



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

MASTER LEDspot LV AR111

With its new perfect-fit design, the Master LEDspot LV AR111 now works with most of G53 luminaires as a true retrofit solution. The lamp creates a brilliant visual effect for retail and hospitality applications such as shops, showrooms and galleries. The high quality light brings out the true colors in merchandise and emphasizes its beauty. It also lasts long, with a strong lumen and color maintenance. The beautifully designed lamp offers a well-defined beam with a multitude of beam angles to suit various applications. Not only does it employ the Philips patented solution to ensure it is compatible with a broad selection of standard 12V halogen electronic transformers, it also delivers high beam intensity which equivalent to halogen AR111 spots of 50W, 75W or 100W.

Benefits

- High intensity of beam for accent lighting with strong lumen maintenance
- Achieve more vivid, vibrant colors over time for merchandise display to emphasize its beauty
- Innovative design with hassle free retrofit solution to enhance retail, hospitality environment

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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
- Retrofitable with G53 luminaires

Application

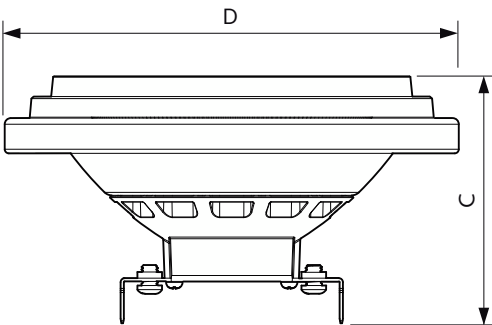
- Retail: fashion, cosmetics, jewelry, food, concept stores, museums, exhibitions
- Hospitality: hotel guest room, corridors, lobby, reception area, restaurants, bars, cafes
- Home: dining room, living room, hall way

Versions



LEDclassic 5-50W MR16 830 60D

Dimensional drawing



Product	D	C
MAS LED ExpertColor 15-75W 927 AR111 24D	111 mm	62 mm
MAS LED ExpertColor 15-75W 927 AR111 40D	111 mm	62 mm
MAS LED ExpertColor 15-75W 930 AR111 24D	111 mm	62 mm
MAS LED ExpertColor 15-75W 930 AR111 40D	111 mm	62 mm

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General Information

Cap-Base	G53
Switching Cycle	50,000
Nominal lifetime	40,000 hour(s)

Light Technical

Color rendering index (CRI)	97
LLMF At End Of Nominal Lifetime (Nom)	70 %

Operating and Electrical

Input Frequency	- Hz
Line Frequency	- Hz
Power Consumption	15 W
Starting Time (Nom)	0.5 s
Wattage Equivalent	75 W

Temperature

T-Case Maximum (Nom)	74 °C
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Controls and Dimming

Dimmable	Yes
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Mechanical and Housing

Bulb Shape	AR111
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Approval and Application

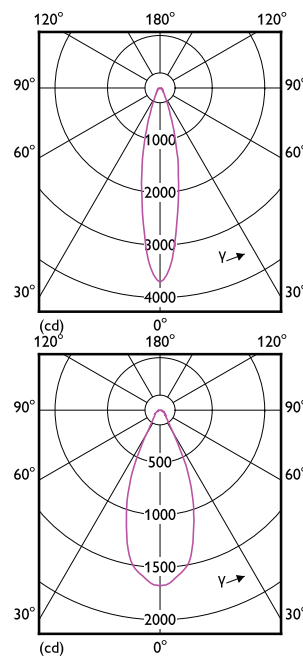
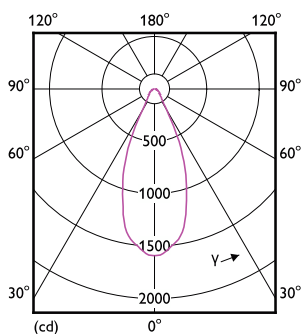
Energy Consumption kWh/1000 h	17 kWh
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Light Technical (1/2)

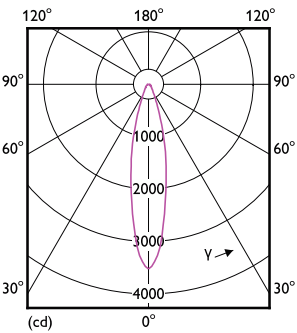
Order Code	Full Product Name	Beam Angle (Nom)	Correlated Color		
			Temperature (Nom)	Color Code	Luminous Flux
929002239008	MAS LED ExpertColor 15-75W 927 AR111 24D	24 degree(s)	2700 K	927	950 lm
929002239108	MAS LED ExpertColor 15-75W 930 AR111 24D	24 degree(s)	3000 K	930	1,000 lm
929002239308	MAS LED ExpertColor 15-75W 927 AR111 40D	40 degree(s)	2700 K	927	950 lm
929002239408	MAS LED ExpertColor 15-75W 930 AR111 40D	40 degree(s)	3000 K	930	1,000 lm

