



Truer colors, more light, less wattage, thanks to Philips MasterColor® Integrated 25 Watt PAR 38 Ceramic Metal Halide Lamps

Make a Colorful Impression at Retail

Philips light solution boosts customer experience and savings

In the world of retail, the ability to present merchandise that showcases its key features is critical for determining sales success. Store managers must balance considerations that include emphasizing colors, textures and shapes with overall cost to create the most allure possible for shoppers.

It was with this goal in mind that a manager of a leading fashion retailer approached Philips Lighting for ideas on how to create a brighter, more inviting environment that would enhance his customers' shopping experience.

By employing a combination of ambient and accent lighting strategies throughout the entire store, the retailer was able to place and adjust proper light levels per presentation of merchandise, whether the goods were a fixture or on promotional sale.

Beginning with storewide ambient lighting, Philips introduced the retailer to PL-T Compact Fluorescents and T8 fluorescent lamps featuring ALTO® Lamp Technology, which were used to provide the background atmosphere with ample, yet gentle, light. Fluorescent lamps featuring ALTO Lamp Technology were chosen because of their low mercury content. Low mercury lamps can assist retailers with meeting environmental compliance regulations.

Accent lighting was then strategically placed to highlight the retailer's clothing and accessories. To draw out colors and textures and adjust light to optimum levels, Philips paired the new Philips MasterColor® Integrated 25 watt PAR 38 Ceramic Metal Halide lamp with a 90 watt halogen PAR 38 lamp. Because the MasterColor Integrated 25 watt lamp provides light comparable to a 90 watt halogen PAR 38, the retailer was able to achieve a higher level of crisp, bright light, with less wattage than they originally thought was required.

With the life of the MasterColor Integrated lamp nearly three times longer than a standard halogen PAR lamp, over time, a retailer could look forward to reduced maintenance costs. And, because the MasterColor integrated is a lamp and ballast all in one, the design meant the change was as easy as replacing existing halogen lamps.

In sum, the Philips solution brought excitement to the store merchandise while saving money on maintenance and energy.

To learn more about Philips and its products, visit www.philips.com.

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Philips MasterColor® Integrated 25W PAR 38

MasterColor® Integrated is Philips' answer to the frequent requests from the retail industry to create a halogen lamp with the efficiency and long life that are the foundation of the MasterColor line. Retailers wanted truer, high quality white light, while also lowering energy, maintenance and replacement costs. And now, with MasterColor Integrated, Philips has fulfilled their requests.

Philips Halogen Energy Advantage IRC PAR Lamps

Philips Halogen Energy Advantage IRC PAR lamps provide up to 40% longer life and up to 33% energy savings compared to standard halogen lamps. They also feature 4200 hours rated average life† for most Halogen Energy Advantage IRC PAR lamps.††

These lamps feature Philips DiOptic reflector technology for optimal beam control and uniform beam intensity without hot spots, and the most efficient burner with in house IRC coating technology with up to 22 lumens per watt.

Philips MasterColor® Integrated 25W PAR 38 Lamps Ceramic Metal Halide Lamps

- Energy Savings—Up to 3x less energy consumption than PAR 38 halogen lamps with comparable light output
- 10,500 hour rated average life*
- 1220 approximate initial lumens**
- Easy upgrade and instant retrofit from halogen PAR 38
- 87 CRI for true color rendition
- Available in beam spreads of 10, 25 and 40 degrees

* Rated average life is the life obtained, on the average, from a large representative groups of lamps in laboratory tests under controlled conditions at 10 or more operating hours per start. It is based on survival of at least 50% of the lamps or groups of lamps and allows for individual lamps or groups of lamps to vary considerably from the average.

** Approximate lumen values listed are for vertical operation of the lamp.

Philips Halogen Energy Advantage IRC PAR Lamps

- Bright, white light for clean, crisp lighting effects
- Up to 40% longer life than standard halogen PARs
- 4200 hour rated average life† for most Energy Advantage IRC PAR lamps††
- Increased uniform beam intensity with no hot spots
- Maximum efficiency for reduced energy consumption

† Rated average life is the length of operation (in hours) at which point an average of 50% of the lamps will still be operational and 50% will not.

†† This excludes the 130V 50W PAR30 Short which has 3000 hours.



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