



Energy saving that inspires

Philips MASTER LEDlamps - discover endless possibilities to save energy with high quality light

PHILIPS
sense and simplicity



Generali Group, Brussels, Belgium

Energy saving has never looked so attractive

Energy efficient and beautifully effective, LEDs now offer more exciting possibilities for lighting - whatever the application. Create playful moods, add extra sparkle, or light flexible ambiances that enhance your space with the power of light. MASTER LEDlamps are the easy, reliable way to illuminate hotels, restaurants, fashion stores, jewellery shops etc. All with a fast payback time that means your investment will still look good in years to come.

Imagine the possibilities

We have a range of solutions for almost all indoor applications, delivering exactly what they promise on the box. In fact, the results of a recent study by The Dutch Consumer Federation indicate that the Philips LED bulb is of the highest quality and the leading LED in the market.

- **Low costs of ownership**
 - Less replacement costs by long lifetime* up to 45K hours (see below)
 - Up to 85% savings on your energy bill
 - Short payback time: depending on the application, MASTER LEDlamps can pay for themselves in less than one year
- **A broad range**
 - Our LED lighting solutions are designed for a wide range of applications.
- **Easy to install**
 - The MASTER LEDlamps are retrofittable into existing lamp holders.
- **Environmentally friendly**
 - No mercury, less waste and a low carbon footprint, MASTER LEDlamps comply with all European environmental legislation.
- **Warranty**
 - 3 year warranty for all professional LED retrofit lamps (MASTER LED) with a lifetime of 25K hours or more, applicable to all launches after March 1st 2010

Energy Bill



Long Lifetime of LED lamps



Winning Awards



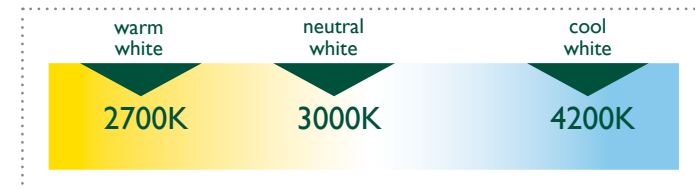


Scandic Palace Hotel, Copenhagen, Denmark



Switch to a brighter solution

Sparkling white light, warm and welcoming ambiances, dimmable and controllable, LED now offers even more possibilities. Our MASTER LEDlamps are designed to replace traditional lamps. They provide comfortable warm or clear cool dimmable light instantly – with no compromise whatsoever on light quality.



Long lasting consistency

Our LED technology is so efficient it delivers consistent brightness and intensity over the lifetime of the luminaire. That doesn't just eliminate the maintenance required by traditional lighting. With a lifetime of up to 45 times longer it saves on replacement costs too. So you enjoy "fit and forget" solutions, that pay for themselves within one year.

Sustainable solutions

MASTER LEDlamps also make your green credentials look good. Not only are they free of mercury and other hazardous materials, no heat, UV or infrared is emitted in the beam. What's more, they're designed to be fully compliant with all European environmental legislation. A truly sustainable solution that enhances your ambience without harming the planet.



Example application: Office corridors	
Burning hours	12 hours per day, 5 days a week
Replacement costs	€ 2.50
Energy costs	€ 0.12 per kWh
Current lighting source	Halogen Twistline ALU GU10 50W, Lifetime 3,000 hours
LED alternative	MASTER LEDspot GU10 3W, Lifetime 35,000 hours
Payback time in this example	15 months



MASTER LEDspot GU10 7W

A bright idea for 24/7 spot applications. The warm accent beam won't compromise on brightness and with dimming possibilities you can maximise efficiency even further.

Enhancing life with

- True warm-white, halogen-like light
- Dimmable to 10%
- Lifetime 40,000 hours: up to 13 times longer lifetime, significantly lower maintenance costs
- Compatible with GU10 holders for easy installation



MASTER LEDspot GU10 3W perfect fit

Create atmosphere with a warm, halogen-like accent light that's perfect for spot and general lighting. A simple switch that maximises energy savings and minimises maintenance costs. A like-for-like replacement for GU10 halogen spots, it fits perfectly into existing luminaires.

Enhancing life with

- True warm-white, halogen-like light
- 100% retrofit design, easy to install, compatible with GU10 holders
- Lifetime is 35,000 hours: up to 10 times longer lifetime for significantly lower maintenance costs





Example application: Hotel lobby	
Burning hours	24 hours per day, 7 days a week
Replacement costs	€ 2.50
Energy costs	€ 0.12 per kWh
Current lighting source	Low Voltage 20W Halogen spot MR16, Lifetime: 3,000 hours
LED alternative	MASTER LEDspot LV MR16, Lifetime: 45,000 hours
Payback time in this example	9 months



MASTER LEDspot (LV) MR16 7W

Delivering a warm, halogen-like beam, this is an ideal retrofit solution for spot and general lighting applications. It is particularly suitable for public areas that often require illumination such as receptions, lobbies, corridors, stairwells and washrooms.

