



Create an inviting atmosphere for retail and hospitality with new perfect-fit

LED AR111

With an elegant new design, Philips MasterClass LED AR111 creates a brilliant visual effect. With excellent rendering of 90+ CRI and R9~GT~50, colors stay vibrant and natural, enhancing the appeal of everything on display.

Benefits

- High intensity of beam for accent lighting with strong lumen maintenance
- More vivid, vibrant colors over time for merchandise display with no harmful UV
- Innovative design with hassle free retrofit solution

Features

- Superior design with Red Dot award of "innovative product design"
- High intensity of beam equivalent to halogen AR111 50W, 75W, 100W
- Better color realization with high CRI value, while colors remain vibrant and natural
- High lumen and color maintenance with long lifetime of 25,000 hours to 40,000 hours
- Retrofittable with G53 luminaires, Title 20 & Title 24 JA8 compliant

Application

- Retail shops and showrooms
- Hospitality
- Galleries

LED AR111

Versions



G53,AR111

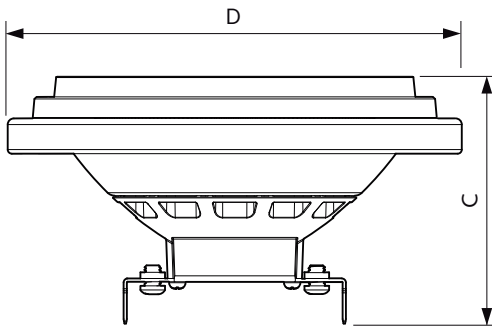


G53 AR111



G53 AR111

Dimensional drawing



Product	D	C
12AR111/LED/927/S8/DIM/EC 12V 6/1FB	4-3/8 in	2-1/2 in
16AR111/LED/930/F25/DIM/EC 12V 6/1FB	4-3/8 in	2-1/2 in
20AR111/LED/930/F15 DIM 12V 6/1FB	4-3/8 in	2-1/2 in
12AR111/LED/930/S8/DIM/EC 12V 6/1FB	4-3/8 in	2-1/2 in
20AR111/LED/927/F25 DIM 12V 6/1FB	4-3/8 in	2-1/2 in
16AR111/LED/927/F40/DIM/EC 12V 6/1FB	4-3/8 in	2-1/2 in
16AR111/LED/927/F25/DIM/EC 12V FB 6/1	4-3/8 in	2-1/2 in
20AR111/LED/930/F25 DIM 12V 6/1FB	4-3/8 in	2-1/2 in

Approval and application

Energy Consumption kWh/1000 h - kWh

Controls and dimming

Dimmable Yes

Operating and electrical

Input Frequency - Hz

Voltage (Nom) ac electronic 12 V

Starting Time (Nom) 0.5 s

General information

Cap-Base G53

Switching Cycle 50000

Light technical

LLmf At End Of Nominal Lifetime (Nom) 70 %

Mechanical and housing

Bulb Finish Clear

Bulb Shape AR111

Operating and electrical

Order Code	Full Product Name	Wattage Equivalent	Power (Nom)
552448	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	50 W	12 W
552406	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	50 W	12 W
552414	16AR111/LED/927/F25/DIM/EC 12V FB 6/1	75 W	16 W
552422	16AR111/LED/930/F25/DIM/EC 12V 6/1FB	75 W	16 W
552430	16AR111/LED/927/F40/DIM/EC 12V 6/1FB	75 W	16 W
552380	20AR111/LED/927/F25 DIM 12V 6/1FB	100 W	20 W
552398	20AR111/LED/930/F25 DIM 12V 6/1FB	100 W	20 W
552372	20AR111/LED/930/F15 DIM 12V 6/1FB	100 W	20 W

General information

LED AR111

Order Code	Full Product Name	Nominal Lifetime (Nom)
552448	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	40000 h
552406	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	40000 h
552414	16AR111/LED/927/F25/DIM/EC 12V FB 6/1	40000 h
552422	16AR111/LED/930/F25/DIM/EC 12V 6/1FB	40000 h

