

A woman with dark hair and glasses is looking at a tablet computer. She is wearing a light blue blazer over a white collared shirt and a dark red top. A gold chain necklace is visible. The background is a blurred office environment with ceiling lights.

**PHILIPS**

MASTER LEDspot

AR111



**Put design**  
in the  
spotlight

# LED has never looked so good

With an elegant new design, MASTER LEDspot LV AR111 creates a brilliant visual effect for retail and hospitality applications like shops, showrooms and galleries. The high quality light brings out the true colors in merchandise, including reds. With excellent rendering of CRI90 and R9>50, colors stay vibrant and natural, enhancing the appeal of everything on display.

## Unique lens design

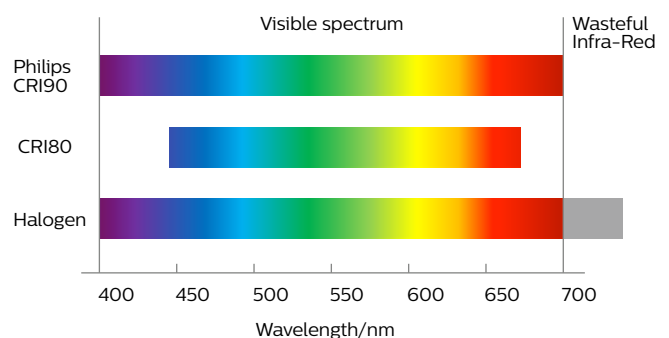
The unique lens incorporates LED technology within a timeless spot design, enhanced by a reflecting cup with a cool V-groove prism array. This makes the AR111 extremely efficient distributing it's light. At the same time, the anti-glare optic bridge prevents glare, ensuring superb comfort in every retail application.

## True color of light

The perfect choice for every retail application, MASTER LEDspot LV AR111 is an easy retrofit solution. The G53 fitting makes it a simple switch for popular AR111 halogen lamps. It produces a high quality light with a color rendering index of 90 and R9>50. The broader visible spectrum produces a brilliant visual effect that illuminates the true colors in all kinds of products, from fashion and furniture to jewelry or food.



## Spectral Power Distribution



## Design highlights



Standard Halogen

LEDspot AR111



reddot award 2016  
winner

We're proud to inform you that the AR111 has been declared a 2016 winner of the Red Dot Design Award in the category 'Innovative Product Design' by the international jury. This award is confirmation of groundbreaking design in terms of innovation, functionality, quality, durability and ecological compatibility.

### TransforMax™ technology

With TransforMax™ intelligent electronics inside, MASTER LEDspot LV AR111 lamps offer the ultimate in transformer compatibility, making them a simple retrofit solution for Halogen spot lamps.

So it is very easy to upgrade. Choose from 11-50W, 15-75W and 20-100W in various color temperatures - 2700K or 3000K. All with high performance dimming.

MASTER LEDspot LV AR111 lamps save up to 80% in energy use compared to halogen. They also have an extra-long lifetime of 40,000 hours compared with Halogen to minimize maintenance costs. So you can design in savings beautifully with LED.

# Product specifications



## MASTER LEDspot LV AR111 / 11-50 W

2700 / 3000   
 G53   
 DIMMABLE   
 40,000 H   
 EEL   
 6 PACK   
 BEAM ANGLE 24° 40°   
 DIMENSIONS 60.5 111   
 80%

| Product description      | LED      | Traditional | Lumen output | Efficacy    | Beam intensity | Beam angle | CRI | Color temperature | EOC              |
|--------------------------|----------|-------------|--------------|-------------|----------------|------------|-----|-------------------|------------------|
| <b>MASTER LEDspot LV</b> | <b>W</b> | <b>W</b>    | <b>lm</b>    | <b>lm/W</b> | <b>cd</b>      | <b>°</b>   |     | <b>K</b>          | <b>871869651</b> |
| D 11-50W 927 AR111 24D   | 11       | 50          | 560          | 51          | 2900           | 24         | 90  | 2700              | 488700           |
| D 11-50W 930 AR111 24D   | 10       | 50          | 580          | 53          | 3000           | 24         | 90  | 3000              | 490000           |
| D 11-50W 927 AR111 40D   | 10       | 50          | 550          | 50          | 1100           | 40         | 90  | 2700              | 492400           |
| D 11-50W 930 AR111 40D   | 10       | 50          | 570          | 52          | 1150           | 40         | 90  | 3000              | 494800           |



## MASTER LEDspot LV AR111 / 15-75 W

2700 / 3000   
 G53   
 DIMMABLE   
 40,000 H   
 EEL   
 6 PACK   
 BEAM ANGLE 24° 40°   
 DIMENSIONS 60.5 111   
 80%

| Product description      | LED      | Traditional | Lumen output | Efficacy    | Beam intensity | Beam angle | CRI | Color temperature | EOC              |
|--------------------------|----------|-------------|--------------|-------------|----------------|------------|-----|-------------------|------------------|
| <b>MASTER LEDspot LV</b> | <b>W</b> | <b>W</b>    | <b>lm</b>    | <b>lm/W</b> | <b>cd</b>      | <b>°</b>   |     | <b>K</b>          | <b>871869651</b> |
| D 15-75W 927 AR111 24D   | 15       | 75          | 760          | 50          | 3900           | 24         | 90  | 2700              | 496200           |
| D 15-75W 930 AR111 24D   | 15       | 75          | 770          | 51          | 4000           | 24         | 90  | 3000              | 498600           |
| D 15-75W 927 AR111 40D   | 15       | 75          | 750          | 50          | 1400           | 40         | 90  | 2700              | 500600           |
| D 15-75W 930 AR111 40D   | 15       | 75          | 760          | 50          | 1450           | 40         | 90  | 3000              | 502000           |



## MASTER LEDspot LV AR111 / 20-100 W

2700   
 G53   
 DIMMABLE   
 25,000 H   
 EEL   
 6 PACK   
 BEAM ANGLE 24°   
 DIMENSIONS 60.5 111   
 80%

| Product description      | LED      | Traditional | Lumen output | Efficacy    | Beam intensity | Beam angle | CRI | Color temperature | EOC              |
|--------------------------|----------|-------------|--------------|-------------|----------------|------------|-----|-------------------|------------------|
| <b>MASTER LEDspot LV</b> | <b>W</b> | <b>W</b>    | <b>lm</b>    | <b>lm/W</b> | <b>cd</b>      | <b>°</b>   |     | <b>K</b>          | <b>871869651</b> |
| D 20-100W 827 AR111 24D  | 20       | 100         | 1180         | 59          | 5800           | 24         | 80  | 2700              | 504400           |

