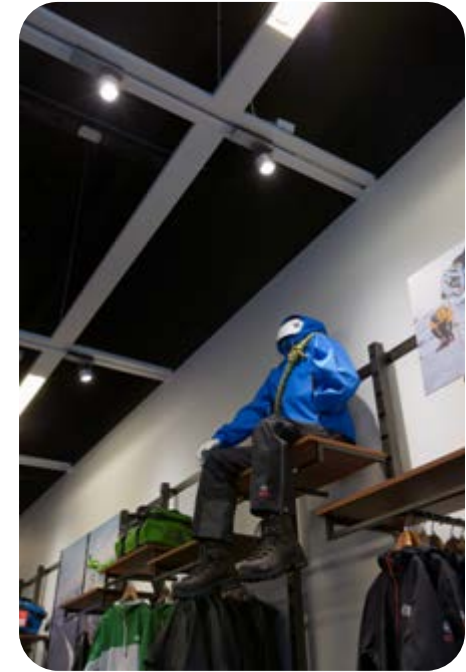


PHILIPS



MASTERCcolour CDM-Tm Evolution Mini GU6.5 *Ultimate sparkle, minimal size*

***Note: Product specs are currently in the 'designed for' status.
This means tests are still running for final validation.
Specifications are subject to change.***

August 2013



MASTERCcolour CDM-Tm Evolution Mini GU6.5

introduction...

In 2010, Philips introduced its first **CDM-Tm Mini GU6.5** lamp in the market with 20W crisp white sparkling light. It's small size brings more flexibility to end users, luminaire and lighting designers all over the world.

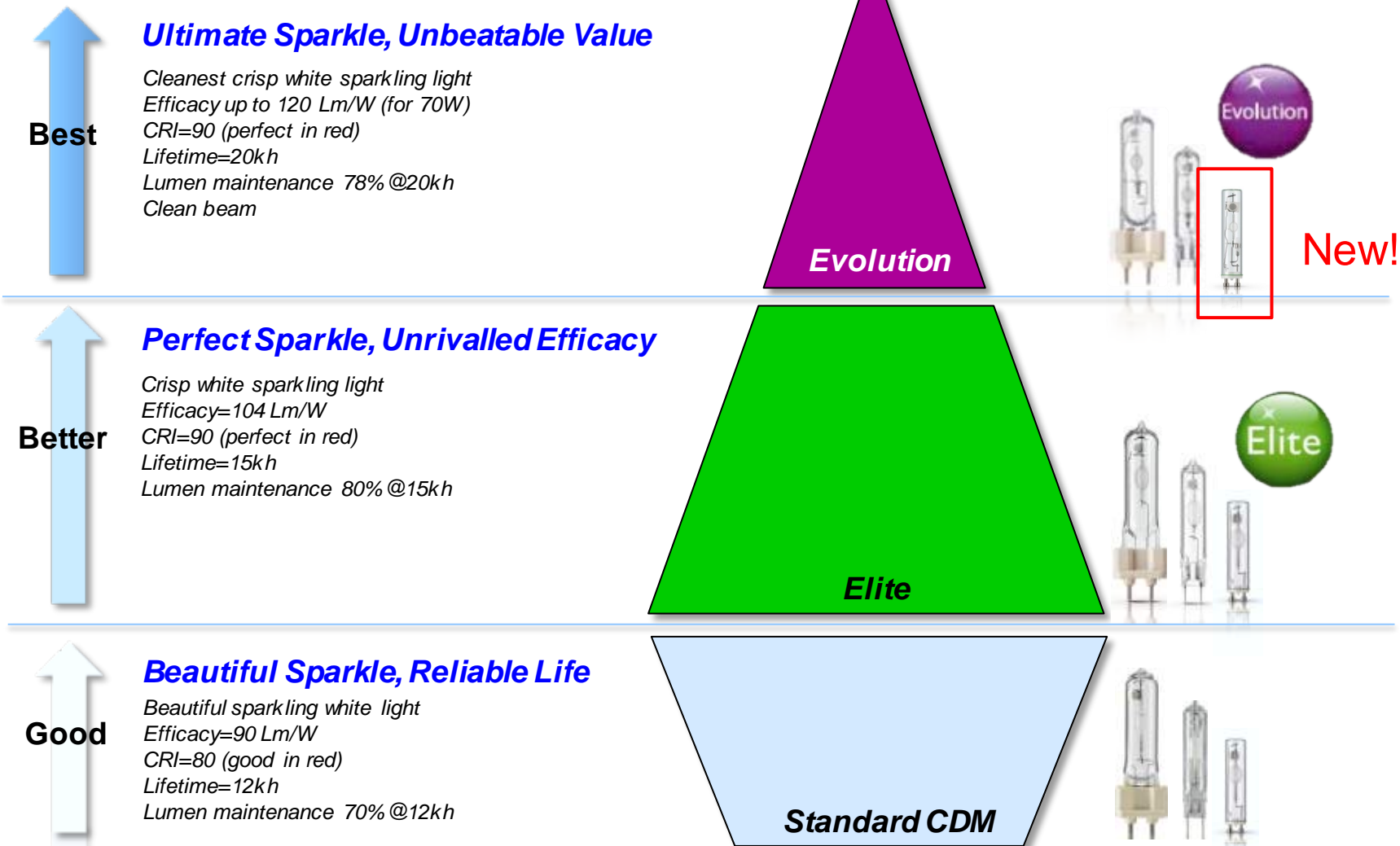
In 2011, CDM-Tm Mini GU6.5 came out with **Elite** properties including CRI = 90, crisp white sparkling light, longer lifetime and higher lumen maintenance. In 2012, CDM-Tm Elite Mini GU6.5 50W/930 became the smallest > 5000 lumen light source, bringing 5.200 lumen from only a 5 cm small mini tube!