Enhancing life with

- Broadly compatible with 99% of the existing electromagnetic and electronic halogen transformers
- Lifetime is 25,000 hours: up to 10 times longer lifetime, significantly lower maintenance costs
- 100% retrofit design, easy to install, compatible with MR16 holders

Halogen Spot
GU5.3 MR16 35W



MASTER LEDspot
GU5.3 MR16 7W



Pay-back
time
.....
12 months



MASTER LEDspot (LV) MR16 4W

Food, fabrics and paintings come to life beautifully under the clearly defined 24° beam. Ideal for illuminating any heat sensitive objects with a warm, halogen-like light.

Enhancing life with

- Broadly compatible with 99% of the existing electromagnetic & electronic halogen transformers
- Lifetime is 45,000 hours: up to 10 times longer lifetime, significantly lower maintenance costs
- 100% retrofit design, easy to install, compatible with MR16 holders

Halogen Spot
GU5.3 MR16 20W



MASTER LEDspot
GU5.3 MR16 4W



Pay-back
time
.....
9 months



Example application: Hotel corridors

Burning hours	18 hours per day, 7 days a week
Replacement costs	€ 2.50
Energy costs	€ 0.12 per kWh
Current lighting source	Standard 40W GLS bulb, Lifetime: 1,000 hours
LED alternative	MASTER LEDbulb Glow 8W, Lifetime: 25,000 hours
Payback time in this example	10 months



MASTER LEDbulb GLOW A60 8W

Create a welcoming atmosphere with true warm light that radiates in all directions and a dimmable glow effect. A real alternative to incandescent lamps to enhance energy savings for general lighting applications.

Enhancing life with

- Unique glow effect
- 250° light distribution
- Dimmable to 10%
- Lifetime 25,000 hours: up to 25 times longer lifetime, significantly lower maintenance costs
- Retrofit design, easy to install, compatible with E27 and B22 holders



MASTER LEDbulb A55 6W

Dimmable, true warm light creates an intimate, relaxing ambience in restaurants, hotels and fashion stores. Perfect for general or spot lighting with exceptional light quality and outstanding energy savings.

Enhancing life with

- Up to 45 times longer lifetime, significantly lower maintenance costs
- Dimmable to 10%
- Retrofit design, easy to install, compatible with E27 holders





Example application: Restaurant	
Burning hours	8 hours per day, 7 days a week
Replacement costs	€ 2.50
Energy costs	€ 0.12 per kWh
Current lighting source	Incandescent 15W* Clear Candle, Lifetime: 1,000 hours
LED alternative	Novallure 2W LED Clear LED Candle, Lifetime: 20,000 hours
Payback time in this example	14 months

*No lower wattage available



Novallure LEDcandle and LEDlustre 2W (3000K)

Beautifully sparkling, warm white light for chandeliers, wall scones or other decorative luminaires. The classical slender shape and eye-catching design adds to the aesthetic appeal.

Enhancing life with

- iF award winning, unique lens design, attractive, sparkling light effects
- Up to 15 times longer lifetime, significantly lower maintenance costs
- Clear or frosted glass
- Retrofits E14 holders



Incandescent candle



Novallure LEDcandle 2W



Pay-back time
.....
15 months



Novallure LEDcandle and LEDlustre 2W (2700K)

Mounted in full view in chandeliers, wall scones or modern luminaires, the clear or frosted glass bulbs fit all existing fixtures with an E14 and E27 socket. Designed with input from chandelier makers to enhance the aesthetic appeal of the chandelier or luminaire, even when unlit.

Enhancing life with

- Unique lens design
- True warm, sparkling light effects
- Up to 20 times longer lifetime, significantly lower maintenance costs
- Clear or frosted glass
- Retrofits E14 holders and E27 holders (lustrés only)

Incandescent candle



Novallure LEDcandle 2W



Pay-back time
.....
14 months



save
85%



MASTER LEDspot
PAR30S - 11W
PAR38 - 16W
PAR38 - 16W outdoor

Public areas in retail and hospitality outlets can soon run up to high energy bills. This next-generation PAR lamp is an energy-saving alternative with robust design and warm-white light. It's a retrofit replacement of 75W halogen PAR lamps and 80W GLS PAR lamps. The IP44-rated outdoor version of the PAR38 is one of the few energy-saving LED alternatives to incandescent PAR38 outdoor lamps available today.

