

PHILIPS

sense and simplicity

Introducing the new

MASTERCcolour CDM Fresh
enhancing fresh food while saving energy!

New name!
(previously known as
SDW Elite)



August 30, 2011



MASTERCcolour CDM Fresh

introduction ...

Since 1992, MASTER SDW-T/TG lamps are a leading proposition in fresh food accent lighting in supermarkets. SDW lamps provide a unique color enhancement that makes a wide range of fresh food look incredibly fresh, beautiful and attractive. SDW-T/TG lamps are mainly used in 100W versions, require a special SDW gear and have an efficacy of 50 lumens / Watt.

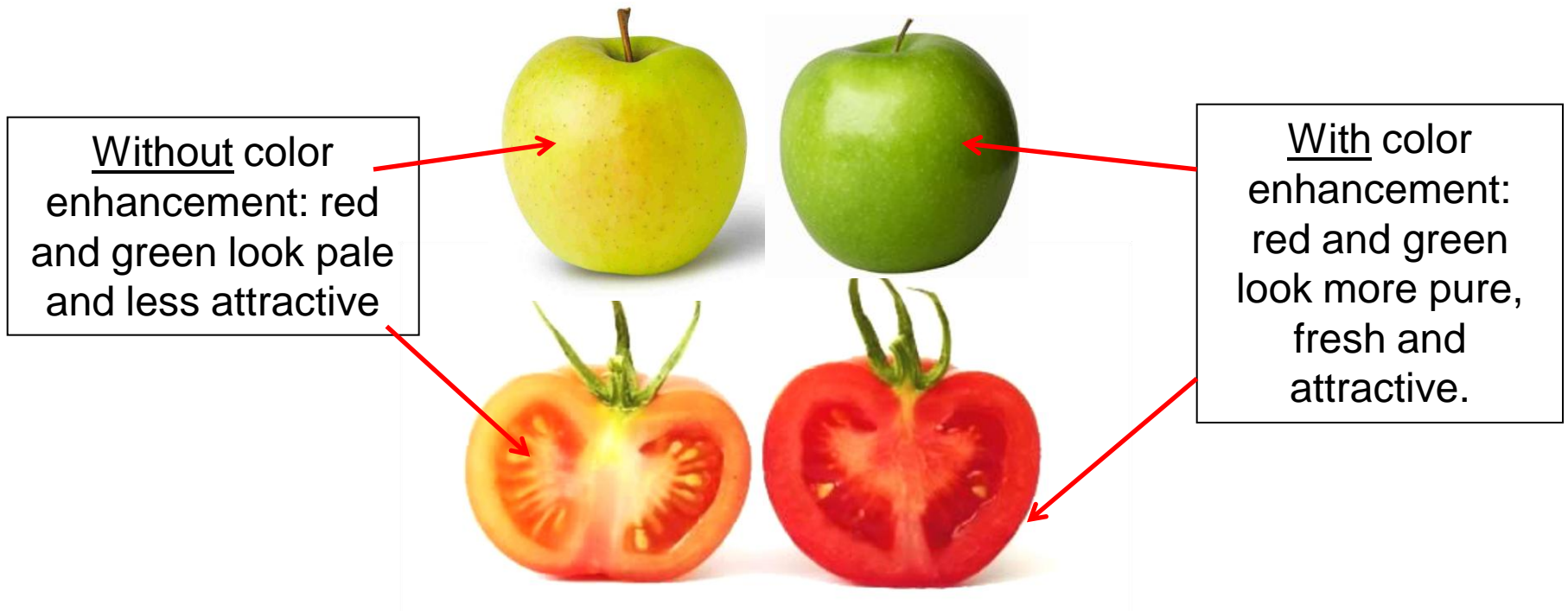
A new generation lamps of fresh food accent lighting – by the name of MASTERCcolour CDM Fresh - will be introduced in 2011, with a remarkable reduction in energy consumption: 30%..50% less! At the same time, the unique and well known SDW color enhancement is further improved and combined with more and cooler light, making fresh food look bright and completely irresistible!