Last year the CDM Evolution 20W/930 lamp was successfully introduced in the T and TC shapes. CDM Evolution technology makes it possible to achieve up to 120 lm/W (for 70W) lamp efficacy and 20.000 hrs lifetime!

Now we introduce the **MASTERCcolour CDM-Tm Evolution Mini GU6.5** 20W/930 lamp. It combines superior light quality and TCO performance within the standardised GU6.5 lamp foot (IEC 61167).

Ultimate sparkle, minimal size

MASTERColour CDM-Tm Evolution Mini GU6.5 *positioning...*



MASTERColour CDM-Tm Evolution Mini GU6.5 *application...*

Ideal for places where light sources are expected to be “invisible”:



MASTERCcolour CDM-Tm Evolution Mini GU6.5

value proposition...

✓ Excellent light quality with CDM Evolution properties...

- Cleanest crisp sparkling white
- Color Rendering Index (CRI) = 90, brings out true color of merchandise
- Light output is 2050 lumens, ideal for spot/accent lighting

✓ ...fitting-into existing mini GU6.5 luminaires...

- Enabling smallest luminaire designs, due to small size (5 cm)
- Identical dimensions as existing CDM-Tm (Elite) Mini GU6.5 lamps
- Same LCL and thermal behavior as existing CDM-Tm (Elite) Mini GU6.5 lamps

✓ ...bringing flexibility and lowest total cost of ownership.

- Lamp efficacy of 102 lm/W
- Lifetime = 20.000 hours
- Lumen maintenance of $\approx 72\%$ at 20.000 hours

MASTERColour CDM-Tm Evolution Mini GU6.5

same sparkle, smaller size...

