



# Explore Elite lamps that leave others in the shade

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Philips MASTERColour CDM systems

**PHILIPS**  
sense and simplicity



# Lighting

that makes fashion irresistible and  
Total Cost of Ownership just as attractive

[www.philips.com/MASTERColour](http://www.philips.com/MASTERColour)



# Introducing our new MASTERColour CDM Elite generation

MASTERColour Elite – the unique combination of best quality of light and lowest total cost of ownership

1. Best quality of light: make your shop irresistible, season after season!
  - Superior enhancement of merchandise > colour rendering ( $R_a > 90$ ) and perfect red rendering
  - Excellent lumen maintenance of 80% @ 15000 hrs
  - Excellent colour consistency over lifetime
2. MASTERColour CDM Elite's lumen-per-Watt and through-life lumen maintenance win any battle for lowest cost of ownership.
  - Highest light output > 105 lumen per watt
  - Longest lifetime = 15000 hrs
  - Excellent lumen maintenance of 80% @ 15000 hrs

## The best just got better

The new MASTERColour CDM Elite lamps have incredibly crisp white light with even more accurate colour reproduction, a longer lifetime of 15000 hours and the lowest total cost of ownership. The best quality of light that makes your shop irresistible and keeps it that way.

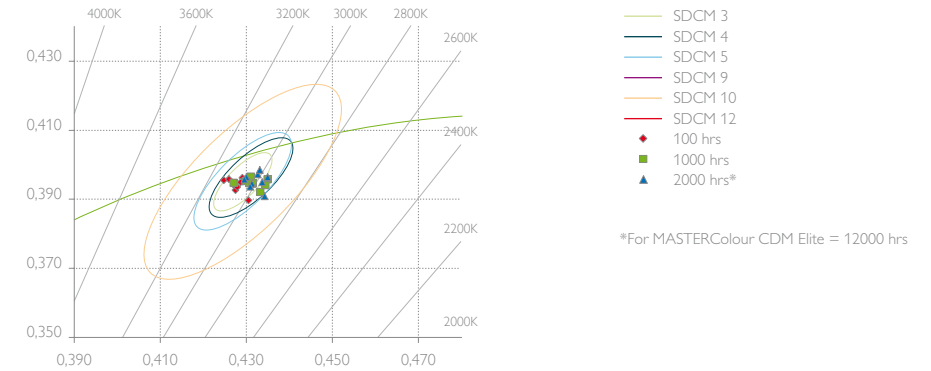
### What's new?

Compared to the current MASTERColour CDM Elite

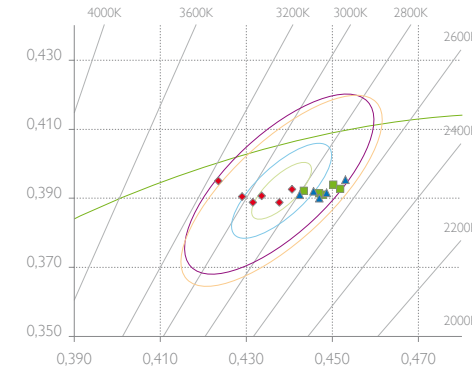
- Improved red rendering
- More life: +25%
- More light: +10% lumen output
- Extended lumen maintenance: 80% @ 15000 hrs

## Proof point: Colour consistency

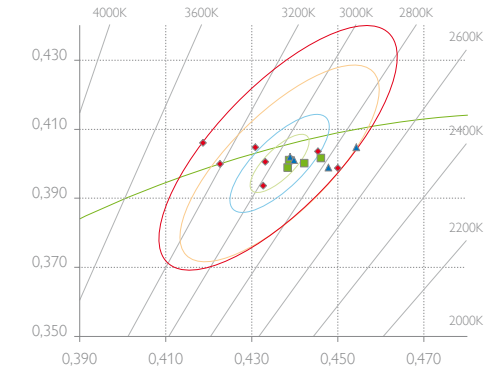
Philips MASTERColour CDM Elite: colour consistency over lifetime



