



MASTER LEDspot LV AR111

MAS LED ExpertColor 11-50W 930 AR111 40D

With its new perfect-fit design, the Master LEDspot LV AR111 now works with most of G53 luminaires as a true retrofit solution. The lamp creates a brilliant visual effect for retail and hospitality applications such as shops, showrooms and galleries. The high quality light brings out the true colors in merchandise and emphasizes its beauty. It also lasts long, with a strong lumen and color maintenance. The beautifully designed lamp offers a well-defined beam with a multitude of beam angles to suit various applications. Not only does it employ the Philips patented solution to ensure it is compatible with a broad selection of standard 12V halogen electronic transformers, it also delivers high beam intensity which equivalent to halogen AR111 spots of 50W, 75W or 100W.

Product data

General Information	
Cap-Base	G53 [G53]
Nominal lifetime	40,000 hour(s)
Switching Cycle	50,000
Lighting Technology	LED
EU RoHS compliant	Yes
Light Technical	
Color Code	930 [CCT of 3000K]
Beam Angle (Nom)	40 degree(s)
Luminous Flux	620 lm
Color Designation	White (WH)
Correlated Color Temperature (Nom)	3000 K
Luminous Efficacy (rated) (Nom)	56.00 lm/W
Color Consistency	<4

Color rendering index (CRI)	97
LLMF At End Of Nominal Lifetime (Nom)	70 %
Luminous Flux in 90° Cone (Rated)	620 lm
Operating and Electrical	
Line Frequency	- Hz
Input Frequency	- Hz
Power Consumption	11 W
Lamp Current (Nom)	1,300 mA
Wattage Equivalent	50 W
Starting Time (Nom)	0.5 s
Warm-up time to 60% light	0.5 s
Power Factor (Fraction)	0.7
Voltage (Nom)	ac electronic 12 V

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Temperature

T-Case Maximum (Nom)	70 °C
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Controls and Dimming

Dimmable	Yes
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Mechanical and Housing

Bulb Shape	AR111
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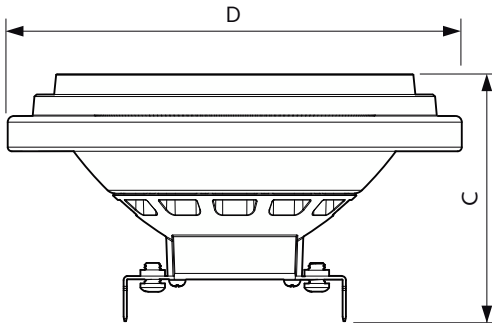
Approval and Application

Suitable For Accent Lighting	Yes
Energy Consumption kWh/1000 h	13 kWh
EyeComfort	Yes

Product Data

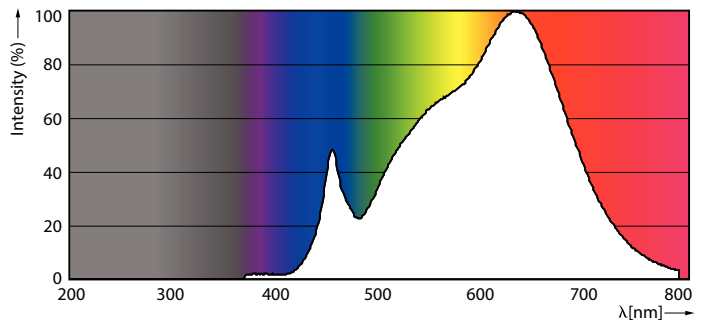
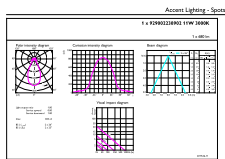
Order product name	MAS LED ExpertColor 11-50W 930 AR111 40D
Full product name	MAS LED ExpertColor 11-50W 930 AR111 40D
Full product code	871869968696300
Order code	929002238902
Material Nr. (12NC)	929002238902
Numerator - Quantity Per Pack	1
EAN/UPC - Product/Case	8718699686963
Numerator - Packs per outer box	6
EAN/UPC - Case	8718699686970

Dimensional drawing



Product	D	C
MAS LED ExpertColor 11-50W 930 AR111 40D	111 mm	62 mm

Photometric data

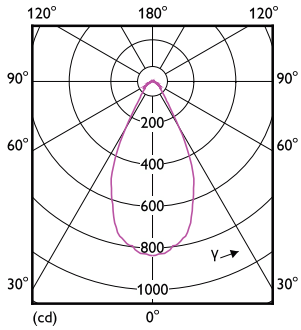


General uniform lighting - MAS LED ExpertColor 11-50W 930 AR111 40D

Spectral Power Distribution Colour - MAS LED ExpertColor 11-50W 930 AR111 40D

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Photometric data



Light Distribution Diagram - MAS LED ExpertColor 11-50W 930 AR111 40D

Lifetime



Life Expectancy Diagram - MAS LED ExpertColor 11-50W 930 AR111 40D



Lumen Maintenance Diagram - MAS LED ExpertColor 11-50W 930 AR111 40D

