

A woman with dark hair and glasses is looking at a tablet. She is wearing a light blue blazer over a white collared shirt and a maroon 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.

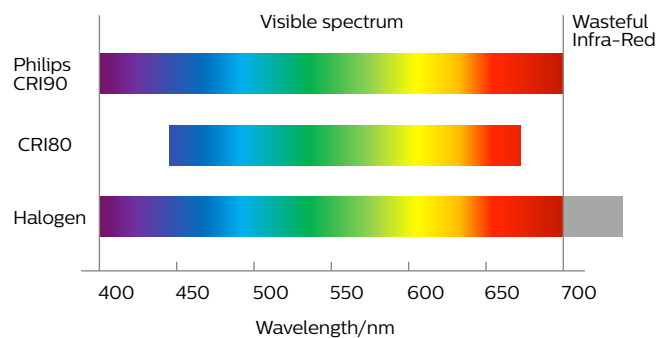
## Unique lens design

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 CRI 90 / 11-50 W













 2700 / 3000
  G53
  DIMMABLE
  40,000 H
  EEL
  6 PACK
  BEAM ANGLE 8° 24° 40°
  DIMENSIONS 60.5 H 111 W

Product type	LED	Traditional	Lumen output	Efficacy	Beam intensity	Beam angle	CRI	Color temperature	EOC
MASTER LEDspot LV	W	W	lm	lm/W	cd	°		K	8718696
<b>NEW</b> D 11-50W 927 AR111 8D	11	50	560	53	7800	8	90	2700	57833900
<b>NEW</b> D 11-50W 930 AR111 8D	11	50	580	53	8000	8	90	3000	57835300
D 11-50W 927 AR111 24D	11	50	560	51	2900	24	90	2700	51488700
D 11-50W 930 AR111 24D	11	50	580	53	3000	24	90	3000	51490000
D 11-50W 927 AR111 40D	11	50	550	50	1100	40	90	2700	51492400
D 11-50W 930 AR111 40D	11	50	570	52	1150	40	90	3000	51494800











## MASTER LEDspot LV AR111 CRI 90 / 15-75 W





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

Product type	LED	Traditional	Lumen output	Efficacy	Beam intensity	Beam angle	CRI	Color temperature	EOC
MASTER LEDspot LV	W	W	lm	lm/W	cd	°		K	8718696
D 15-75W 927 AR111 24D	15	75	800	50	3900	24	90	2700	51496200
D 15-75W 930 AR111 24D	15	75	810	51	4000	24	90	3000	51498600
D 15-75W 927 AR111 40D	15	75	800	50	1400	40	90	2700	51500600
D 15-75W 930 AR111 40D	15	75	810	50	1450	40	90	3000	51502000

## MASTER LEDspot LV AR111 / 20-100 W



 2700
  G53
  DIMMABLE
  40,000 H
  EEL
  6 PACK
  BEAM ANGLE 24°
  DIMENSIONS 60.5 H 111 W

Product type	LED	Traditional	Lumen output	Efficacy	Beam intensity	Beam angle	CRI	Color temperature	EOC
MASTER LEDspot LV	W	W	lm	lm/W	cd	°		K	8718696
D 20-100W 827 AR111 24D	20	100	1180	59	5800	24	80	2700	51504400



Please refer to the site [www.philips.com/masterledlamps](http://www.philips.com/masterledlamps) for the latest information about dimming MASTER LEDlamps and about transformer compatibility.