The new CDM Fresh lamps fit in CDM (Elite) luminaires, and can be driven by standard CDM gear.

MASTERC colour CDM Fresh

what color enhancement does...

The best way to see what color enhancement does, is to see SDW/CDM Fresh lamps in practice (“seeing is believing”). On paper the following 2 exaggerated examples give an idea about the possibilities of color enhancement:



Fresh food color enhancement today is used for vegetables, fruit, meat, bread...

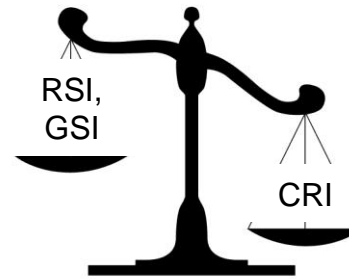
MASTERColour CDM Fresh vs CDM Elite

does CDM Fresh create a different kind of light?

Fresh food color enhancement is done with color oversaturation (color “exaggaration”): some colors are extra strong, others are less, in comparison to for example CDM Elite light.

We use RSI (Red Saturation Index) and GSI (Green Saturation Index) as measures to indicate color saturation. Compare:

	CDM Elite	CDM Fresh	SDW	Halogen
RSI	-5	12	7	0
GSI	4	8	5	0
CRI	91	70	80	100
Appl.	fashion	food	food	general



For fresh food applications the CRI (Color Rendering Index) is less relevant. In SDW/CDM Fresh lamps, CRI has been compromised in order to increase RSI and GSI. You can not have both at high levels at the same time. A higher CRI means a lower RSI/GSI and vice versa.

MASTERCcolour CDM Fresh

value proposition...

Replace a SDW system and save 30%...50% energy...

- CDM Fresh systems fit in CDM (Elite) luminaires
- CDM Fresh provides more lumens than SDW, while saving energy!
- Unrivalled lumen package for food lighting by any other technology

...creating unbeatable color enhancement...

- excellent color enhancement: red, green, blue, orange, pink
 - crisp white sparkling light
- high lumen output + high lumen maintenance

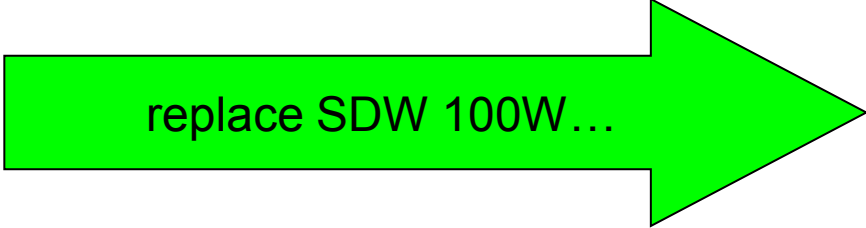
...with lowest total cost of ownership!

- compared to SDW a lower initial price and lower energy costs, saving 18...30 euro per lamp per year (@ 0.15 euro / kWh and 4.000 burning hours)
- due to high lumen output, a larger area can be reached, reducing the amount of luminaires and further reducing total cost of ownership

MASTERCcolour CDM Fresh

excellent fresh food enhancement and energy saving...

SDW-T/TG
100W
SDW gear

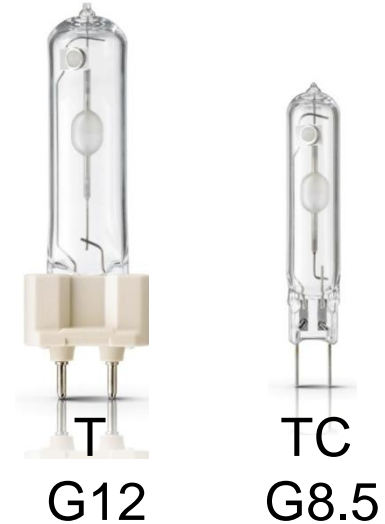


CDM Fresh
50W or 70W
CDM gear



SDW-T PG12-1 SDW-TG GX12-1

- improve lumens per watt by 60%
- benefits of CDM Fresh
 - 70W version: 30% energy saving (18 euro / year) and 15% more light output(*)
 - 50W version: 50% energy saving (30 euro / year), same light output(*)
- unrivalled fresh food enhancement
- substantially lower initial system price



(*) Lightoutput including LOR value, which results in lumens out of the reflector. CDM Fresh LOR values will be 80%...90%. SDW LOR values are 60%...70%.

