



LED

BR30 LED
Dimmable Lamp



Creates a warm, inviting atmosphere.

The new Philips LED BR30 offers a new experience for dimmable LEDs. As the light is dimmed, the color temperature of these lamps is reduced which creates a warm glow similar to a candle. Until now, this warm, relaxing ambiance effect was only available in dimmable halogen and incandescent lamps.

High efficacy LED lamp

- Transition from 2700K to 2200K with dimming
- Smooth dimming to 10% of full light levels*
- 9.5W BR30 LED saves 80% in energy when compared to a 65W halogen BR30†
- Excellent color rendering of 80 CRI
- 25,000 hour rated average life‡

Easy to experience

- Flexibility to create the right light level and ambience
- Integrate seamlessly into recessed luminaires
- Uniform light distribution with greater visual comfort
- 5 year limited warranty‡



(+, †, ‡, 1, See footnotes on next page)

Philips BR30 LED Dimmable Lamp

Ordering, Electrical and Technical Data (Subject to change without notice)

Product Number	Order Code	Nom. Watts	Volts	Description	Lamp Type	Base	Rated Avg. Life (Hrs.) ¹	Approx. Lumens ²	CRI	Color Temp. (K)	MOL (in.)
32MX95	9.5BR30/END/F90 22K-27K DIM 6/1	9.5	120V	BR30 LED Flood Dimmable 90°	BR30	Medium	25,000	730	80	2700	5.1

Energy Efficiency

Estimated Lighting Costs Using a Standard 65W BR30 Halogen			
Present Wattage		65	W
x Annual Operating Hours		4,000	hrs
	=	260,000	watt-hours
÷1,000	=	260	kWh per year
x kWh rate of \$0.11	=	\$28.60	per year
x 100 lamps per space	=	\$2860	annual energy cost per space
Estimated Lighting Costs Using a Philips 9.5W Dimmable LED Lamp			
Present Wattage		9.5	W LED Dimmable BR30 Lamp
x Annual Operating Hours		4,000	hrs
	=	38,000	watt-hours
÷1,000	=	38	kWh per year
x kWh rate of \$0.11	=	\$4.18	per year
x 100 lamps per space	=	\$418.00	annual energy cost per space
Total Estimated Annual Savings[§]	=	\$2,442.00	

§ Based on 100 lamps per space operating at 4,000 hours per year.

This energy saving example shows an application of 100 lamps in a space currently using 100 halogen 65W BR30 lamps operating 4,000 hours per year at a cost of \$0.11 per kWh.[†] Your actual savings may vary depending on the energy costs in your geographic location.

Replacing 100 standard halogen 65W BR30 lamps with Philips 9.5W BR30 LED lamps can provide significant energy cost savings of \$2,442 per year! Potential savings from the reduction in HVAC costs as a result of using a lower wattage lamp that emits less heat is an additional benefit not included in this example.

[†] Light output of the 9.5W Dimmable BR30 LED Lamp at 730 lumens compared to a standard 65W halogen BR30 at 635 lumens.

1. Rated average life based on engineering testing and probability analysis.
2. Based on photometric testing consistent with IES LM-79. Maximum Beam Candle Power.
3. All Philips LED BR equivalencies for light output are based upon the ENERGY STAR (R) Integral LED Lamp Center Beam Intensity Benchmark tool which can be found at: www.EnergyStar.gov/LEDbulbs, LED Light bulbs for Partners, Program Requirements PDF, Pg 11.

* Dimmable when using leading and trailing edge dimmers. (See <http://www.philips.com/ledtechguide> for compatible leading edge dimmers.)

† Light output of the 9.5W Dimmable BR30 LED Lamp at 730 lumens compared to a standard 65W halogen BR30 at 635 lumens.

‡ For details, please visit www.philips.com/warranties.

WARNINGS AND CAUTIONS

- Suitable for use in damp locations.
- Do not use in outdoor fixtures.
- Not for use in totally enclosed luminaires.
- Before replacing, turn off power and let lamp cool to avoid electrical shock or burn.

CAUTION: Risk of electric shock— do not use where directly exposed to water.

NOTES: This device complies with Part 18 of the FCC rule. This product may cause interference with other devices. If interference occurs, change the location of the products involved. This RFLD device complies with Canadian ICES-005.



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