

PHILIPS

sense and simplicity

Lamps W2 2010 introductions

September 2010



W2 2010 introductions

WHAT'S NEW...



**MASTER
LEDbulb A60**

12 - 60W
806 Lm



LV MR16

10 - 50W



NOVALLURE

3 - 15W
dimmable
design upgrade

Also introducing ...



MASTER LEDspot MV D GU10 Perfect Fit



Retrofittable: GU10 socket

4W ➔ 35W halogen replacement

Dimmable

Perfect Fit dimensions

True warm white (2700K)

Lifetime: ~ 25.000 hours

Beam angle: 25D, 40D

Beam intensity: > 600cd, > 330 cd

CRI > 80



12NC 25D: 929000177502
40D: 909000173502

MASTER LEDspot LV D MR16



7W ➔ 35W halogen replacement

Dimmable

PATENTED intelligent driver

enables broad compatibility with existing electromagnetic & electronic halogen transformers

(est. 99%; IC controlled transformers are the only potential exception)

Retrofittable: GU5.3 socket / MR16 shape

Extra safety feature: auto shut off (temporary overheat protection)

Warm white (3000K) & True warm white (2700K)

Lifetime: ~ 40.000 hours

Beam angle: 15D / 24D

Beam intensity: 3300 cd / 1460 cd (for 3000K)
3210 cd / 1380 cd (for 2700K)

CRI > 80



12NC 15D: 929000172 102 - 202
24D: 929000173 802 - 902

MASTER LEDspot LV D MR16



10W ➔ 50W halogen replacement

Dimmable

PATENTED intelligent driver

enables broad compatibility with existing electromagnetic & electronic halogen transformers

(est. 99%; IC controlled transformers are the only potential exception)

Retrofittable: GU5.3 socket

Extra safety feature: auto shut off (temporary overheat protection)

Warm white (3000K) & True warm white (2700K)

Lifetime: ~ 25.000 hours

Beam angle: 15D / 24D

Beam intensity: 4200 cd / 1760 cd (for 3000K)
4100 cd / 1700 cd (for 2700K)

CRI > 80



12NC 15D: 929000176 802 – 902
24D: 929000174 102 - 202

MASTER LEDbulb D



Dimmable 60W incandescent replacement

Retrofittable: A60

True warm white (2700K)

E27 socket

Lower energy consumption: 12W ➔ 60W

Light all around

Energy Class A

Long lifetime: ~ 25.000 hours

Lumen output: ~ 806 Lm

CRI: >80



*Based on 24/7 usage at 0.125€ kWh/hrs



12NC: 929000182402

MASTER LEDspot D PAR20



Retrofittable – E27 socket

Lower energy consumption: 7W ➔ 50W

Cool white (4000K), Warm white (3000) & True warm white (2700K)

Dimmable

Lifetime: ~ 45.000 hours

Beam angle: 25D /40D

Beam intensity: 1200 cd / 550 cd (for 4200K)
1050 cd / 500 cd (for 3000K)
1000 cd / 450 cd (for 2700K)

CRI > 80



NOVALLURE LUSTRE



**Award-winning design
with True Warm White (2700K)**

Available in E14 socket

Beautiful sparkling light effect (clear & frosted)

Lower energy consumption: **2W ➔ 10W**

Longer lifetime ~ 20.000 hours

Lumen output: ~ 86 Lm

CRI > 80

Potential savings of up to € 14* per year

*) Based on 24/7 usage at 0.125€ kWh



12NC: 929000186202
929000186402

NOVALLURE CANDLE



**Award-winning design
with True Warm White (2700K)**

Available in E14 socket

Beautiful sparkling light effect
(clear & frosted)

Lower energy consumption: **2W ➔ 10W**

Longer lifetime: ~ 20.000 hours

Lumen output: ~ 86 Lm

CRI > 80

Potential savings of up to € 14* per year

*) Based on 24/7 usage at 0,125€ kWh/hrs

Unique sparkling effect!



NOVALLURE LUSTRE D



**Award-winning design
with True Warm White (2700K)**

Available in E14 and E27 socket

Beautiful sparkling light effect (clear & frosted)

Dimmable

Lower energy consumption: **3W ➔ 15W**

Longer lifetime ~ 20.000 hours

Lumen output: ~ 136 Lm

CRI > 80



12NC: 929000186802
929000187002
929000187102
929000187202

NOVALLURE CANDLE D



**Award-winning design
with True Warm White (2700K)**

Available in E14 socket

Beautiful sparkling light effect (clear & frosted)

Dimmable

Lower energy consumption: **3W** ➔ **15W**

Longer lifetime: ~ 20.000 hours

Lumen output: ~ 136 Lm

CRI > 80



*Based on 24/7 usage at 0.125€ kWh



12NC: 929000186702
929000186902

Softone - Flame

USP's
1. Saves 80% energy and saves money
2. Compact design
3. Long lasting – 8 years
4. Soft and gentle light



Shape	Cap	Watt	Lumen	Size	Color	Lifetime	EEL	Launch
Candle	E14	5 W	177 Lm	105x39	Flame	8.000 hrs.	A	November'10
Candle	E14	8 W	330 Lm	117x40	Flame	8.000 hrs.	A	November'10
Lustre	E14, E27	5 W	177 Lm	86, 82x51	Flame	8.000 hrs.	A	November'10
Lustre	E14, E27	8 W	330 Lm	90, 95x54	Flame	8.000 hrs.	A	November'10
Bulb	E27	8 W	330 Lm	106x55	Flame	8.000 hrs.	A	November'10
Bulb	E27	11 W	510 Lm	106x55	Flame	8.000 hrs.	A	November'10