Order Code	Full Product Name	Nominal Lifetime (Nom)
552430	16AR111/LED/927/F40/DIM/EC 12V 6/1FB	40000 h
552380	20AR111/LED/927/F25 DIM 12V 6/1FB	25000 h
552398	20AR111/LED/930/F25 DIM 12V 6/1FB	25000 h
552372	20AR111/LED/930/F15 DIM 12V 6/1FB	25000 h

Light technical (1/2)

Order Code	Full Product Name	Beam Angle	Color Code	Correlated Color Temperature	Color Rendering Index
		(Nom)		(Nom)	(Nom)
552448	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	8 °	927	2700 K	97
552406	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	8 °	930	3000 K	97
552414	16AR111/LED/927/F25/DIM/EC 12V FB 6/1	25 °	927	2700 K	97
552422	16AR111/LED/930/F25/DIM/EC 12V 6/1FB	25 °	930	3000 K	97

Order Code	Full Product Name	Beam Angle	Color Code	Correlated Color Temperature	Color Rendering Index
		(Nom)		(Nom)	(Nom)
552430	16AR111/LED/927/F40/DIM/EC 12V 6/1FB	40 °	927	2700 K	97
552380	20AR111/LED/927/F25 DIM 12V 6/1FB	25 °	927	2700 K	91
552398	20AR111/LED/930/F25 DIM 12V 6/1FB	25 °	930	3000 K	91
552372	20AR111/LED/930/F15 DIM 12V 6/1FB	15 °	930	3000 K	91

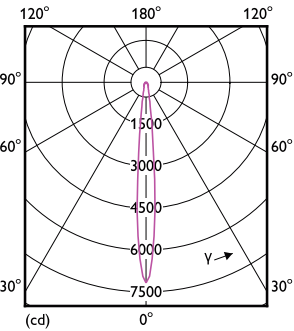
Light technical (2/2)

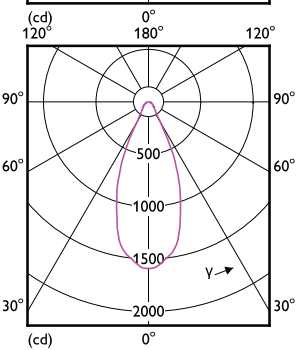
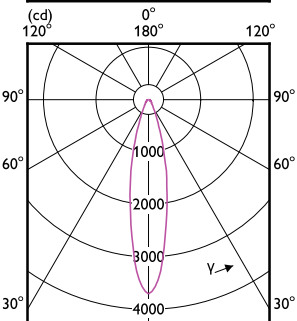
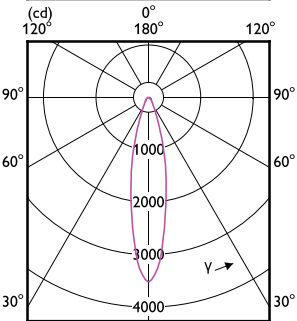
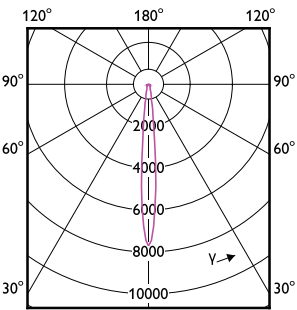
Order Code	Full Product Name	Luminous Flux (Nom)	Luminous Intensity (Nom)
552448	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	650 lm	8000 cd
552406	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	680 lm	8000 cd
552414	16AR111/LED/927/F25/DIM/EC 12V FB 6/1	900 lm	3500 cd
552422	16AR111/LED/930/F25/DIM/EC 12V 6/1FB	900 lm	3500 cd

