



The art of attraction

Philips MASTERColour CDM Elite
Experience the new generation

PHILIPS
sense and simplicity



Beautifully seductive light that's impossible to resist

Now you can show off your merchandise like never before with MASTERColour CDM Elite. The crisp white sparkling light makes everything look irresistibly beautiful, season after season. Clothes take on a new vibrancy, furniture and accessories shine and jewellery is displayed at its most dazzling.

MASTERColour CDM Elite enhances your merchandise like no other ceramic light with the best lumen-per-Watt and a high colour rendering of 90. Not only does it bring out the best in the colours and textiles on display, it also meets customers' expectations when they return home with their purchases.



Make your store sparkle with quality

The new MASTERColour CDM Elite lamps have incredibly crisp white light with even more accurate colour reproduction and improved rendering of red colours to make your store irresistible and keep it that way.

Not only will your store now benefit from up to 10% more lumen output, the new lamps have up to 25% longer lifetime (totaling up to 15,000 hours). Add to that extended lumen maintenance of up to 80% and they also help you to lower your total cost of ownership even further.

On the following pages you'll learn about our full range of MASTERColour CDM Elite lamps and the related benefits that you will get when you do a simple 1:1 replacement, or when you do a new installation in your store.

save
.....
25%



Philips MASTERColour CDM-T/TC Elite 35W/70W/930

1:1 replacements for dramatic effects

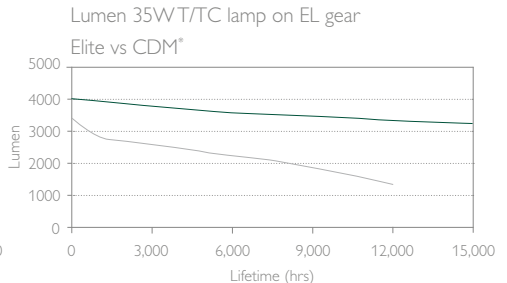
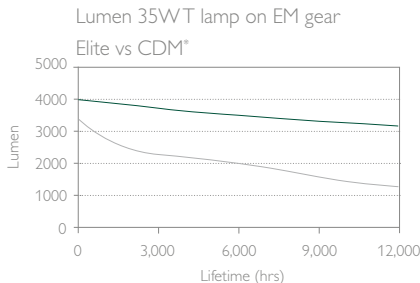
The new generation of 35W and 70W Elite T and TC lamps are the perfect way to produce sparkling, dramatic effects in accent lighting, even in areas with high background luminance levels, such as display windows. Elite lamps are also ideal for decorative lighting in both indoor and outdoor applications.

When a standard ceramic lamp is replaced (1:1 replacement) with MASTERColour CDM Elite lamps it will dramatically improve the light effect, enhance your merchandise and will keep the light stable for a longer period of time. What's more, there's no need to replace your existing gear. Elite T lamps can now be driven by both EL (Electronic) and EM (Electromagnetic) gear.

Replace standard ceramic lamps with Elite T/TC lamps to:

- Increase your quality of light (CRI >90)
- Attract more attention due to higher light levels (up to 15% more)
- Enjoy more stable light output over life time thanks to improved lumen maintenance (up to 30% better)
- Save up to 25% on relamping costs due to expected longer lamp life on EL gear

Example



* For 70W the same differences between CDM and Elite apply

— Elite lumen 35W
— CDM lumen 35W

* For 70W the same differences between CDM and Elite apply

— Elite lumen 35W
— CDM lumen 35W

Please note: Elite lamps perform better on EL gear. Philips recommends EL gear. TC lamps cannot run on EM gear.



Philips MASTERColour CDM-Tm Elite Mini GU6.5 35W/930

The retrofit that creates a big impact

This new generation of GU6.5 Elite lamps features the very latest ceramic metal halide technology from Philips for a sparkling, crisp white light in a miniature design. The MASTERColour CDM-Tm Mini PGJ5 has been such a success story that we've now introduced Elite light quality for mini lamps with a GU6.5 socket.

When a standard ceramic mini lamp is replaced (1:1 replacement) with this lamp it will give greater freedom for your store lighting design with considerable improvements in light quality. Designed for standard GU6.5 sockets it makes relamping quick and simple with no need for new gear. What's more, it offers exceptional lumen maintenance of up to 70% at 12,000 hrs.