MASTERC colour CDM Fresh

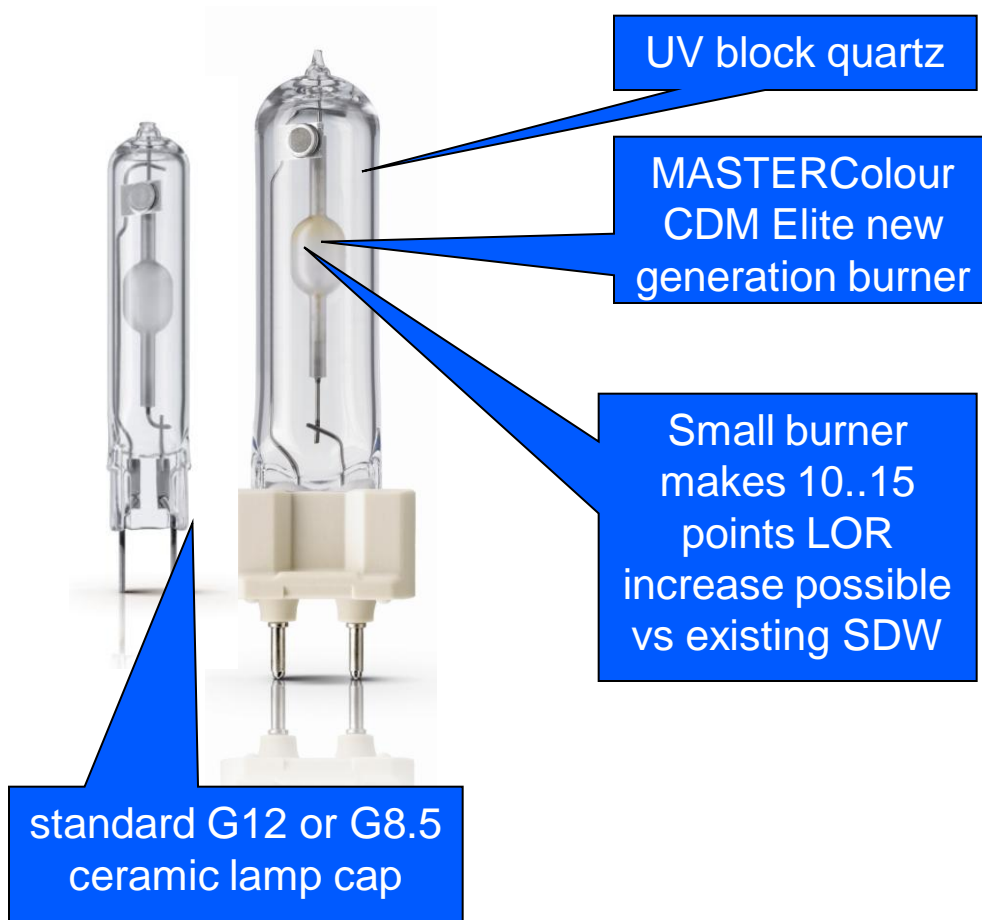
product specs...

Target specs	CDM Fresh T/TC 50W	CDM Fresh T/TC 70W
Lumen	3.900	6.000
Efficacy LpW	80	82
Color temp	cool	cool
Red Saturation Index	10	12
Green Saturation Index	8	8
Life B50 (hrs)	15.000	15.000
Maintenance 15k hrs	65%	75%
Lamp cap	G12/G8.5	G12/G8.5
Gear	50W CDM gear	70W CDM gear
Burning position	horizontal only(*)	universal

(*) The 50W T/TC lamps will be upgraded towards universal burning in Q1 2012.