Enhancing life with

- True warm-white, halogen-like light
- Lifetime 45,000 hours (20,000 hours for the outdoor version): up to 20 times longer lifetime, significantly lower maintenance costs
- Retrofit design, easy to install, compatible with E27 holders

Halogen
PAR30S 75W



MASTER LEDspot
PAR38 16W



Pay-back
time
18 months

Example application: Retail, department store	
Burning hours	10 hours per day, 6 days a week
Replacement costs	€ 2.50
Energy costs	€ 0.12 per kWh
Current lighting source	GLS 80W PAR 38, Lifetime: 2,000 hours
LED alternative	MASTER LEDspot MV PAR38, Lifetime: 45,000 hours
Payback time in this example	18 months



Hilser Bros Jewellers, Cork, Ireland



MASTER LEDspot MR11 3W

Delivering a warm, halogen-like beam, it is an ideal retrofit solution for spot lighting. Particularly suited to creating eye-catching displays, for example in jewellery stores.

Enhancing life with

- Lifetime is 30,000 hours: up to 10 times longer lifetime, significantly lower maintenance costs
- 100% retrofit design, easy to install, with GU4.0 sockets

Halogen Spot
GU4.03 MR11



MASTER LEDspot
GU4.0 MR11 3W





Michael Graves building, the Netherlands

save
85%



MASTER LEDspot NR63 7W

Lobbies, corridors and stairwells need illumination 24/7. Make them feel safe and welcoming with warm, halogen-like accent lighting with no compromise on reassuring brightness.

Enhancing life with

- Dimmable to 10%
- Up to 45 times longer lifetime, significantly lower maintenance costs
- Retrofit design, easy to install, compatible with E27 holders

Halogen Spot
NR63



MASTER LEDspot
NR63



Pay-back
time
14 months

Example application: Office reception	
Burning hours	12 hours per day, 5 days a week
Replacement costs	€ 2.50
Energy costs	€ 0.12 per kWh
Current lighting source	Halogen Spot NR63 40W, Lifetime: 2,000 hours
LED alternative	MASTER LEDspot MV NR63, Lifetime: 45,000 hours
Payback time in this example	14 months