Light Technical (2/2)

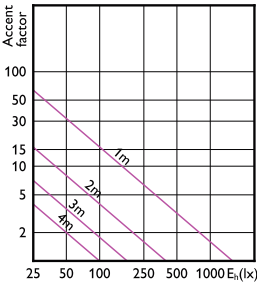
Order Code	Full Product Name	Luminous Intensity (Nom)
929002239008	MAS LED ExpertColor 15-75W 927 AR111 24D	3,500 cd
929002239108	MAS LED ExpertColor 15-75W 930 AR111 24D	3,500 cd
929002239308	MAS LED ExpertColor 15-75W 927 AR111 40D	1,400 cd
929002239408	MAS LED ExpertColor 15-75W 930 AR111 40D	1,400 cd



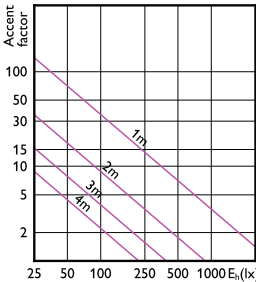
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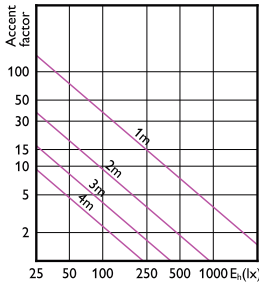
Accent Diagrams



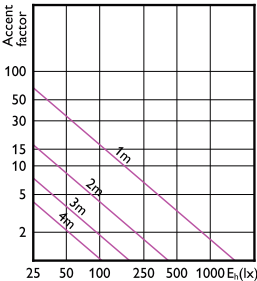
Accent Diagram - MAS LED ExpertColor 15-75W 927 AR111 40D



Accent Diagram - MAS LED ExpertColor 15-75W 927 AR111 24D



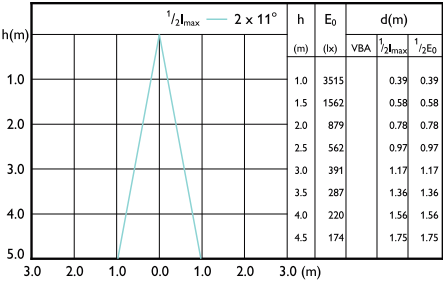
Accent Diagram - MAS LED ExpertColor 15-75W 930 AR111 24D



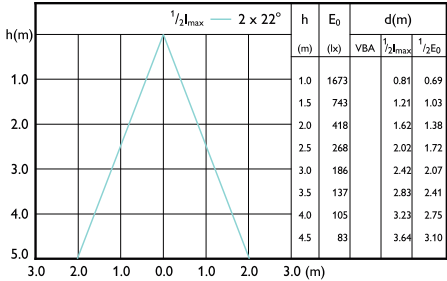
Accent Diagram - MAS LED ExpertColor 15-75W 930 AR111 40D

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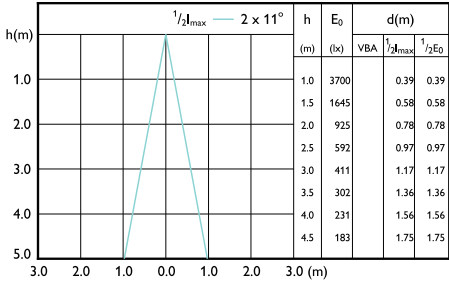
Beam Diagrams



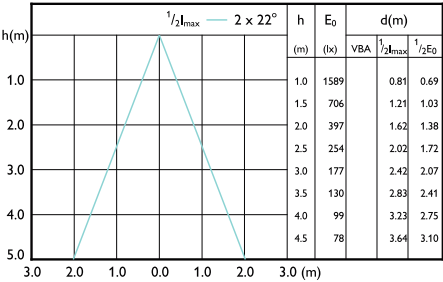
Beam diagram - MAS LED ExpertColor 15-75W 927 AR111 24D



Beam diagram - MAS LED ExpertColor 15-75W 930 AR111 40D



Beam diagram - MAS LED ExpertColor 15-75W 930 AR111 24D



Beam diagram - MAS LED ExpertColor 15-75W 927 AR111 40D