For example:



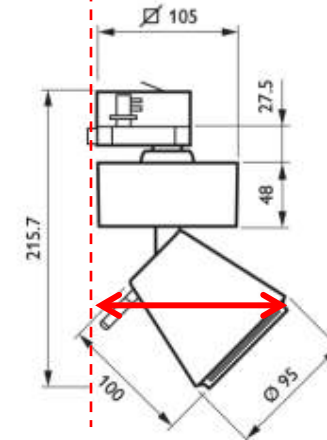
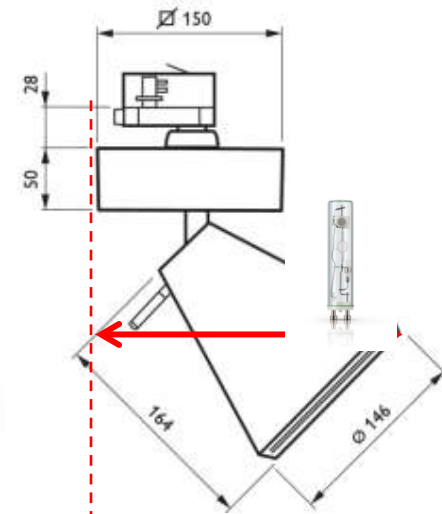
G12 base track luminaire



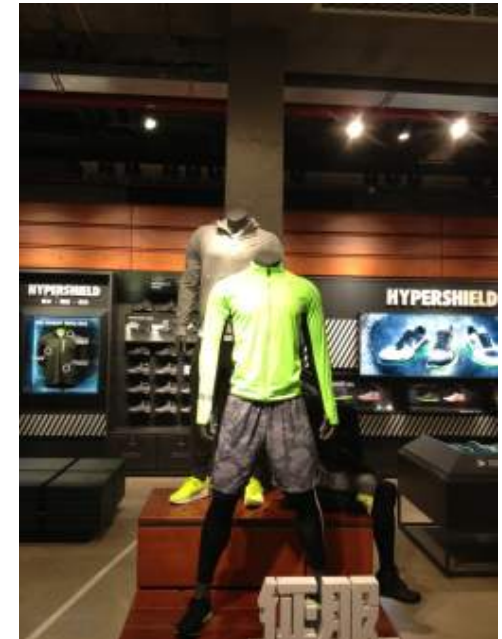
VS.