MASTERCcolour CDM Fresh

features and benefits...



Runs on CDM gear (EL only)

Lamp and gear fit in existing CDM (Elite) luminaires

Superior colour enhancement (red, green, blue) make fresh food look irresistibly attractive

higher lumen output possible compared to SDW at lower energy levels

Saves 30%..50% energy compared to 100W SDW.

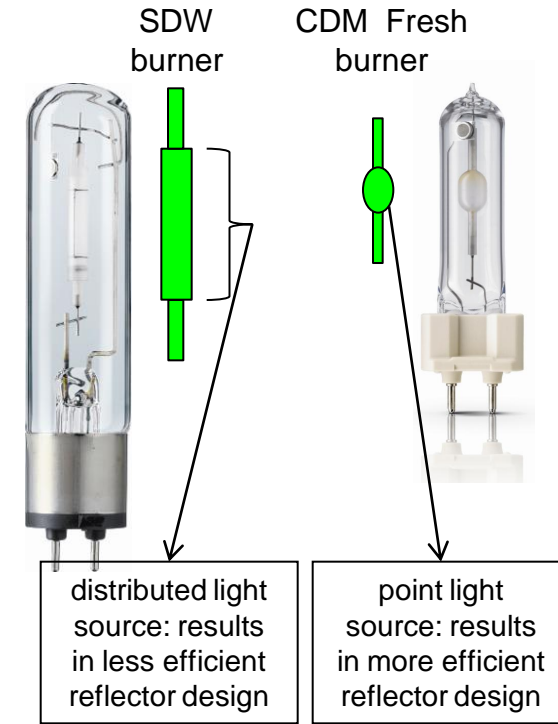
Extended lifetime (+50%) with stable color compared to SDW

Save 18...30 euro per lamp / year!

MASTERC colour CDM Fresh

comparison with alternatives...

	SDW T/TG 100W	CDM Fresh T/TC 50W	CDM Fresh T/TC 70W
Lumen	5.100 / 4.900	4.000	6.000
Efficacy LpW	49	80	82
LOR (reflector efficacy)	65%	85%	85%
Light out of reflector	3.300 / 3.200	3.400	5.100
Color temp	2.500K	4.000K	4.000K
Red Saturation Index	7	10	12
Green Saturation Index	5	8	8
Life: 50% survival	10.000(*)	15.000	15.000
Maintenance 15k hrs	70%	75%	76%
Lamp cap	T: PG12-1 TG: GX12-1	T: G12 TC: G8.5	T: G12 TC: G8.5
luminaire	open	closed	closed
gear	SDW	HID-PV/AV	HID-PV/AV
Burning position	universal	Universal <i>with optimal performance in horizontal orientation</i>	universal



(*) Calculation example:
 lumens out of the reflector
 - SDW 100W with LOR 65%: 3.300 lm
 - CDM Fresh 50W with LOR 85%: 3.400 lm
 That means that it is possible to replace an SDW 100W with an SDW Elite 50W!

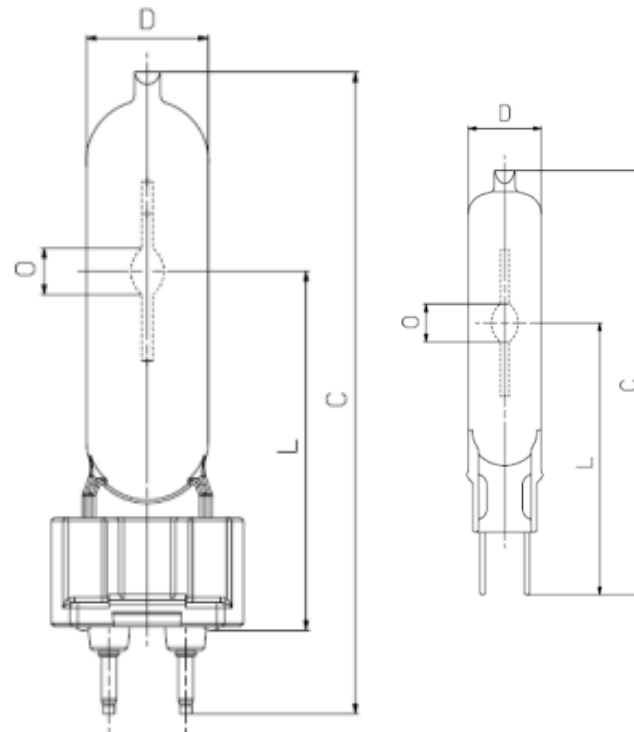
(*) white life

MASTERC colour CDM Fresh

dimensional drawings...

