



Incredible colors, improved efficiency

Introducing the new generation MasterColor CDM Fresh

PHILIPS

MasterColor CDM Fresh

Since 1992, Philips White Son (SDW) lamps have been a leading proposition in fresh food accent lighting in supermarkets. Philips new generation of color enhancing MasterColor CDM lamps deliver improved color enhancement, increased energy efficiency and higher efficacy than the SDW.

The new 70W MasterColor CDM Fresh lamp consumes 30% less energy and delivers 15% more light¹ than a standard 100W SDW lamp, making fresh food look more vibrant and the bottom line more attractive.

Features

- Excellent color enhancement (red, green, orange, blue)
- Cool white light
- Same size and light center length as standard MasterColor CDM T6 70W lamp
- Operates on standard CDM 70W ballasts
- Fits into existing CDM luminaires

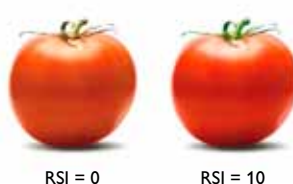
Benefits

- Enhances the natural color and appearance of fresh food like fruit, fish, and vegetables
- Creates a sparkle that gives that extra fresh reflection on food
- Consumes 30% less energy when compared to standard 100W SDW lamp¹
- Use of existing luminaires lead to shortest time to market, reduced development costs and less complexity

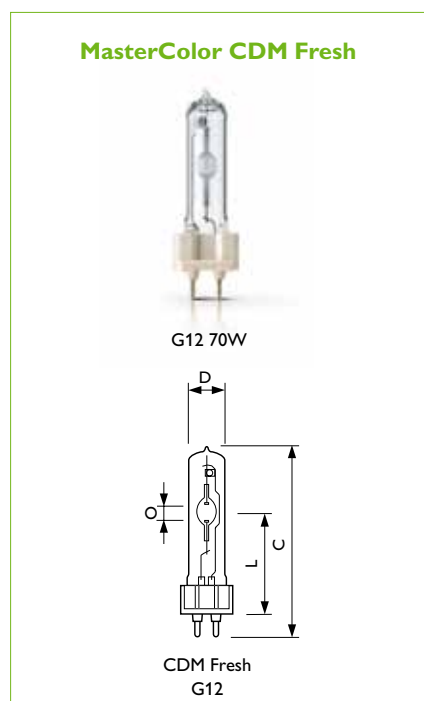
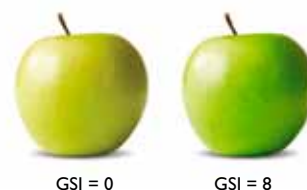
Color Saturation

RSI (Red Saturation Index) and GSI (Green Saturation Index) are measures to indicate color over-saturation or color "exaggeration". As a reference: halogen light has RSI and GSI = 0.

Red Saturation



Green Saturation



CDM Fresh



Colors outside of the circle are enhanced

Dimensions (mm)

Dimensions (mm)	D	L (=LCL)	C
70W lamp	Max	Nom	Max
CDM Fresh G12	20	56	103

Dimensions are the same as existing MasterColor CDM T6 lamps. Arc length O same as CDM Elite 70W.

¹ 70W MasterColor CDM Fresh with 6000 initial lumens as compared to a standard 100W SDW lamp with 4900 initial lumens

Product specifications

Product Number	Ordering Code	Pkg. Qty.	Nom. Watt	ANSI Ballast Code	Approx. Initial Lumens ²	Approx. Mean Lumens ³	Color Temp. (Kelvin)	CRI	Efficacy (lm/W)	Rated Average Life (Hrs) ⁴
41901-0	MasterColor CDM Fresh 70W	12	70	C139/E	6000	5000	4000	70	85	15,000

Red Saturation Index (RSI)	Green Saturation Index (GSI)	Survival 50% (hr)	Lumen maintenance @15 k hrs (%)	Burning position	Base
12	8	15000	75	universal	G12 / G8.5

Frequently asked questions

Is the MasterColor CDM Fresh 70W Lamp compatible with existing CDM luminaires?

Yes, the CDM Fresh 70W lamp is the same size as T6 CDM 70W lamp and fits into existing CDM luminaires.

Will Philips also launch a successor for SDW with warm light?

SDW has 2 special properties: color enhancement in combination with warm light. To optimize these 2 special properties and increase energy efficacy, we have developed two new-generation lamps:

- MasterColor CDM Fresh: color enhancement with cool light (color temperature 4000K)
- MasterColor CDM Warm: color enhancement with warm light (color temp. 2500K, launch in 2012).

Can CDM Fresh be used in existing SDW luminaires?

This is not possible because of differences in requirements for front glass, optics, LCL, ballast and socket.

Why is CDM Fresh 4000K?

The color temperature of 4000K is a result of the color enhancement technology. For most fresh food applications, the higher color temperature creates a brighter impression and makes fresh food look more vibrant. In some specific applications (bread, cheese), the warmer color temperature lamp MasterColor CDM Warm (launch in 2012) will be a better choice.

Can I relamp MasterColor CDM Elite 70W with MasterColor CDM Fresh 70W?

Yes, you can! The MasterColor CDM Fresh 70W lamp will substantially improve the fresh impression of your fresh food. No ballast change is required!



² Measured at 100 hours life. Approximate lumen values are for vertical position of the lamp.

³ Approximate lumen output at 40% of lamp rated average life.

⁴ Rated Average Life (RAL) is the life obtained, on average, in laboratory tests under controlled conditions at 10 or more operating hours per start, at which point an average of 50% of the lamps will still be operational and 50% will not.



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www.philips.com

Philips Lighting Company
200 Franklin Square Drive
Somerset, NJ 08873
1-800-555-0050

Philips Lighting
281 Hillmount Road
Markham, Ontario
Canada L6C 2S3
1-800-555-0050

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