



Simply irresistible


Philips MASTERColour CDM Elite lamps
Superior light quality from start to finish

PHILIPS
sense and simplicity



The next step in retail lighting

People are drawn to shops with an attractive and inviting ambience, and want to trust the colours they see inside. For shop owners, lighting should have great 'stopping power', really enhance merchandising, and maintain its quality for as long as possible.



Is it possible to balance all these requirements using just one type of lamp? Yes - if you specify Philips MASTERColour CDM Elite. The Elite family is at the very top of the MASTERColour CDM range, and gives a unique combination of unbeatable light quality and consistent performance over lifetime. While keeping running costs low.

For fashion outlets, department stores, furniture shops, pharmacies, electronics chain stores and many other commercial environments, MASTERColour CDM Elite really does represent the next step in retail lighting.

Showing off merchandising like never before

Like the successful MASTERColour CDM range, Elite lamps are characterised by stable colour temperature during lifetime and a crisp, white light that gives an extremely accurate representation of all colours. But that's not all.

Increased lumen output and superior colour rendering brings even more sparkle to retail outlets. It's as if the volume is turned up on the colours; the effect is quite incredible. Elite simply brings out the best in whatever is on display.

In addition, excellent lumen maintenance levels - combined with the unique stable colour performance - mean these characteristics remain undiminished throughout the long lamp lifespan. Elite makes a store irresistible and keeps it that way.

MASTERColour CDM Elite is used with electronic gear like the Philips HID-PrimaVision, and produces no visible 50 Hz flicker or end-of-life 'cycling'. Colour stability and lifetime reliability are also extremely high. What you get is consistent, excellent quality light and visual comfort - from beginning to end.



Reduced overall cost of ownership

What's more, Philips MASTERColour CDM Elite delivers this outstanding performance at reduced cost. Its extremely high efficiency means less power is required for each lumen of light produced. And the consistent lumen levels significantly cut the need for maintenance and replacement, which also translates into savings.

Being more efficient also has another positive side-effect; less energy is converted into heat. When compared to other lighting types such as halogen, the difference is substantial. This contributes to a more pleasant environment inside shops, and also leads to much lower air-conditioning costs.



Philips MASTERColour CDM-T Elite



Philips MASTERColour CDM-TC Elite



Philips HID-PrimaVision gear 35W and 70W



Philips HID-PrimaVision Mini gear 35W and 70W

| CDM Elite | Luminous flux (lm) | Efficacy (lm/W) | CRI | Survival 50% (kh) | Survival 90% (kh) | Maintenance at 9kh | Maintenance at 12kh | 90% Maintenance point | EOC |
|-----------|--------------------|-----------------|-----|-------------------|-------------------|--------------------|---------------------|-----------------------|-----------------|
| 35W T | 3500 | 90 | 90 | 9* | 8 | 84% (2900lm) | | 4khrs (3200lm) | 871150020813215 |
| 35W TC | 3500 | 90 | 90 | 9* | 8 | 84% (2900lm) | | 4khrs (3200lm) | 871150020817015 |
| 70W T | 7300 | 100 | 90 | 12 | 10 | 84% (6100lm) | 80% (5800lm) | 4khrs (6600lm) | 871150020815615 |
| 70W TC | 7300 | 100 | 90 | 12 | 8 | 84% (6100lm) | 80% (5800lm) | 4khrs (6600lm) | 871150020819415 |

MASTERColour CDM Elite must be used with electronic gear

MASTERColour CDM Elite 35W must be operated in a vertical position (+/- 60 degrees)

MASTERColour CDM-T Elite 150W will be available from Spring 2008 onwards

* launch lifetime (= proven lifetime); designed lifetime is 12kh

| Gear type | Housing | System Power (W) | Lamp Power (W) | Power factor | Ignition Voltage (kV) | Tcase life (°C) | Tcase max (°C) | Tambient (°C) | EOC |
|---------------------|-------------|------------------|----------------|--------------|------------------------|-----------------|----------------|-----------------------|-----------------|
| HID-PV m 35 /S CDM | standard | 45 | 39 | > 0.95 | 1.5 [min] .. 2.0 [max] | 85 | 85 | -20[min] ... +50[max] | 871150091062230 |
| HID-PV m 35 /I CDM | independent | 45 | 39 | > 0.95 | 1.5 [min] .. 2.0 [max] | | | -20[min] ... +45[max] | 871150091391330 |
| HID-PV C 35 /S CDM | standard | 44 | 39 | > 0.95 | 3.0 [min] .. 4.5 [max] | 70 | 80 | -20[min] ... +65[max] | 871150093008830 |
| HID-PV C 35 /P CDM | PCB | 44 | 39 | > 0.95 | 3.0 [min] .. 4.5 [max] | 80 | 90 | -20[min] ... +65[max] | 871150093010130 |
| HID-PV C 35 /I CDM | independent | 44 | 39 | > 0.95 | 3.0 [min] .. 4.5 [max] | | | -20[min] ... +55[max] | 871150093012530 |
| HID-PV C 70 /S CDM | standard | 80 | 73 | > 0.95 | 3.0 [min] .. 4.5 [max] | 70 | 80 | -20[min] ... +55[max] | 871150093006430 |
| HID-PV C 70 /P CDM | PCB | 80 | 73 | > 0.95 | 3.0 [min] .. 4.5 [max] | 80 | 90 | -20[min] ... +55[max] | 871150093014930 |
| HID-PV C 70 /I CDM | independent | 80 | 73 | > 0.95 | 3.0 [min] .. 4.5 [max] | | | -20[min] ... +45[max] | 871150093016330 |
| HID-PV C 150 /S CDM | standard | 157 | 147 | > 0.95 | 3.0 [min] .. 5.0 [max] | 75 | 85 | -20[min] ... +60[max] | 871150091052330 |
| HID-PV C 150 /I CDM | independent | 157 | 147 | > 0.95 | 3.0 [min] .. 5.0 [max] | | | -20[min] ... +45[max] | 871150091287930 |



A sustainable choice

MASTERColour CDM Elite is further proof of our commitment to reducing the environmental impact of our products and activities. Being a ceramic discharge metal halide lamp, the Elite consumes much less energy than for instance halogen or incandescent. This equates to lower CO₂ emissions.

MASTERColour CDM Elite is also a Philips Green Flagship product, and therefore by definition outperforms its predecessor or closest market competitors in at least one of six key environmental areas. In the case of Elite, it comes out on top in two; hazardous substances and lifetime reliability. With its green credentials, MASTERColour CDM Elite can easily be used in sustainability programs organised by retailers.

For more information please visit
www.philips.com/MASTERColour

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