All dimensions are standard CDM-T/TC (Elite) dimensions.
Gears: are standard HID-PV/AV with same dimensions.

Dimensions (mm)	D	L (=LCL)	C
50W & 70W lamp	max	Nom	Max
CDM-T Fresh G12	20	56	103
CDM-TC Fresh G8.5	15	52	85



MASTERColour CDM Fresh

positioning, sample timing...

- pricing
 - Pricing similar to SDW. Details to be discussed with local account manager.
- Sampling
 - samples will be available from end of April 2011.
 - Ordering can be done via email with product management in Turnhout (see last page).
- datasheets
 - Preliminary datasheets are available.

MASTERCcolour CDM Fresh

logistics, packing, timing...

Naming	12nc = GPC	EOC
MASTERCcolour CDM-T Fresh 70W G12 1CT	9281 964 05131	12544000
MASTERCcolour CDM-TC Fresh 70W G8.5 1CT	9281 967 05131	16329900
MASTERCcolour CDM-T Fresh 50W G12 1CT	9281 934 05131	15643700
MASTERCcolour CDM-TC Fresh 50W G8.5 1CT	9281 966 05131	16327500

packing

- Same size and weight as CDM-T/TC (Elite).

Timing

- CDM-T/TC Fresh 50W and 70W : available October 1, 2011.

FAQ's (1)

- Are MASTERColour CDM-T/TC Fresh lamps compatible with existing CDM-T/TC (Elite) luminaires?
 - Yes, the CDM-T/TC Fresh lamps are CDM lamps with special color properties. Other specifications are the same as other CDM-T/TC (Elite) lamps.
- These lamps were previously known as “SDW Elite”. Why did you change the name?
 - SDW has 2 special properties: color enhancement in combination warm light.
To optimize these 2 special properties and increase energy efficacy, we have chosen to split the new generation into 2 products:
 - MASTERColour CDM Fresh: color enhancement (color temp. 4000K, launch in 2011)
 - MASTERColour CDM Warm: warm light (color temp. 2500K, launch in 2012).
 - The new names highlight the special properties, and the new names indicate that these lamps are CDM technology and therefore require CDM luminaires.
- Can CDM Fresh lamps be used in an existing SDW luminaires?
 - This is not possible because of differences in requirements for front glass, optics, LCL, gear and socket.

FAQ's (2)

- Why is CDM Fresh 4000K?
 - The 4000K is a result of the color enhancement. For most fresh food applications, the higher color temperature creates a brighter impression and makes fresh food look even fresher. In some specific applications (bread, cheese), the lower color temperature lamp CDM Warm (launch in 2012) will be a better choice.
- Can I use special color filters to create different atmospheres?
 - Yes, CDM Fresh lamps are suitable to be used with special filters to fine-tune a desired lighting atmosphere.
- Can I relamp CDM-T/TC Elite 70W/930 with CDM-T/TC Fresh 70W?
 - Yes, you can. The CDM-T/TC Fresh lamps will substantially improve the fresh impression of your fresh food. In some cases, a reflector adaptation might be needed. No gear changes are required.
- Will Philips keep SDW old generation in the portfolio?
 - Yes, we will for the foreseeable future.

More questions?

Please contact:

Bob vd Linden

Product Marketing Compact-HID

GBU HID, Philips Lighting

Steenweg op Gierle 417

B-2300 Turnhout, Belgium

office: +32 (0)14 40 7692

cell: +32 (0)471 97 76 76

email: bob.vd.linden@philips.com