GU6.5 base track luminaire



MASTERCcolour CDM-Tm Evolution Mini GU6.5 *specifications of 3 generations...*

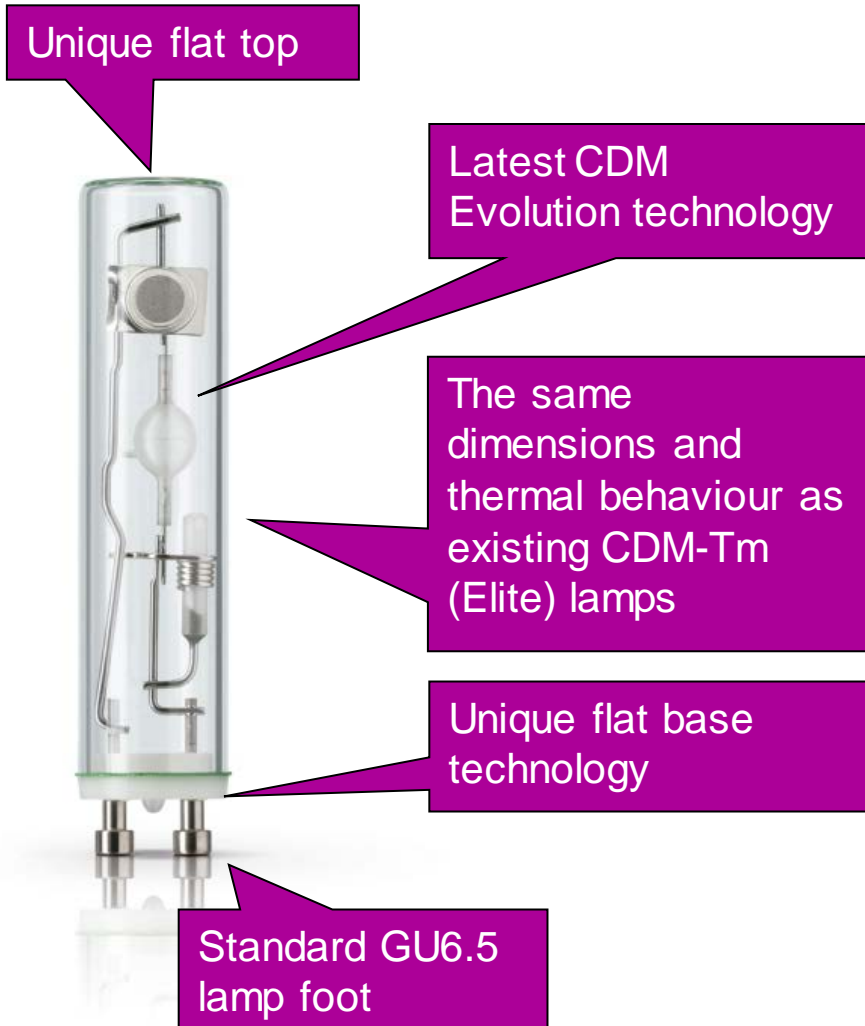


	CDM-Tm Mini GU6.5 20W/830	CDM-Tm Elite Mini GU6.5 35W/930	CDM-Tm Elite Mini GU6.5 50W/930	CDM-Tm Evolution Mini GU6.5 20W/930 *
Efficacy (LpW)	90	97	104	102
CRI	80	90	90	90
Red rendering (R9)	0	++	++	++
Lm Maintenance @ 12k hrs	70%	80%	80%	80%
Lm Maintenance @ 15k hrs	-	75%	75%	75%
Lm Maintenance @ 20k hrs	-	-	-	72%
Life 10% fail (hrs)	9,000	10,000	10,000	15,000
Life 50% fail (hrs)	12,000	15,000	15,000	20,000
Lamp foot	GU6.5	GU6.5	GU6.5	GU6.5
Gear	EL	EL	EL	EL

EL = electronic

*** Product specs are currently in the 'designed for' status. This means tests are still running for final validation. Specifications are subject to change.**

MASTERCcolour CDM-Tm Evolution Mini GU6.5 *features and benefits...*



Flat top avoids white spot in beam pattern.

Cleanest crisp white sparkling light with excellent colour rendering and high lumen output brings out true colour of merchandise.

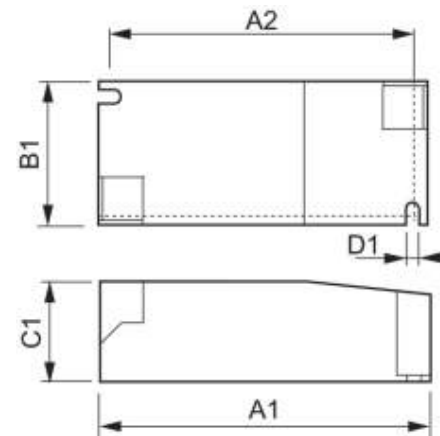
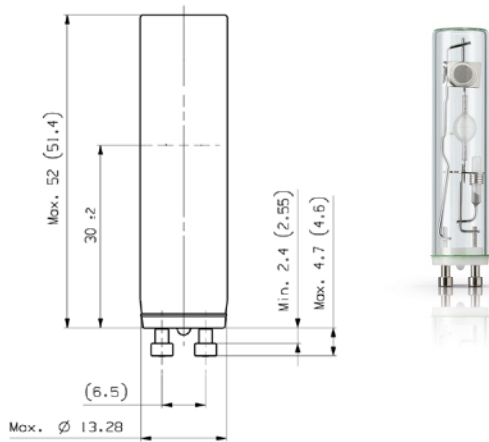
Longer lifetime of 20.000 hrs with higher lumen maintenance: 72% @ 20.000 hrs reduces relamping.

