%	<b><u>75%</u></b>
Minimum price €	8.00	4,50	7.50	10.50	9,5

**NEW product**

**NEW specs**

**Best performance**

Flash solution

*Measured value*

\* Specifications under consideration

# CDM-TD vs Osram HQI-TS Excellence 70W 4K *specification comparison (published data)*

70W / 4200K	Philips MHN-TD 70W/842	Osram HQI-TS 70W/842 Excellence	Philips CDM-TD 'Essential' 70W/842	Philips CDM-TD 70W/942
Type	quartz	quartz	ceramic	ceramic
Lumen	5.700	<u>6.500</u> 5700	*5600	*5600
CRI	80	85	85	<u>90</u>
Life 50% survival	10.500	12.000	12.000	<u>16.000</u>
Maintenance 10k hrs	<u>75%</u>	<u>75%</u>	*60%	*60%
Minimum Price €	8.00	4,50	7,50	10,50

**NEW product**

**NEW specs**

Osram has stopped their HCI-TS 70W/942 lamp

**Best performance**

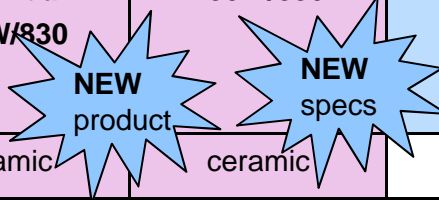
Flash solution

Measured value

\* Specifications under consideration

# CDM-TD vs Osram HQI-TS Excellence 150W 3K *specification comparison (published data)*

150W / 3000K	Philips MHN-TD 150W/730	Osram HQI-TS 150W/730 Excellence	Philips CDM-TD 'Essential' 150W/830	Philips CDM-TD 150W/830	Osram HCI-TS 150W/830
	quartz	quartz	ceramic	ceramic	ceramic
<b>Type</b>	quartz	quartz	ceramic	ceramic	ceramic
<b>Lumen</b>	13.800	12.000	13.000	13.250	<b><u>14.500</u></b>
<b>CRI</b>	70	75 69	80	88	<b><u>90</u></b>
<b>Life 50% survival</b>	10.500	12.000	12.000	<b><u>16.000</u></b>	12.000
<b>Maintenance 10k hrs</b>	60%	<60%	70%	<b><u>75%</u></b>	< 70%
<b>Minimum price €</b>	8.20	4,50	7,50	11.00	10.80





***Best performance***

Flash solution

Measured value

# CDM-TD vs Osram HQI-TS Excellence 150W 4K *specification comparison (published data)*

150W / 4200K	Philips MHN-TD 150W/842	Osram HQI-TS 150W/842 Excellence	Philips CDM-TD 'Essential' 150W/842 	Philips CDM-TD 150W/942 	Osram HCI-TS 150W/942
Type	quartz	quartz	ceramic	ceramic	ceramic
Lumen	12.900	12.500	13.000	14.200	<u>14.400</u> 13.900
CRI	80	85	85	<u>96</u>	95
Life 50% survival	10.500	12.000	12.000	<u>16.000</u>	12.000
Maintenance 10k hrs	70%	75%	70%	70%	70%
Minimum price €	6.00	4,50	7,50	10,20	9.00

**Best performance**

Flash solution

Measured value