Replace standard ceramic mini lamps with Elite GU6.5 mini lamps to:

- Increase your quality of light (CRI >90)
- Keep your store lighting constant for a longer period with better lumen maintenance (up to 15% better)
- Enhance your merchandise with crisp white sparkling light and a higher red rendering (up to 30 points better)



Philips MASTERColour CDM-Rm Elite Mini GX10 35W/930

Mini retrofit design, maximum sparkle

MASTERColour CDM-Rm Elite Mini lamps are the perfect combination of excellent light quality and lower total cost of ownership. The various range of beam angles (10°, 25°, 40°) makes it possible that this lamp can be used in different application areas; even for use in open luminaires.

Designed for easy installation and 1:1 replacements, from a standard ceramic or quartz mini reflector lamp to this new generation of MASTERColour CDM-Rm Elite Mini lamps.

Replace a standard ceramic or quartz mini reflector with an Elite Mini reflector to:

- Increase your quality of light (CRI >90)
- Reduce costs with a longer lamp output over lifetime (of 12,000 hrs)
- Create perfect light accents with higher beam intensities
- Ensure an easy fit in most fixtures due to its standard lamp foot (GX10) and lens
- Excellent colour stability and colour representation



Philips MASTERColour CDM-R Elite PAR30L 35W/70W/930

A retrofit replacement with sensational light quality

The CDM-R Elite range is the perfect choice for window displays because the beam angles can be changed from spot to flood simply by replacing the lamp. The MASTERColour CDM Elite PAR30L brings Elite light quality to reflector lamps with an industry-leading lumen maintenance of 75%.

Designed for easy installation and 1:1 replacements, from a standard ceramic reflector lamp to this new generation of MASTERColour CDM-R Elite PAR lamps. Suitable for open luminaires, it offers excellent light quality with a high lumen output, better maintenance in comparison to the PAR standard version and a low total cost of ownership. Available in 35W & 70W.

Replace a standard reflector lamp with an Elite PAR lamp to:

- Increase your quality of light (CRI >90)
- Keep your store lighting constant for a longer period with better lumen maintenance (up to 25% better)
- Achieve cost savings up to 10% on relamping (35W)
- Enhance your merchandise with crisp white sparkling light and a higher red rendering (up to 30 points better)





Philips MASTERColour
CDMT/TC 35W/50W/70W/100W/150W/930

Elite T/TC lamps outshine standard ceramic lamps in new installations

In new installations the new generation of MASTERColour CDM Elite lamps combines excellent light quality with the possibility to lower your total cost of ownership. The constant lumen output results in substantial energy savings compared with ceramic lamps and the longer lamp life saves on relamping costs too. The new Elite wattages of 50W and 100W save energy and improve light quality at comparable lumen levels with respectively 70W and 150W. To discover more ways to improve light quality and save energy, check the TCO tool at www.philips.com/mastercolour.

Standard ceramic lamp
35W/70W/150W/830



MASTERColour CDM T/TC Elite
35W/50W/70W/100W/150W/930



Advantages

- Excellent quality of light (CRI >90)
- Longer life up to 15,000 hrs
- Better lumen maintenance of up to 80% at 15,000 hrs
- More lumen efficacy > 100 lumen/W
- Savings up to 30% on energy costs
- Savings up to 45% on relamping

Example

Burning hours	4,000 hrs per year
Light source	100x CDM-T 70W
CDM Elite alternative	73x CDM-T Elite 70W - total lumen output is the same
Potential savings	35% on initial investment 35% on energy costs 45% on relamping costs (no labour included)

Instant
cost
savings



Philips MASTERColour CDM-T/TC Elite Light Boost 70W/930/942

Elite performance with dimming / boosting possibilities in new installations

This breakthrough innovation enables you to vary light levels significantly by dimming or boosting, while still maintaining excellent quality of light. MASTERColour CDM-T/TC Elite Light Boost puts an end to complete darkness or full on brightness. It also keeps the colour stable during dimming to display your merchandise at its best.

This lamp is available in two colour temperatures (3,000K & 4,200K) and lights your merchandise in the most appropriate colour. The dimmable lamps should be used in combination with Philips Aspiravision Dali drivers and works with DALI protocol. For example movement detectors or light sensors can control the dimmable gear via Dali.

Advantages

- Excellent quality of light (CRI >90)
- Immediate light boost for attention attraction and/or energy saving while maintaining quality of light (dimmable between 100%-50%)
- Easy design-in of lamp and gear - fits into existing CDM 70W luminaires.
- Easy to control with standard DALI commands.