Order Code	Full Product Name	Luminous Flux (Nom)	Luminous Intensity (Nom)
552430	16AR111/LED/927/F40/DIM/EC 12V 6/1FB	900 lm	1400 cd
552380	20AR111/LED/927/F25 DIM 12V 6/1FB	1150 lm	4000 cd
552398	20AR111/LED/930/F25 DIM 12V 6/1FB	1200 lm	4000 cd
552372	20AR111/LED/930/F15 DIM 12V 6/1FB	1200 lm	8000 cd

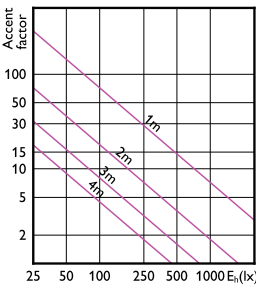
Temperature

Order Code	Full Product Name	T-Case Maximum (Nom)
552448	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	158 °F
552406	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	158 °F
552414	16AR111/LED/927/F25/DIM/EC 12V FB 6/1	165.2 °F
552422	16AR111/LED/930/F25/DIM/EC 12V 6/1FB	165.2 °F
552430	16AR111/LED/927/F40/DIM/EC 12V 6/1FB	165.2 °F
552380	20AR111/LED/927/F25 DIM 12V 6/1FB	176 °F
552398	20AR111/LED/930/F25 DIM 12V 6/1FB	176 °F
552372	20AR111/LED/930/F15 DIM 12V 6/1FB	176 °F