Other brand 1: colour consistency over lifetime

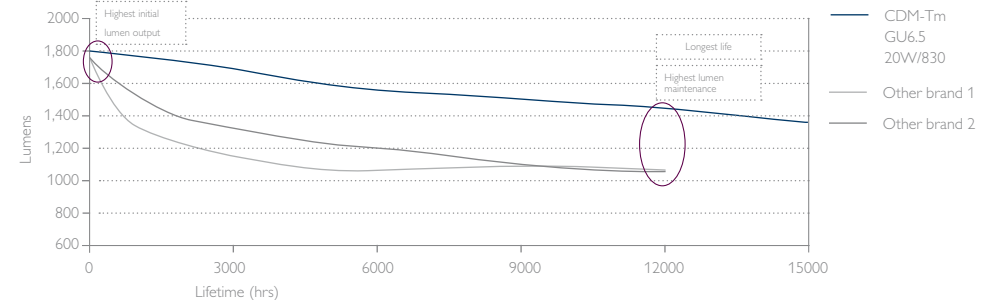


Other brand 2: colour consistency over lifetime



## Proof point: Breakthrough in lumen maintenance

New MASTERColour Elite technology compared to competitors

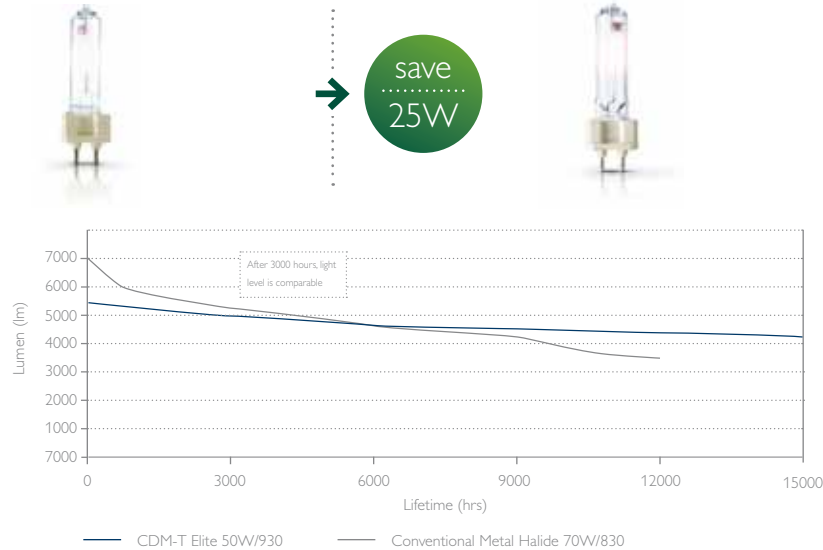


## Replace, improve quality of light and instantly save 25W\*

With the increased and stable lumen output of MASTERColour CDM Elite, you can instantly start saving energy by installing lower wattages while maintaining the same light level in your store.

Conventional Metal Halide 70W/830

CDM-T Elite 50W/930



### Conclusions

- Similar lumen level after 3000h
- Better Quality of light: CRI = 90
- 25% longer life
- 33% energy saving

\*Replacement of control gear required.

This energy saving story is also applicable for replacement of conventional Metal Halide 150W/830 with an CDM-T Elite 100W/930.

## Philips MASTERColour CDM Elite

While standard MASTERColour lamp solutions offer you value for money compared to Halogen, the absolute flagship of the industry is the MASTERColour CDM Elite range. MASTERColour CDM Elite offers you superior enhancement of merchandise with colour rendering of 90 and perfect red rendering.

Combined with MASTERColour CDM Elite's winning position in lumen-per-Watt, through-life maintenance and more lifetime, MASTERColour CDM Elite wins any battle for lowest total cost of ownership with the best quality of light.

MASTERColour CDM Elite is particularly suited for accent and general lighting in retail where sparkling light effects are required and perfect color representation is a must. Due to the combination of quality of light, high efficiency and long life, these lamps are also suitable for decorative lighting in public buildings and in spaces with high ceilings. MASTERColour CDM Elite lamps are outstanding in areas with high background luminance levels, such as display windows.



## Philips MASTERColour CDM Elite Light Boost 70W/930/942

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 (3000K & 4200K) 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.

### Applications

Energy Saving (by light dimming)

Attention Attraction application (e.g. by presence detector)



## Philips MASTERColour CDM-Tm Mini GU6.5 20W/830 & Elite 35W/930

Next to the CDM-Tm Mini PGJ5, we also offer mini lamps with the standard GU6.5 socket. This new generation of mini lamps contains the latest Ceramic Metal Halide technology developments from Philips and gives sparkling, crisp white light with exceptional lumen maintenance up to 80% at 15000 hrs.