Example

	Energy Saving Application Example: Daylight Harvesting by light dimming	Attention Attraction application Light boosting by presence detection
Light usage per day	16 hours per day; all days in the year	8 hours per day; 6 days per week
Percentage of time dimmed to 50%	50%	80%
Energy cost	€0.12 per kWh	€0.12 per kWh
Energy saving per luminaire	€12 per year	€8 per year

Philips MASTERColour CDM-Tm Elite Mini GU6.5 35W/930



Elite Mini lamps add more sparkle than halogen in new installations

The GU6.5 can also be used in new installations, giving you Elite quality of light in a miniaturised design, with the added attraction of the lowest total cost of ownership. The mini PGJ5 was already a great CDM alternative to halogen, now there's a GU6.5 Elite alternative for you to choose from too.

Halogen capsule



MASTERColour CDM-Tm Elite
Mini GU6.5 35W/930*



Advantages

- Longer life up to 12,000 hrs
- Better lumen maintenance of up to 70% at 12,000 hrs
- More lumen efficacy > 77 lumen/W
- Savings up to 65% on energy costs
- Generates less heat

Example

Burning hours	4,000 hrs per year
Replacement costs	€10
Light source	100x MASTERLine ES 45W
CDM Elite alternative	40x CDM-Tm Elite Mini GU6.5 35W - total lumen output is the same
Potential savings	65% on energy costs 70% on relamping costs (no labour included)



* Requires CDM gear.

Philips MASTERColour CDM-Rm Elite Mini GX10 35W/50W/930
& CDM-R Elite PAR30L 35W/70W/930



The perfect fit for new installations or store refurbishments

If you're planning on refurbishing your store, it pays to switch to CDM Elite. Not only can you make great savings in energy costs, the replacement cost and the total cost of the installation will also be reduced because fewer light points are needed due to the high light output. This miniature design and CDM white sparkling light generates up to three times higher light levels than halogen in a 50mm reflector lamp. This applies for below mentioned lamps.

Halogen reflector lamp



MASTERColour CDM-Rm Elite Mini
GX10 35/50W/930*
(10°, 25°, 40°, 60°)*



Advantages

- Excellent quality of light (CRI >90)
- More light for less wattage
- Longer life up to 12,000 hrs
- Better lumen maintenance over life
- Less energy use and CO₂ emissions
- Generates less heat

Example

Burning hours	4,000 hrs per year
Light source	8x Masterline ES 45W, 4,000 hrs
CDM Elite alternative	5x MASTERColour CDM-Rm Elite Mini 35W, 12,000 hrs
Potential savings	40% on energy costs 50% on relamping costs (no labour included)

* Requires CDM gear.





Now there is a CDM PAR 30L Elite version that creates a sparkling light effect for one-third of the energy and heat and 4x longer lifetime compared to its halogen version. Ideal for producing a sparkling theatrical effect, even in areas with high background luminance levels, such as display windows.

Halogen reflector lamp



MASTERColour CDM-R Elite
PAR30L 35W/70W/930*
(10°, 30°, 40°)*



Advantages

- Excellent quality of light (CRI >90)
- More light for less wattage
- Longer life up to 12,000 hrs
- Better lumen maintenance over life
- Improved red rendering

Example

Burning hours	4,000 hrs per year
Light source	7x Halogen PAR30S 75W, 3,000 hrs
CDM Elite alternative	2x MASTERColour PAR30L Elite 70W, 12,000 hrs
Potential savings	70% on energy costs 80% on relamping costs (no labour included)

* Requires CDM gear.



MASTERCcolour CDM Elite lamps are designed to suit a range of store luminaires

Luminaire

ArcTone



UnicOne



Fugato



Lamp

CDM-TC Elite



CDM-TC Elite
Light Boost



CDM-T/TC Elite



CDM-T/TC Elite
Light Boost



CDM-T/TC Elite



CDM-T/TC Elite
Light Boost



Luminaire

Magneos



Fiorenza



Zadora



Lamp

CDM-T/TC Elite



CDM-T/TC Elite
Light Boost



CDM-T /TC Elite



CDM-R Elite



CDM-Rm Elite Mini





“The new lighting concept at C&A with MASTERColour CDM Elite is a good example of a smart solution that offers benefits all round.”

Thorsten Rolfes, Communications manager at C&A – Düsseldorf

“The new lighting with MASTERColour CDM Elite is great for customers because it highlights the new collection so effectively.”

Famke Roeterdink, branch manager at MEXX Haarlem



“It really creates much more impact. My dresses look great in the bright, clean light, while the whole project has a much more professional feel.”

Jan Taminiau, Dutch Fashion designer

“The lighting design with MASTERColour CDM Elite supports our concept and makes the shop more attractive. Customers step into a modern store with a pleasant atmosphere, and individual display areas are clearly highlighted.”

