



This year, we are proudly celebrating **five years of Platinum**

Its razor-sharp light beams have revolutionized the industry in a relatively short amount of time. In 2010 the first innovative Platinum lamp was launched: the MSD Platinum 5 R. Two years later, it was followed by the MSR Platinum 35 with our MSR technology. Shortly after, the 2 R, 15 R and 16 R were added to the range. Last but not least, the revolutionary 14 R, 17 RA and 20 R joined the MSD Platinum range in 2014.







MSD Platinum 5 R MSD Platinum 14 R



All of the new lamps have been developed in close cooperation with our partner OEMs, resulting in a large number of design-ins. An overview of all these design-ins is given in the Platinum brochure.

In the five years that Platinum has existed, the technology has been used to light many events worldwide. This book shows a variety of the events that were brought to life with Platinum.

For more information about these projects, please check the Hall of Fame on our website: www.philips.com/onstage



MSD Platinum 15 F MSD Platinum 16 F



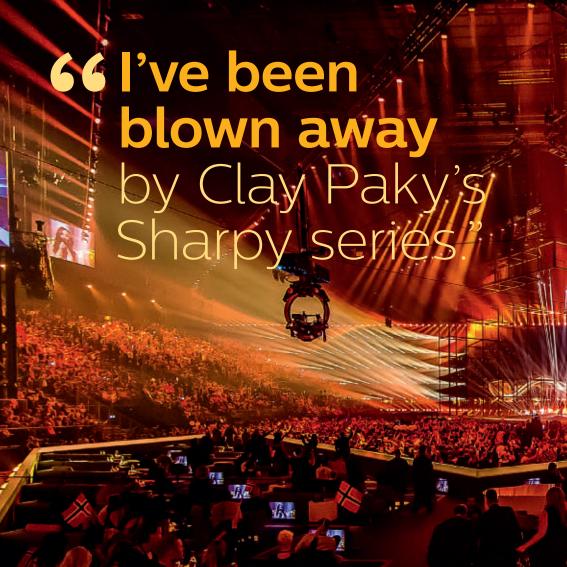
MSD Platinum 17 RA



MSD Platinum 20 F



MSR Platinum 35







2012 China **New Year Gala**

The strong BEAM effect was like hundreds of live dragons roaming through the performers."



Launch Party of the **Audi A5**

Gavin DeGraw and David Cook Tour





Northside Christian Church Enhances With Elation

Nice color mixing and really nice gobos. A no brainer."



Hunan TV **2015 New Year's Eve Party**

Miley Cyrus World Tour



Roxette Tel Aviv

66 Amazed that such a neat and compact moving light could contain such a strong output."





Express to Spring Gala

Harlem's 2013 World Tour Concert



Jay Chou's 2013 Opus World Tour Concert



Jingle Ball

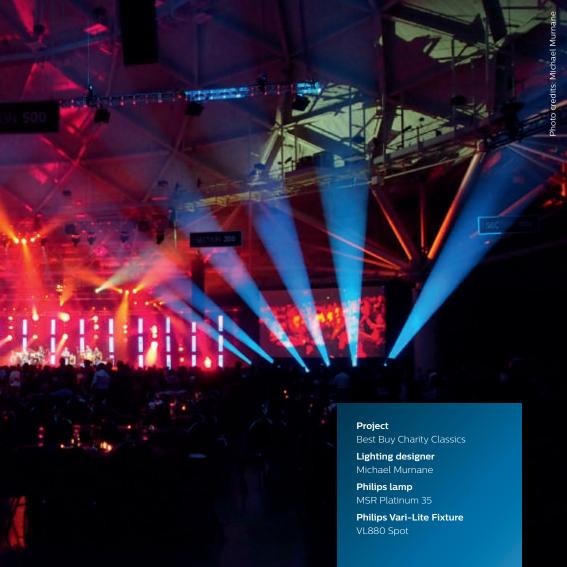
66 It emits the brightness of a much larger moving head beam fixture."

Art Institute of Inner **Mongolia University**











Cat Powers World Tour

They were great! I love the effects and gobos and they are generally excellent lights."