Flat base provides large inside volume and enables higher operating temperatures.

Fits into existing GU6.5 luminaires, enabling easy go to market.

MASTERColour CDM-Tm Evolution Mini GU6.5

dimensions and system requirements...



CDM-Tm Evolution Mini GU6.5 20W/930

HID-PV m 20 /S CDM

Overall lamp length (max)	56.7 mm
Light centre length (nom)	30.0 mm
Bulb diameter (max)	13.28 mm
Lamp length from reference plane (max)	52.0 mm
Base diameter (max)	13.28 mm

A1 (Norm)	97.3 mm
A2 (Norm)	88.3 mm
B1 (Norm)	43.3 mm
C1 (Norm)	30.2 mm
D1 (Norm)	4.2 mm

CDM-Tm Evolution Mini GU6.5 lamps must be operated on electronic drivers (ANSI code C156 and C175), such as HID-PV m 20 (/S or /I), or HID-PV C 20/S or HID-CV C 20/I, with end of life protection.

CDM-Tm Evolution Mini GU6.5 lamp shall be used in closed fixtures only, even during testing.

MASTERCcolour CDM-Tm Evolution Mini GU6.5

a growing portfolio for trendy solution...

CDM-Tm Mini GU6.5 has a growing portfolio:

Color Temperature	CDM-Tm Mini GU6.5	CDM-Tm Elite Mini GU6.5	CDM-Tm Evolution Mini GU6.5
3000K	20W/830	35W/930 50W/930	20W/930 New! 35W/930 (2014) 50W/930 (TBC)
4200K		35W/942 (2014) 50W/942 (2014)	

Upcoming launches can be subject to change

CDM-Tm GU6.5 is becoming a new trend for retail accent lighting globally:

CDM-Tm (including PGJ5) range is getting more and more recognized by shop owners and luminaire designers globally. Philips observed a doubling in sales within only 3 years after the first CDM-Tm lamp was introduced into market.

MASTERCcolour CDM-Tm Evolution Mini GU6.5

logistic information...

Launch timing:

CDM-Tm Evolution Mini GU6.5 20W/930 will be officially released to market by end of 2013.

Product codes: CDM Evolution lamp & recommended Philips 20W PrimaVision driver:

Full product name	12NC
MASTERCcolour CDM-Tm Evolution Mini 20W/930 GU6.5	9281 001 05131 (EMEA/APAC)
	9281 001 05115 (NAM)
	9281 001 05177 (OEM)
HID-PV C 20 /S CDM 220-240V 50/60Hz	9137 006 98566
HID-PV m 20 /S CDM HPF 220-240V 50/60Hz	9137 006 46166

MASTERCcolour CDM-Tm Evolution Mini GU6.5

FAQs...

When is the lamp available ?

Samples are distributed in limited quantities in Sept' 2013. Commercial availability is expected by end of 2013.

Can CDM-Tm Evolution lamp fit into existing CDM-Tm GU6.5 luminaires?

Yes, CDM-Tm Evolution Mini GU6.5 lamp has the same LCL and thermal behaviors that make it easy fitting into existing CDM-Tm Mini GU6.5 luminaires.

Will Philips keep standard CDM-Tm Mini GU6.5 20W/830 in the portfolio?

Yes, standard CDM-Tm(Elite) GU6.5 products will be kept in the portfolio. CDM-Tm Evolution Mini GU6.5 is added into current portfolio to raise the bar of CDM mini range.

Will CDM-Tm Evolution also come with higher lamp powers?

CDM-Tm Evolution Mini GU6.5 will now become available in 20W, while higher Wattages (e.g 35W) are in development.

Will CDM-Tm Evolution also come in PGJ5 socket?

Philips will focus on the standard socket GU6.5 for future developments. PGJ5 mini lamps will be kept in the portfolio, but the PGJ5 range will not be expanded with new types.

More questions?

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