Intensity and punch in a compact size

The new Philips LED GU10 delivers effective light output in a smaller size. Perfect for accent and track lighting.

LED benefits
- Will not fade colors, avoids inventory spoilage
- Create contrast and depth
- Long rated average life—reduced maintenance cost
- Low energy use—better for the environment
- Optics engineered to eliminate multiple shadows
- Smooth dimming to 10% of full light levels* (ADD FOOTNOTE)

Easy to experience
- Emits virtually no UV/IR light in the beam
- Contains no mercury
- AirFlux technology for sleek, lightweight design
- Provides quality white light and a crisp, uniform beam
Philips LED GU10 Lamps

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

<table>
<thead>
<tr>
<th>Product Number</th>
<th>Model Number</th>
<th>Ordering Code</th>
<th>Description</th>
<th>Bulb</th>
<th>Base</th>
<th>Voltage (Volts AC)</th>
<th>Nom. Watts</th>
<th>Equiv. Wattage</th>
<th>Dim.</th>
<th>Rated Avg. Life (Hrs.)</th>
<th>Color Temp (K)</th>
<th>Lumens</th>
<th>CRI</th>
<th>Beam</th>
<th>MBCP (cd)</th>
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</thead>
<tbody>
<tr>
<td>45440-5</td>
<td>929001288</td>
<td>45440-5</td>
<td>Standard Halogen GU10 50W ENERGY STAR® Equivalent</td>
<td>Flood</td>
<td>PAR16</td>
<td>GU10 120</td>
<td>4.5</td>
<td>50</td>
<td>Y</td>
<td>25,000</td>
<td>3000</td>
<td>315</td>
<td>80</td>
<td>25°</td>
<td>2300</td>
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</tbody>
</table>

1. Light output comparison based upon the ENERGY STAR® Integral LED Lamp Center Beam Intensity Benchmark tool which can be found at EnergyStar.gov/LEDbulbs, Lamps V1.1 September 2014 pdf

2. Insert Dim footnote

3. Rated Avg. Life is based on engineering testing and probability analysis.

4. Based on photometric testing consistent with IES LM-79 Maximum Beam Candlepower

ENERGY STAR® Test in progress.

Shipping Data (Subject to change without notice)

<table>
<thead>
<tr>
<th>Product Number</th>
<th>SKU UPC</th>
<th>Outer Bar Code</th>
<th>Case Qty.</th>
<th>Case Weight (lbs.)</th>
<th>Case Cube (cu. Ft.)</th>
<th>Pallet Qty</th>
<th>SKUs per Layer</th>
<th>Layers High</th>
<th>SKU Dimensions (W x D x H) (In.)</th>
<th>Case Dimensions (W x D x H) (In.)</th>
<th>Pallet Dimensions (W x D x H) (In.)</th>
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<tbody>
<tr>
<td>45440-5</td>
<td>45440-1</td>
<td>45440-6</td>
<td>10</td>
<td>15</td>
<td>0.08</td>
<td>4560</td>
<td>380</td>
<td>12</td>
<td>2.0 x 2.0 x 2.4</td>
<td>10.5 x 4.4 x 3.0</td>
<td>47.2 x 39.4 x 42.3</td>
</tr>
</tbody>
</table>

FCC NOTE: These lamps comply with Part 15 of the FCC Rules. Operation is subject to the following 2 conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation. This class B digital apparatus complies with Canadian ICES-003.