Wolfgang Turrek, construction and project leader at Deichmann



“We’re really pleased with the visible change that MASTERColour CDM Elite has brought to our business but more importantly so are our customers – and that has to be the key indicator of its success.”

Peter Horrix, Director of Store Development at House of Fraser

Product overview

Product Description	Dimmable	Lamp base	Light output (Lm)	Colour Temp (K)
CDM Lamps				
CDM-T Elite 35W/930	no	G12	4000	3000
CDM-TC Elite 35W/930	no	G8.5	4000	3000
CDM-T Elite 50W/930	no	G12	5400	3000
CDM-TC Elite 50W/930	no	G8.5	5400	3000
CDM-T Elite 70W/930	no	G12	7800	3000
CDM-TC Elite 70W/930	no	G8.5	7800	3000
CDM-T Elite 100W/930	no	G12	11000	3000
CDM-T Elite 150W/930	no	G12	15000	3000
CDM-T Elite Light Boost 70W/930*	yes	G12	7650	3000
CDM-TC Elite Light Boost 70W/930*	yes	G8.5	7650	3000
CDM-T Elite Light Boost 70W/942*	yes	G12	6500	4200
CDM-TC Elite Light Boost 70W/942*	yes	G8.5	6500	4200
CDM-Tm Elite Mini GU6.5 35W/930	no	GU6.5	3800	3000

Product Description	Beam Angle	Lamp base	Luminous Intensity (Cd)	Colour Temp (K)
CDM Reflector Lamps				
CDM-Rm Elite Mini 35W/930	10°	GX10	18000	3000
CDM-Rm Elite Mini 35W/930	25°	GX10	8000	3000
CDM-Rm Elite Mini 35W/930	40°	GX10	3900	3000
CDM-Rm Elite Mini 50W/930	25°	GX10	11500	3000
CDM-Rm Elite Mini 50W/930	40°	GX10	7000	3000
CDM-Rm Elite Mini 50W/930	60°	GX10	3000	3000
CDM-R Elite PAR30L 35W/930	10°	E27	52000	3000
CDM-R Elite PAR30L 35W/930	30°	E27	7800	3000
CDM-R Elite PAR30L 70W/930	10°	E27	70000	3000
CDM-R Elite PAR30L 70W/930	30°	E27	15000	3000
CDM-R Elite PAR30L 70W/930	40°	E27	10000	3000

* Measured at 100% power.

Philips will continue bringing new Elite innovations to the market in the coming years.

Colour Rendering (R ₁)	Lumen maintenance at 12k hrs	Lifetime hrs (@50% survivals)	EOC	12NC
90	83%	15000	872790091137400	9281 852 05131
90	83%	15000	872790091149700	9281 891 05131
90	83%	15000	872790093060300	9281 917 05131
90	83%	15000	872790093062700	9281 918 05131
91	83%	15000	872790091141100	9281 853 05131
91	83%	15000	872790091153400	9281 895 05131
90	83%	15000	872790087169200	9281 832 05125
90	80%	12000	871150021312915	9280 947 05125
95	82%	15000	872790093888300	9281 919 05131
95	82%	15000	872790093892000	9281 921 05131
95	82%	12000	872790093890600	9281 920 05131
95	82%	12000	872790093894400	9281 922 05131
90	80%	15000	872790089085300	9281 836 05130
Colour Rendering (R ₁)	Lumen maintenance at 12k hrs	Lifetime hrs (@50% survivals)	EOC	12NC
90	75%	12000	872790091240100	9281 913 05330
90	75%	12000	872790091244900	9281 914 05330
90	75%	12000	872790091248700	9281 915 05330
90	75%	12000	872790012090200	9281 932 05330
90	75%	12000	872790012094000	9281 933 05330
90	75%	12000	872790012086500	9281 931 05330
90	75%**	12000	872790086542400	9281 848 00630
90	75%**	12000	872790086544800	9281 849 00630
90	75%**	11000	872790086530100	9281 842 00630
90	75%**	11000	872790086532500	9281 843 00630
90	75%**	11000	872790086534900	9281 844 00630

** Lumen maintenance at 10k hrs

www.philips.com/mastercolour

©2011 Koninklijke Philips Electronics N.V.

All rights reserved. Reproduction in whole or in part is prohibited without the prior written consent of the copyright owner. The information presented in this document does not form part of any quotation or contract, is believed to be accurate and reliable and may be changed without notice. No liability will be accepted by the publisher for any consequence of its use. Publication thereof does not convey nor imply any license under patent- or other industrial or intellectual property rights. Data subject to change.

Date of release: July 2011

Printed in the Netherlands

Document order number: 3222 635 68428