Tm Mini lamps are ideal for use in stylish small luminaires.\*

\* External control gear is required



## Philips MASTERColour CDM-R PAR20, PAR30L and Elite PAR30L

The CDM-R range is ideal in applications when you easily want to vary light beam angles, as these can be changed from spot to flood simply by replacing the lamp. The lamps are a direct replacement for PAR20/30\* halogen reflector lamps; when replaced, the MASTERColour CDM-R PAR30L generates sparkling displays for one-third of the energy and heat and has up to four times the life. The Elite version is also available in PAR30L, bringing MASTERColour CDM Elite quality of light to reflector lamps with a industry leading lumen maintenance of 75%.

\* External control gear is required.





## Philips MASTERColour CDM-Rm Mini GX10

20W/830 & 35W/942  
Elite 35W/930 & Elite 50W/930

MASTERColour CDM-Rm Mini lamps are the perfect combination of excellent quality of light and lower running costs. Its crisp, white light generates illumination levels up to three times higher than alternatives such as halogen. All in a tiny lamp that is retrofittable with halogen luminaires\*. Now in 35W, also available in 4200K to bring out extra sparkle in shiny objects.

\* External control gear is required.



## Philips MASTERColour CDM-R111

35W/830 & 70W/830

MASTERColour CDM-R111 directly replaces popular and trendy 111mm diameter halogen lamps in existing luminaires\*. They cut energy costs and heat generation by 66% and last four times longer than halogen lamps, reducing your cost of ownership considerably.

\* External control gear is required.



## The strength of a Philips System

For optimal system performance we recommend to use Philips HID-PrimaVision or Philips HID-AspiraVision Gear.

Development of CDM lamps and gear is in one hand. Every product is tested extensively, requiring a million burning hours before a system can be released. The result is an optimal light performance with Philips MASTERColour CDM and MASTERColour CDM Elite lamps.

Testing is done at strict performance regulations, which go beyond any formal IEC/ANSI norms, the strict Philips test and performance norms for system release lead to the excellent and guaranteed Philips MASTERColour CDM and MASTERColour CDM Elite performance.

# Product tables

## CDM lamps

Lamp type	Lamp base	Light output (Lm)	Colour Temp (K)	Colour Rendering (R <sub>a</sub> )	Lumen maintenance at 12k hrs	Lifetime hrs (@50% survivals)
CDM-T Elite 35W/930	G12	4000	3000	90	83%	15000
CDM-T Elite 50W/930	G12	5400	3000	90	83%	15000
CDM-T Elite 70W/930	G12	7800	3000	91	83%	15000
CDM-T Elite 100W/930	G12	11000	3000	90	83%	15000
CDM-T Elite 150W/930	G12	15000	3000	90	80%	12000
CDM-T Elite Light Boost 70W/930	G12	7650	3000	95*	82%	15000
CDM-T Elite Light Boost 70W/942	G12	7650	4200	95*	82%	12000
CDM-TC Elite 35W/930	G8.5	4000	3000	90	83%	15000
CDM-TC Elite 50W/930	G8.5	5400	3000	90	83%	15000
CDM-TC Elite 70W/930	G8.5	7800	3000	91	83%	15000
CDM-TC Elite Light Boost 70W/930	G8.5	6500	3000	95*	82%	15000
CDM-TC Elite Light Boost 70W/942	G8.5	6500	4200	95*	82%	12000
CDM-T 20W/830	G12	1800	3000	84	80%	15000
CDM-T 35W/830	G12	3300	3000	81	50%	12000
CDM-T 35W/942	G12	3300	4200	90	70%	12000
CDM-T 70W/830	G12	6600	3000	84	70%	12000
CDM-T 70W/942	G12	12700	4200	92	65%	12000
CDM-T 150W/830	G12	14000	3000	85	60%	12000
CDM-T 150W/942	G12	12700	4200	96	70%	12000
CDM-T 250W/830	G12	23000	3000	89	60%	11000
CDM-T 250W/942	G12	23300	4200	94	60%	12000
CDM-TC 20W/830	G8.5	1800	3000	84	80%	15000
CDM-TC 35W/830	G8.5	3300	3000	81	45%	8000
CDM-TC 35W/942	G8.5	3300	4200	90	70%	8000
CDM-TC 70W/830	G8.5	5900	3000	83	65%	8000
CDM-TC 70W/942	G8.5	6500	4200	92	65%	8000
CDM-TD 70W/830	RX7s	6500	3000	82	70%	16000
CDM-TD 70W/942	RX7s	6000	4200	92	65%	16000
CDM-TD 150W/830	RX7s	13250	3000	88	75%	16000
CDM-TD 150W/942	RX7s	14200	4200	96	70%	16000
CDM-TP 70W/830	PG12-2	5800	3000	81	60%	16000
CDM-TP 70W/942	PG12-2	5800	4200	90	65%	16000
CDM-TP 150W/830	PGX12-2	13000	3000	85	60%	16000
CDM-TP 150W/942	PGX12-2	12000	4200	95	70%	16000