Product Description	Colour temperature	Wattage	Dimmable	Colour rendering	Lumen output (Lm)	Beam intensity	Beam angle	Dimensions		Packaging	EOC	Comparable with	Lifetime
	(K)	(W)		(R _a)		(Cd)	(°)	Height	Width		8727900...		
MASTER LEDspot GU10													
MASTER LEDspot GU10 7-35W 230-240V	2700	7	yes	85	-	575	25	80.5	50.2	6/box	867671 00	35W	45000
MASTER LEDspot GU10 7-35W 230-240V	2700	7	yes	85	-	230	40	80.5	50.2	6/box	867725 00	35W	45000
MASTER LEDspot GU10 7-50W 230-240V	2700	7	yes	80	-	1000	25	80.5	50.2	6/box	860337 00	50W	40000
MASTER LEDspot GU10 7-50W 230-240V	2700	7	yes	80	-	400	40	80.5	50.2	6/box	860351 00	50W	40000
MASTER LEDspot GU10 7-50W 230-240V	4200	7	yes	80	-	1000	25	80.5	50.2	6/box	860436 00	50W	40000
MASTER LEDspot GU10 7-50W 230-240V	4200	7	yes	80	-	540	40	80.5	50.2	6/box	860450 00	50W	40000
MASTER LEDspot GU10 7-50W 230-240V	3000	7	yes	80	-	1000	25	80.5	50.2	6/box	860399 00	50W	40000
MASTER LEDspot GU10 7-50W 230-240V	3000	7	yes	80	-	540	40	80.5	50.2	6/box	860412 00	50W	40000
MASTER LEDspot PERFECT FIT GU10 230-240V	2700	3	no	80	-	850	25	52.5	50.0	10/box	897883 00	35W	35000
MASTER LEDspot PERFECT FIT GU10 230-240V	3000	3	no	80	-	550	25	52.5	50.0	6/box	852974 00	35W	22000
MASTER LEDspot MR16													
MASTER LEDspot GU5.3 MR16 4-20W 12V	3000	4	no	80	-	720	24	46.1	50.1	10/box	819588 00	20W	45000
MASTER LEDspot GU5.3 MR16 4-20W 12V	2700	4	no	80	-	700	24	46.1	50.1	10/box	819564 00	20W	45000
MASTER LEDspot GU5.3 MR16 7-35W 12V	3000	7	no	80	-	1270	24	54.2	50.5	10/box	819588 00	35W	25000
MASTER LEDspot GU5.3 MR16 7-35W 12V	2700	7	no	80	-	1200	24	54.2	50.5	10/box	819564 00	35W	25000
MASTER LEDbulb													
MASTER LEDbulb GLOW A60/E27 230-240V	2700	8	yes	80	470	-	-	108.9	60.0	6/box	900484 00	40W	25000
MASTER LEDbulb GLOW A60/B22 230-240V	2700	8	yes	80	470	-	-	108.9	60.0	6/box	900507 00	40W	25000
MASTER LEDbulb A55/E27 230-240V	4200	6	yes	70	240	-	-	106.5	55.5	6/box	867381 00	25W	45000
MASTER LEDbulb A55/E27 230-240V	2700	6	yes	80	240	-	-	106.5	55.5	6/box	853537 00	25W	45000
Novallure LEDcandle / Novallure LEDlustre													
NOVALLURE LEDcandle E14 230-240V clear	3000	2	no	80	50	-	-	99.0	35.1	6/box	852899 00	-	15000
NOVALLURE LEDcandle E14 230-240V frosted	3000	2	no	80	50	-	-	99.0	35.1	6/box	852936 00	-	15000
NOVALLURE LEDlustre E14 230-240V clear	3000	2	no	80	50	-	-	77.0	45.0	6/box	852912 00	-	15000
NOVALLURE LEDlustre E14 230-240V frosted	3000	2	no	80	50	-	-	77.0	45.0	6/box	852950 00	-	15000
NOVALLURE LEDcandle E14 230-240V clear	2700	2	no	60	40	-	-	102.0	37.0	10/box	898026 00	-	20000
NOVALLURE LEDcandle E14 230-240V frosted	2700	2	no	60	40	-	-	102.0	37.0	10/box	898149 00	-	20000
NOVALLURE LEDlustre E14 230-240V clear	2700	2	no	60	40	-	-	89.0	46.0	10/box	898125 00	-	20000
NOVALLURE LEDlustre E14 230-240V frosted	2700	2	no	60	40	-	-	89.0	46.0	10/box	898163 00	-	20000
NOVALLURE LEDlustre E27 230-240V clear	2700	2	no	60	40	-	-	89.0	46.0	10/box	898187 00	-	20000
NOVALLURE LEDlustre E27 230-240V frosted	2700	2	no	60	40	-	-	89.0	46.0	10/box	898200 00	-	20000
MASTER LEDspot PAR													
MASTER LEDspot PAR 30S/E27 230-240V	2700	11	no	80	-	1880	25	90.0	92.1	10/box	853018 00	75W	45000
MASTER LEDspot PAR 38/E27 INDOOR 230-240V	2700	16	no	80	-	2800	25	131.0	121.5	10/box	852998 00	75W	45000
MASTER LEDspot PAR 38/E27 OUTDOOR 230-240V	2700	16	no	80	-	2800	25	131.0	121.5	10/box	853032 00	75W	20000
MASTER LEDspot MR11													
MASTER LEDspot GU4.0 MR11 3W 12V	4200	3	no	80	-	450	24	40.0	34.5	24/box	905830 00	-	30000
MASTER LEDspot GU4.0 MR11 3W 12V	2700	3	no	80	-	410	24	40.0	34.5	24/box	905816 00	-	30000
MASTER LEDspot NR63													
MASTER LEDspot NR63 7-50W 230-240V	4200	7	yes	80	-	1000	25	101.0	63.3	6/box	867428 00	50W	45000
MASTER LEDspot NR63 7-50W 230-240V	4200	7	yes	80	-	540	40	101.0	63.3	6/box	867466 00	50W	45000
MASTER LEDspot NR63 7-40W 230-240V	2700	7	yes	80	-	1000	25	101.0	63.3	6/box	867442 00	40W	45000
MASTER LEDspot NR63 7-40W 230-240V	2700	7	yes	80	-	400	40	101.0	63.3	6/box	867480 00	40W	45000

3 year warranty for all professional LED retrofit lamps (MASTER LED) with a lifetime of 25K hours or more.

Applicable to all launches after March 1st 2010



“I was surprised by how much I could save each year with the new lighting.”

Jos van Leeuwen, proprietor of hotel De Prins, Sittard, the Netherlands



“Long service life and energy savings. That was what we were looking for.”

Nick Lakeman, Hilton Amsterdam

“The MASTER LED lighting offers warm light that does not produce any glare and makes our employees and visitors feel as if they are at home.”

Didier Gason, real estate manager Generali Group, Brussels



“The temperature in the rooms dropped, which led to substantial savings on air conditioning.”

Ignacio Montoya (right), Realia, Madrid



“The new lighting plan gives the store a fantastic look and shows our product range to far better advantage. And it’s great that we’ve achieved energy savings on this scale.”

Floortje Dessing, founder of Nukuhiva concept store, Amsterdam

“We needed energy-efficient lighting that would also ensure an excellent quality of light throughout our store. The 4W MASTER LEDspot did that perfectly.”

Harry Foley, managing director Hilser Bros Jewellers, Cork, Ireland



“We show that sustainability, aesthetics and functionality really can go together.”

Thomas Schuurmans, Reggs, Amsterdam

www.philips.com/masterledlamps

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