

The energy saving successor of SDW with incredible color enhancement...



Introducing the new generation MASTERColour CDM Fresh

MASTERColour CDM-T/TC Fresh 50W & 70W

Concise technical datasheet

PHILIPS
sense and simplicity

CDM-T/TC Fresh 50W & 70W – concise technical data

Features

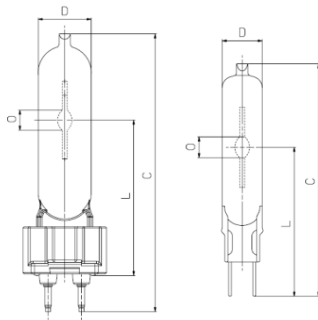
- excellent color enhancement (red, green, orange, blue)
- cool fresh light
- 60% more energy efficiency compared to existing SDW
- comes in standard CDM dimensions
- works on standard CDM gear
- fits in existing CDM luminaires*

(*) in some cases existing CDM (Elite) reflectors might need adaption to get maximum LOR and optimal light distribution, depending on beam angle, reflector faceting and burning position.

Benefits

- makes fresh food (meat, fish, vegetables) look incredibly smooth and pure with full colors
- creates a sparkle that gives extra fresh reflection on food
- makes colored packing material look vibrant
- high lumen levels attracts attention
- save 30%...50% on energy compared to normal SDW which is 18...30 euro per year!
- use of existing luminaires lead to shortest time to market, reduced development costs and less complexity.

Dimensions



CDM-T Fresh G12 CDM-TC Fresh G8.5

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

Dimensions same as existing CDM-T/TC lamps.

Arc length O same as CDM Elite 50W & 70W (new generation).

Target performance

CDM-T/TC Fresh	50W	70W
lumen output	3.900	6.000
efficacy (lm/W)	78	82
Red Saturation Index (RSI)	10	12
Green Saturation Index (GSI)	8	8
color temp	4500K	4000K
maintenance @ 2.000 hr	91%	92%
maintenance @ 15.000 hr	65%	75%
survival 95% (hr)	9.000	9.000
survival 50% (hr)	15.000	15.000
Burning position	Horizontal only*)	universal

Electrical characteristics

CDM-T/TC Fresh	50W	70W
Lamp voltage		
- Base up	85V +/-10V	85V +/-10V
- Horizontal	90V +/-10V	90V +/-10V
Lamp current	results from lamp power / lamp voltage	results from lamp power / lamp voltage
Lamp power	50W +/-5%	73W +/-5%

Explanation RSI, GSI

RSI (Red Saturation Index) and GSI (Green Saturation Index) are measures to indicate color over-saturation or color "exaggeration". As a reference: halogen light has RSI and GSI = 0.

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Comparison with existing SDW lamps

	SDW T 100W/825	CDM Fresh 50W	CDM Fresh 70W
lumen output	5.100	3.900	6.000
Lamp efficacy (lm/W)	51	78	82
Color temp	2.500K	4.500K	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%	65%	75%
Lamp foot	PG12-1	G12 / G8.5	G12 / G8.5
luminaire	open	closed	closed
gear	SDW (EM gear)	HID-PV/AV (EL gear)	HID-PV/AV. (EL gear)
Burning position	universal	universal with optimal performance in horizontal orientation	universal
	(*) white life		

The LOR (Light Output Rate) of most SDW luminaires is 60...70%. With CDM luminaires, LOR values of 80...90% are possible, which lead to an extra efficiency increase compared to SDW!

Calculation example:
lumens out of the reflector
- SDW 100W with LOR 65%:
3.315 lm
- CDM Fresh 50W with LOR
85%: 3.400 lm

That means that it is possible to replace an SDW 100W with an CDM Fresh 50W!

Frequently asked questions

Is MASTERColour CDM-T/TC Fresh compatible with existing CDM-T/TC (Elite) luminaires?

Yes, CDM-T/TC Fresh lamps are CDM lamps and fit in existing CDM-T/TC (Elite) luminaires.

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
- MASTERColour CDM Warm: warm light (color temp. 2500K, launch in 2012).

The new names highlight the special properties, and indicate that these lamps are CDM technology and therefore require CDM luminaires.

Can CDM Fresh be used in an existing SDW luminaires?

This is not possible because of differences in requirements for front glass, optics, LCL, gear and socket.

Why is CDM Fresh 4000K/4500K?

The 4000K/4500K 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 will be a better choice.

Can I relamp CDM-T/TC (Elite) 70W with CDM-T/TC Fresh 70W?

Yes, you can! CDM-T/TC Fresh lamps will substantially improve the fresh impression of your fresh food. No gear changes are required!

Will Philips keep SDW in the portfolio?

Yes. Philips will keep SDW in the portfolio for the foreseeable future.

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Ordering data new generation lamps:

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

For more information, please contact

Arthur van der Wateren
Product Marketing CDM

Philips Lighting GBU HID
Steenweg op Gierle 417
B-2300 Turnhout, Belgium

cell: + 32 471 920 361

email: arthur.van.der.wateren@philips.com

For more information, visit:
www.philips.com/mastercolour



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