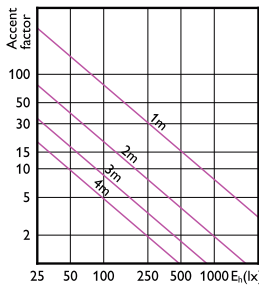




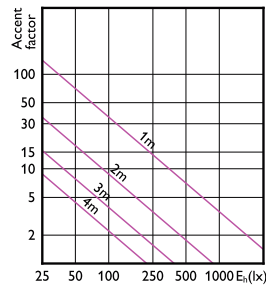
Accent Diagrams



LEDspots 50W G53 AR111 927 8D

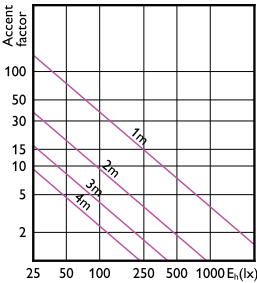


LEDspots 50W G53 AR111 930 8D

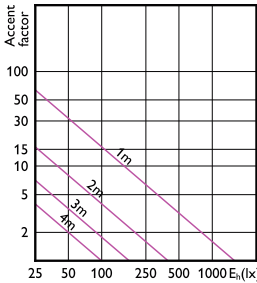


LEDspots 75W G53 AR111 927 24D

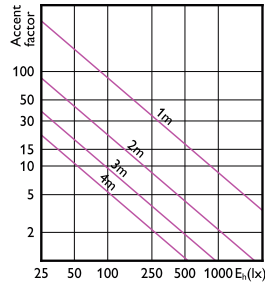
Accent Diagrams



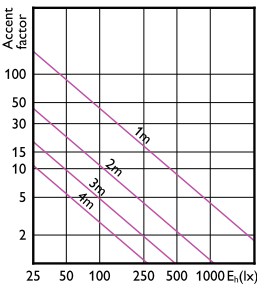
LEDspots 75W G53 AR111 930 24D



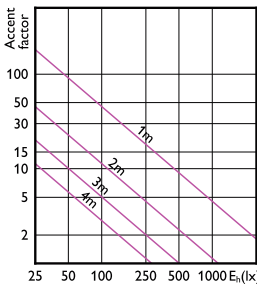
LEDspots 75W G53 AR111 927 40D



LEDspots 20W AR111 G53 930 15D

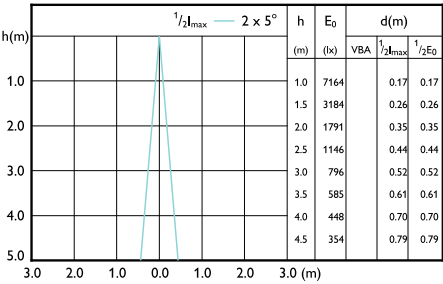


LEDspots 20W AR111 G53 927 24D

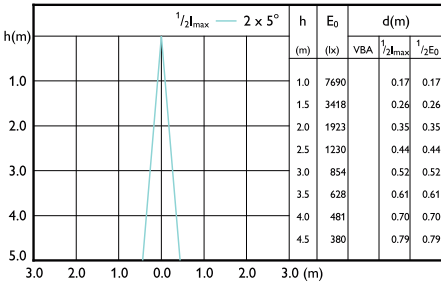


LEDspots 20W AR111 G53 930 25D

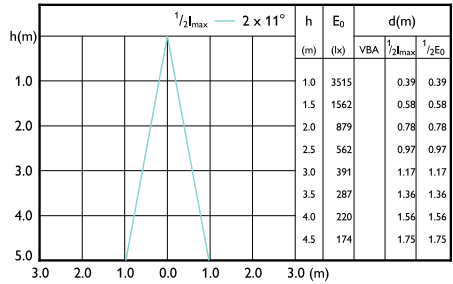
Beam Diagrams



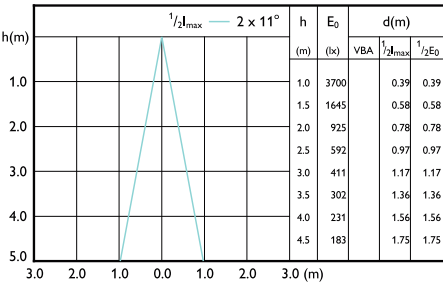
LEDspots 50W G53 AR111 927 8D



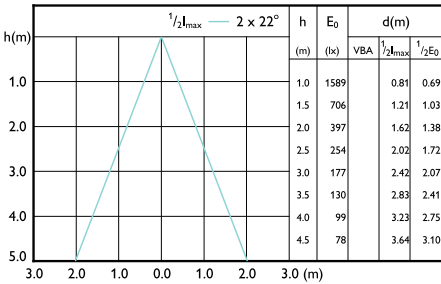
LEDspots 50W G53 AR111 930 8D



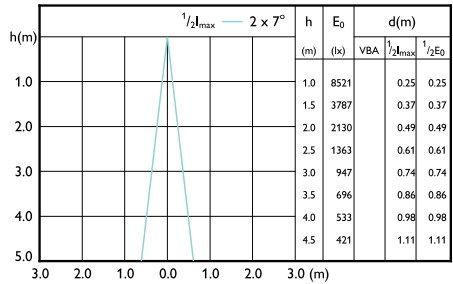
LEDspots 75W G53 AR111 927 24D



LEDspots 75W G53 AR111 930 24D

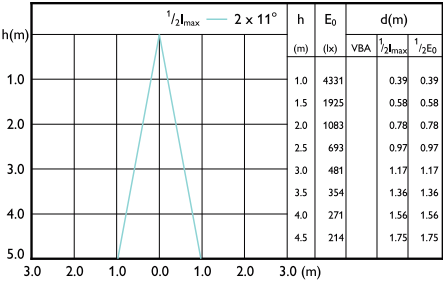


LEDspots 75W G53 AR111 927 40D

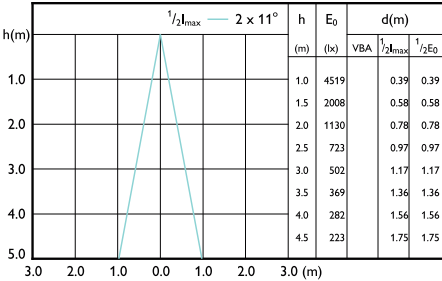


LEDspots 20W AR111 G53 930 15D

Beam Diagrams



LEDspots 20W AR111 G53 927 24D



LEDspots 20W AR111 G53 930 25D