ESSENCEFestival



Lionel Ritchie

66 Its bright, vivid colors work wonderfully with its perfect beam definition."

Blossoming Flowers Final





Carrie Underwood's **World Tour**



Night club at **Mandalay Bay hotel**



Strictly Come Dancing The Live Tour

Very impressed by the brightness."

Live Rock Festival **Peru**

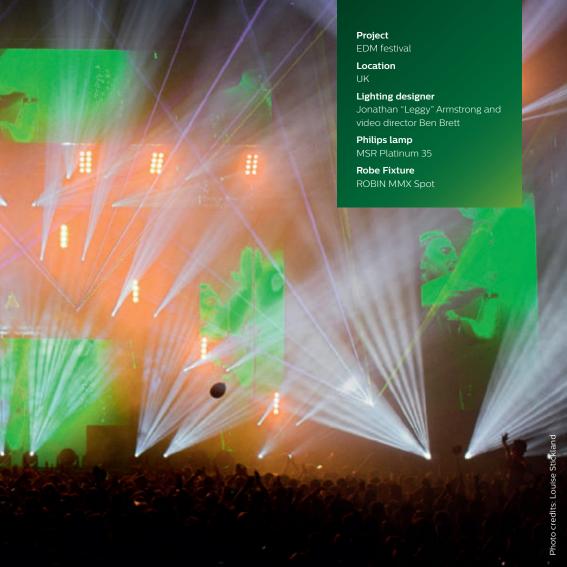














Paul McCartney "On the run" Tour



Red Hot Chili Peppers I'm With You World Tour

The coolest light of the decade, and everyone knows that."

MTV Music Awards 2013





Orbital live

66 Super bright and sharp light output."



Madonna Super Bowl

6 6 You really get an intense effect out of them."



London Fashion Week



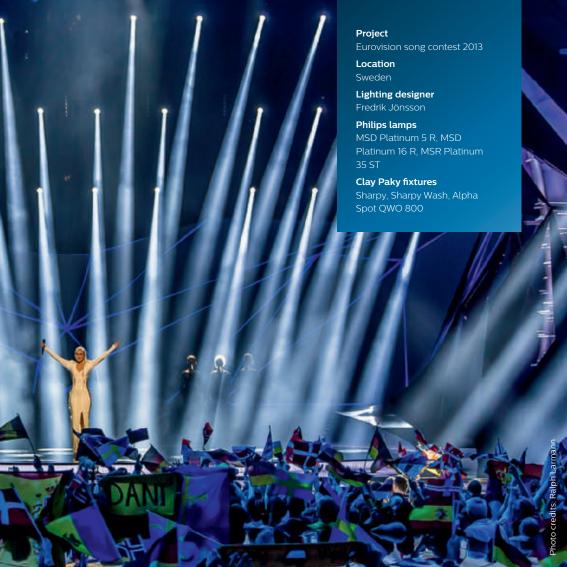
Syaasath TV show

of 85,579 lux at 20 meters."



Catupecu Machu



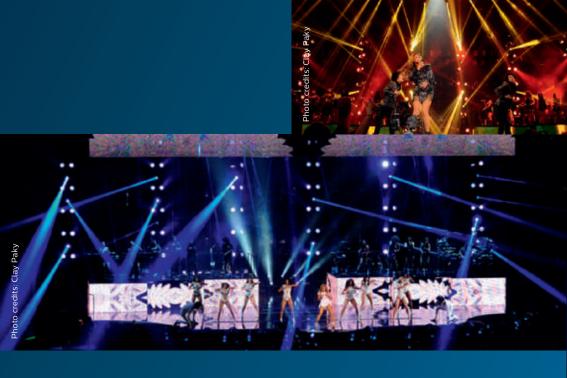




Evita - Estonia

Ed Sheeran Tour





Beyonce 'Brightest Ever Show' 2013

Bruno Mars World Tour





Materia Tour



Royal Albert Hall

66 Its tight 189W parallel beam brings real drama to the look."







American Idol **After Party**

The coolest effects.They looked SO awesome in white and had this star-like beam."

Starlight Express Musical





"Ultimate Kickoff Party" Launching College Football Playoffs

Paris New Year's Eve celebration



Church on the rocks





Fleetwood Mac

66 Equally good as a tuning light that adds to the theatricality of the show."





