

PHILIPS

Retail lighting

MASTERColour
CDM Elite



Pure sparkle that lasts



Simply switch to MASTERColour CDM Elite for proven long-lasting sparkle and irresistible cost savings.

“

We need to know that our stores will look attractive and inviting at all times so that our customers have a consistent shopping experience each time they visit. Ultimately, an attractive store will encourage shoppers to browse and shop for longer. MASTERColour CDM Elite lamps give us that assurance as their quality and reliability are exceptional.”

Peter Doherty,
General Manager, House of Fraser, Oxford Street, London



At Philips we take quality and reliability very seriously to ensure that every lamp delivers on its specification. That's why every MASTERColour CDM Elite lamp must pass rigorous in-house testing before release. Moreover, the performance is validated with data from many years of extensive testing in our certified lab and in the field.



Pure sparkle, pure savings

Now it's easier than ever to bring out the best in all your merchandise, with sparkling light that delivers irresistible savings.

Philips MASTERColour CDM Elite lamps add a unique sparkle to everything they illuminate, creating a punchy store ambience that attracts customers. The unique technology makes colors appear as vibrant as they do in daylight (CRI 90). Colors appear warm, saturated and intense, while whites still look cool, crisp and bright.

CDM Elite lamps have a high efficacy of up to 108 lm/W. After many years of extensive testing we can also confidently claim a lifetime of up to 20,000 hours with excellent lumen maintenance. This allows you to extend your lamp replacement cycle by an average of two years compared to standard CDM lamps and reduce your maintenance costs.

Moreover, CDM Elite lamps provide excellent lumen maintenance and consistent light quality over life to give your store lasting sparkle, season after season. That's why a simple switch to CDM Elite gives you an irresistible combination of proven light quality and low Total Cost of Ownership.

Little wonder that our lamps are clearly the preferred choice for stores around the world, with more than 220 million Philips CDM lamps sold since 1994.



“

MASTERCcolour CDM-Tm Elite has proved to be a really sound investment. Each lamp consumes 81W less than its predecessor, which translates into an annual saving of around €40 per lamp. Above all, the lamps have a more than 50% longer lifespan, significantly reducing the cost of lamp replacement.”

Henk Schurink,
Praxis, Netherlands



“

By installing the Elite lamps we have reduced energy consumption for general lighting by 80%.”

Andrea Maini,
owner of Jò Casta Milan

Every Watt counts

Standard CDM

CDM Elite



>



Comparable light output over life for significantly less power



>



Much more light for the same power



Switch both lamps and drivers to lower wattage versions and you can make significant energy savings. In cases of tight budgets, this is a good alternative to buying completely new luminaires as it requires a smaller initial investment.

Standard CDM



Specifications

Up to 90 lm/W
12,000 hours lifetime
Lumen maintenance up to 70% @12,000 hours
CRI 80

MASTERCcolour CDM Elite



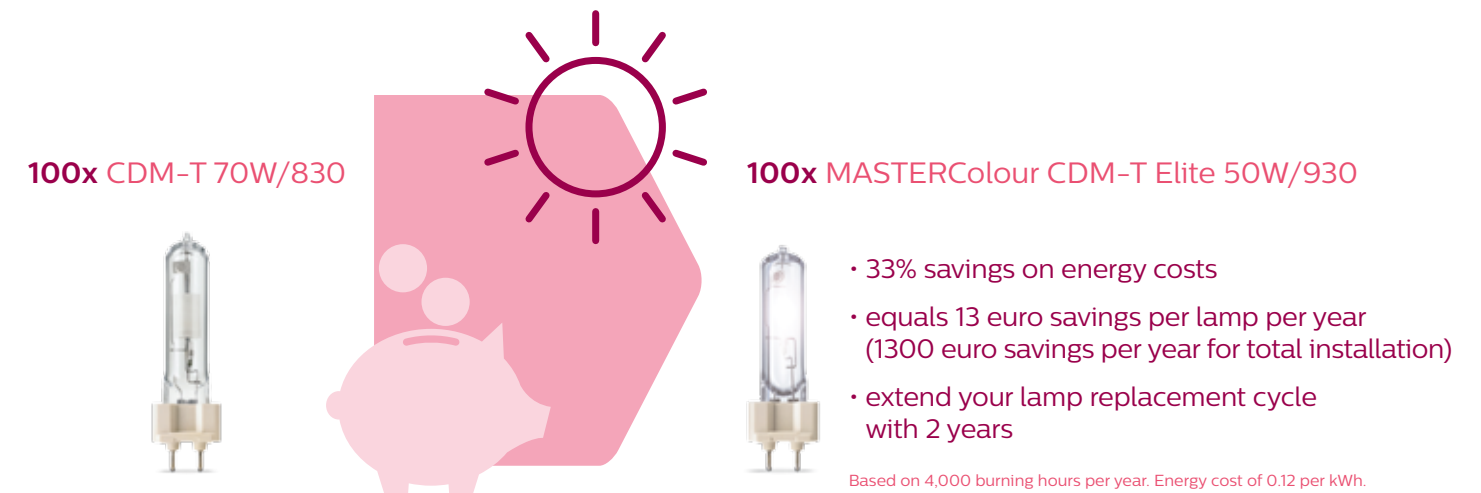
Specifications

Up to 108 lm/W
Up to 20,000 hours proven lifetime
Lumen maintenance up to 80% @15,000 hours
CRI 90
High color consistency, lamp by lamp and over life cycle

Extend your lamp replacement cycle with 2 years compared to Standard CDM based on 4,000 burning hours/year



Example of savings



CDM portfolio

Range specifications	CDM	CDM Elite	CDM Evolution
Lamp base	G8.5 G12	G8.5 G12	G8.5 G12
Lifetime (50% failure rate)	12,000 hours	Up to 20,000 hours*	Up to 25,000 hours**
Efficacy lm/W	Up to 90	Up to 108	Up to 120
CRI	80	90	90
Red rendering R9	0	+	+
Maintenance at 12,000 hours	Up to 70%	Up to 82%	Up to 88%
Maintenance at 15,000 hours		Up to 80%	Up to 85%
Maintenance at 20,000 hours		Up to 78%	Up to 78%
Maintenance at 25,000 hours			Up to 72%

* 3000K CDM-T, -TC and -Tm Elite 35, 50, 70W and 100W lamps have a proven lifetime of 20,000 hours (on electronic gear)
 ** CDM-T, -TC and -Tm Evolution 20 and 35W lamps have a proven lifetime of 25,000 hours



To enhance the performance of your CDM Elite lamps, we recommend to use either AspiraVision or PrimaVision drivers. The two components have been developed hand in hand with each other, undergoing extensive testing before they are approved for release. The result is light performance that's optimized to ensure CDM lamps have pure sparkle that lasts.

All CDM Elite lamps are designed to comply with IEC standards. However, we recommend that you perform a driver compatibility check to ensure proper operation when non-Philips drivers are used.