For lamps compatible with EM gear, please note that lumen maintenance & failure curves may differ:

\* at 100% power

## CDM Mini lamps

Lamp type	Lamp base	Light output (Lm)	Colour Temp (K)	Colour Rendering (R <sub>a</sub> )	Lumen maintenance at 12k hrs	Lifetime hrs (@50% survivals)
CDM-Tm Mini GU6.5 20W/830	GU6.5	1800	3000	84	78%	15000
CDM-Tm Elite Mini GU6.5 35W/930	GU6.5	3300	3000	90	80%	12000
CDM-Tm Mini PGJ5 20W/830	PGJ5	1650	3000	85	60%	12000
CDM-Tm Mini PGJ5 35W/930	PGJ5	3000	3000	90	60%	12000

## CDM Mini Reflector lamps

Lamp type	Beam angle	Lamp base	Luminous Intensity (Cd)	Colour Temp (K)	Colour Rendering (R <sub>a</sub> )	Lumen maintenance at 12k hrs	Lifetime hrs (@50% survivals)
CDM-Rm Elite Mini 35W/930	10°	GX10	17000	3000	90	80%	12000
CDM-Rm Elite Mini 35W/930	25°	GX10	6000	3000	90	80%	12000
CDM-Rm Elite Mini 35W/930	40°	GX10	3300	3000	90	80%	12000
CDM-Rm Elite Mini 50W/930	25°	GX10	11500	3000	90	75%	12000
CDM-Rm Elite Mini 50W/930	40°	GX10	7000	3000	90	75%	12000
CDM-Rm Elite Mini 50W/930	60°	GX10	3000	3000	90	75%	12000
CDM-Rm Mini 20W/830	10°	GX10	13500	3000	84	80%	12000
CDM-Rm Mini 20W/830	25°	GX10	3900	3000	84	80%	12000
CDM-Rm Mini 20W/830	40°	GX10	1750	3000	84	80%	12000
CDM-Rm Mini 35W/942	15°	GX10	12000	4200	90	70%	9000**
CDM-Rm Mini 35W/942	25°	GX10	5500	4200	90	70%	9000**
CDM-Rm Mini 35W/942	40°	GX10	2800	4200	90	70%	9000**

\*\* proven 9.000hr, designed for 12.000hr

## CDM Reflector lamps

Lamp type	Beam angle	Lamp base	Luminous Intensity (Cd)	Colour Temp (K)	Colour Rendering (R <sub>a</sub> )	Lumen maintenance at 12k hrs	Lifetime hrs (@50% survivals)
CDM-R Elite 35W/930 PAR30L	10°	E27	52000	3000	90	75%	12000
CDM-R Elite 35W/930 PAR30L	30°	E27	7800	3000	90	75%	12000
CDM-R Elite 70W/930 PAR30L	10°	E27	70000	3000	90	75%	11000
CDM-R Elite 70W/930 PAR30L	30°	E27	15000	3000	90	75%	11000
CDM-R Elite 70W/930 PAR30L	40°	E27	10000	3000	90	75%	11000

For lamps compatible with EM gear, please note that lumen maintenance & failure curves may differ:

