

Why choose LED Lamps from market leader Philips?

3 year
guarantee

MASTER LEDspot LV AR111 G53

Non-dimmable

up to
90%
energy
saving

Up to
45,000
burning
hours

HIGH
POWER
LED

Benefits of LED Lamps

- High energy savings: as much as 90% compared with incandescent and halogen lamps
- Long lifetime: up to 45,000 burning hours
- Low cost of ownership: up to 90% savings possible on the energy bill. Very low maintenance and replacement costs
- Harmless light: no UV or IR radiation (ideal for illuminating heat and colour-sensitive objects)
- Environmentally friendly: low carbon footprint, no mercury included and all materials fulfil European directive 2002/95/EC

Why choose LED Lamps from market leader Philips?

- Easy replacement of incandescent and halogen lamps:
 - Compact LED lamp dimensions that fit existing incandescent and halogen sockets
 - Low voltage lamps include a patented intelligent driver, which enables broad compatibility with existing electronic and electromagnetic transformers. In the majority of cases transformers do not need to be replaced
 - High compatibility of both mains and low voltage lamps with existing dimmers: a recommended dimmer list is continuously updated on the website www.philips.com/masterled
- Domain expertise in LED: Philips has extensive in-house knowledge of LED technology, from chips, optics, phosphor and thermal management to ingenious design, quality and reliability. This results in a continuous stream of LED lamp innovations, of which this brochure will highlight the latest (e.g. DimTone, customisable bulb, and various range extensions)
- Portfolio variety: recognised by customers as having one of the broadest portfolios in the market, ensuring the right product is used for the right customer application
- Award-winning product design (e.g. IF product design awards 2010)
- High quality of light: very good colour rendering properties (Ra > 80), a well defined beam with even light distribution, warm and cold white light possibilities (2700 K, 3000 K, 4000 K)
- Fast pay back times: in many cases this can be achieved within one year: see also the calculations in this brochure provided as references
- 3 year standard warranty for products having a lifetime > 25,000 hours

Did you know that Philips...

- ... has more than 400 issued LED patents and approximately 770 pending LED patents?
- ... already has many customer references for LED lamps and some of these customer experiences can be found online at www.philips.com/masterled (projects)?
- ... can support you with LED 'pay-what-you-save' programmes to offset initial financial investments and simplify making the switch to LED lamps?
- ... besides LED lamps also offers LED luminaires, controls, services and solutions?
- ... offers lighting concepts for every organisation and application area?
- ... is a strong global brand organised around customers and has local organisations and access to more than 100 countries globally?
- ... achieves high leader classifications on the World Sustainability Index?
- ... has more than 120 years of lighting experience?
- ... has won the L Prize, the U.S. Department of Energy competition to replace the common light bulb (60 W) with a LED lamp



Features/applications:

- lower energy consumption: 10 W → 50 W , 15 → 75 W (12V)
- retrofitable
- patented intelligent driver (see page 18-19)
- clearly defined beam spread
- non-dimmable
- UV and IR free light for less heat and protection for heat-sensitive objects
- free of mercury and hazardous materials
- lightweight (122 g) to allow for a broad range of standard halogen AR111 applications, such as track lighting

Product benefits:

- up to 80% energy saving compared with halogen lamps
- long lifetime
- warm white light
- good light distribution
- no IR and UV radiation
- short pay back period
- lower maintenance costs
- transformer compatibility: broad compatibility with existing electronic and electromagnetic halogen transformers (est. 99%; IC controlled transformers are the only potential exception)



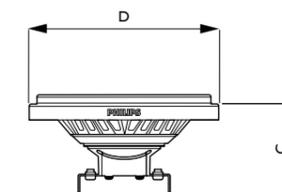
Technical specification

Product description MASTER LEDspot LV	Wattage	Comparable Halogen Wattage	Socket	Bulb shape	Beam intensity	Beam angle	Lifetime	Dimmable	Lumen	Efficacy	Units per pack	Colour rendering index	Colour temp.	EOC 8718291
	(W)	(W)			(cd)	(°)	(hours)		lm	lm/W			K	
AR111 2700K	10	50	G53	AR111	3200	24	45,000	no	550	55	6	>80	2700	11935700
AR111 2700K	10	50	G53	AR111	1150	40	45,000	no	547	55	6	>80	2700	11939500
AR111 3000K	10	50	G53	AR111	3370	24	45,000	no	578	58	6	>80	3000	11937100
AR111 3000K	10	50	G53	AR111	1210	40	45,000	no	572	57	6	>80	3000	11941800
new AR111 2700K*	15	75	G53	AR111								>80	2700	
new AR111 2700K*	15	75	G53	AR111								>80	2700	
new AR111 3000K	15	75	G53	AR111	4240	24	45,000	no	745	50	6	>80	3000	15527000
new AR111 3000K	15	75	G53	AR111	1520	40	45,000	no	725	48	6	>80	3000	15529400

*Available November 2011



10W / 15W



10W / 15W

Dimensions (mm) / weight (kg)

Product	C	D	Weight
AR111/G53	60.5	111	0.122