# Product tables

## CDM Reflector lamps

Lamp type	Beam angle	Lamp base	Luminous Intensity (Cd)	Colour Temp (K)	Colour Rendering (R <sub>a</sub> )	Lumen maintenance at 12k hrs	Lifetime hrs (@50% survivals)
CDM-R 35W/830 PAR30L	10°	E27	44000	3000	81	50%	11000
CDM-R 35W/830 PAR30L	30°	E27	7400	3000	81	50%	11000
CDM-R 70W/830 PAR30L	10°	E27	68000	3000	83	60%	11000
CDM-R 70W/830 PAR30L	30°	E27	13500	3000	83	60%	11000
CDM-R 70W/830 PAR30L	40°	E27	10000	3000	83	60%	11000
CDM-R 70W/942 PAR30L	10°	E27	63000	4200	94	60%	11000
CDM-R 70W/942 PAR30L	30°	E27	13000	4200	94	60%	11000
CDM-R 70W/942 PAR30L	40°	E27	9000	4200	94	60%	11000
CDM-R 35W/830 PAR20	10°	E27	23000	3000	81	50%	9000
CDM-R 35W/830 PAR20	30°	E27	5000	3000	81	50%	9000
CDM-R 35W/942 PAR20	10°	E27	21500	4200	92	50%	9000
CDM-R 35W/942 PAR20	30°	E27	5000	4200	92	50%	9000
CDM-R111 20W/830	10°	GX8.5	20000	3000	85	40%	9000
CDM-R111 20W/830	24°	GX8.5	4500	3000	85	40%	9000
CDM-R111 35W/830	10°	GX8.5	35000	3000	81	40%	11000
CDM-R111 35W/830	24°	GX8.5	8500	3000	81	40%	11000
CDM-R111 35W/830	40°	GX8.5	4000	3000	81	40%	11000
CDM-R111 35W/942	10°	GX8.5	35000	4200	92	60%	9000
CDM-R111 35W/942	24°	GX8.5	8500	4200	92	60%	9000
CDM-R111 35W/942	40°	GX8.5	4000	4200	92	60%	9000
CDM-R111 70W/830	10°	GX8.5	50000	3000	84	50%	9000
CDM-R111 70W/830	24°	GX8.5	15000	3000	84	50%	9000
CDM-R111 70W/830	40°	GX8.5	9000	3000	84	50%	9000
CDM-R111 70W/942	10°	GX8.5	50000	4200	95	60%	11000
CDM-R111 70W/942	24°	GX8.5	15000	4200	95	60%	11000
CDM-R111 70W/942	40°	GX8.5	9000	4200	95	60%	11000

## White SON lamps

Lamp type	Lamp base	Light output (Lm)	Colour Temp (K)	Colour Rendering (R <sub>a</sub> )	Lumen maintenance at 12k hrs	Lifetime hrs (@50% survivals)
SDW-T 35W/825	PG12-1	1300	2500	83	85%	10000
SDW-T 50W/825	PG12-1	2300	2500	83	85%	10000
SDW-T 100W/825	PG12-1	5000	2500	83	78%	10000
SDW-TG 50W/825	GX12-1	2400	2500	80	75%	10000
SDW-TG 100W/825	GX12-1	4900	2500	83	75%	10000

For lamps compatible with EM gear, please note that lumen maintenance & failure curves may differ.

## HID PrimaVision and AspiraVision electronic gear

C-HID LAMP	Electronic gear				
	Mains (V)	Built in the luminaire /S	Placed on the ceiling /I	PCB version /P	Connector /C
CDM-Tm mini PGJ5-20W	220V/240V	HID-PV m PGJ5 20 /S LPF HID-PV m PGJ5 20 /S HPF	HID-PV m PGJ5 20 /I LPF	HID-PV m PGJ5 20 /P LPF	
CDM 20W	220V/240V	HID-PV m 20 /S HPF	HID-PV m 20 /I HPF		
CDM-Tm mini PGJ5 35W (only on mini gear)	220V/240V	HID-PV m 35 /S	HID-PV m 35 /I		
CDM 35W (CDM-Tm mini PGJ5 35W only on mini gear)	220V/240V	HID-PV m 35 /S HID-AV C 35 /S HID-PV C 35 /S HID-PV C 2x35 /S	HID-PV m 35 /I HID-AV C 35 /I HID-PV C 35 /I HID-PV C 2x35 /I	HID-AV C 35 /P HID-PV C 35 /P HID-PV C 2x35 /P	HID-AV C 35 /C
CDM 50W	220V/240V	HID-PV m 50 /S * HID-PV C 50 /S	HID-PV C 50 /I	HID-PV C 50 /P	
CDM 70W	220V/240V	HID-AV C 70 /S HID-PV C 70 /S HID-PV C 2x70W /S	HID-AV C 70 /I HID-AV C DALI 70 /I HID-PV C 2x70 /I SOFT START	HID-AV C 70 /P HID-PV C 70 /P	HID-AV C 70 /C
CDM 100W	220V/240V	HID-PV C 100 /S CDM	HID-PV C 100 /I CDM SOFT START		
CDM 150W	220V/240V	HID-PV C 150 /S	HID-PV C 150 /I		
SDW-TG 50W	220V/240V	HID-PV C 50 /S SDW-TG	separate strainrelief for /I		
SDW-TG 100W	220V/240V	HID-PV C 100 /S SDW-TG	separate strainrelief for /I		

Philips MASTERColour CDM lamps perform optimal on Philips HID gear

\* This gear will be available from August 2011 onwards

**[www.philips.com/MASTERCcolour](http://www.philips.com/MASTERCcolour)**

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