



Create an inviting atmosphere for retail and hospitality with new perfect-fit

MASTER LEDspot LV AR111

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.

Benefits

- High intensity of beam for accent lighting with strong lumen maintenance
- Achieve more vivid, vibrant colors over time for merchandise display to emphasize its beauty
- Innovative design with hassle free retrofit solution to enhance retail, hospitality environment

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Features

- Superior design with Red Dot award of "innovative product design"
- High intensity of beam equivalent to halogen AR111 50W, 75W, 100W
- Better color realization with high CRI value, while colors remain vibrant and natural
- High lumen and color maintenance with long lifetime of 25,000 hours to 40,000 hours
- Retrofitable with G53 luminaires

Application

- Retail: fashion, cosmetics, jewelry, food, concept stores, museums, exhibitions
- Hospitality: hotel guest room, corridors, lobby, reception area, restaurants, bars, cafes
- Home: dining room, living room, hall way

Versions

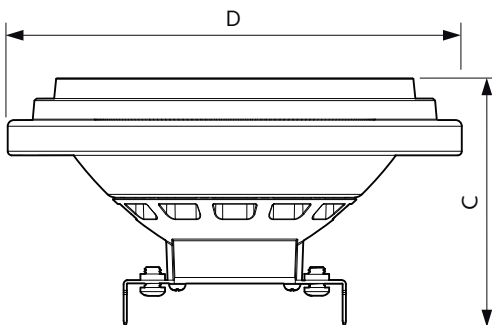


LEDclassic 5-50W MR16 830 60D



LEDspot 50W GU10 AR70 827 25D ND

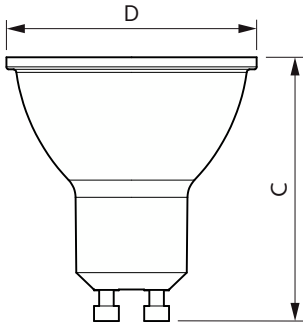
Dimensional drawing



Product	D	C
MAS LED ExpertColor 11-50W 927 AR111 40D	111 mm	62 mm
MAS LED ExpertColor 15-75W 927 AR111 24D	111 mm	62 mm
MAS LED ExpertColor 15-75W 927 AR111 40D	111 mm	62 mm
MAS LED ExpertColor 15-75W 930 AR111 24D	111 mm	62 mm
MAS LED ExpertColor 15-75W 930 AR111 40D	111 mm	62 mm
MAS LED SpotLV 20-100W 927 AR111 40D	111 mm	62 mm
MAS LED SpotLV 20-100W 930 AR111 40D	111 mm	62 mm
MAS LED SpotLV 20-100W 940 AR111 12D	111 mm	62 mm
MASLEExpertColor 14.5-75W 927 AR111 40D	111 mm	62 mm

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Dimensional drawing



Product	D	C
AR70 100-240V 5-50W 525lm 25D 2700K ND	70 mm	61 mm

Light Technical

LLMF At End Of Nominal Lifetime (Nom)	70 %
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Operating and Electrical

Starting Time (Nom)	0.5 s
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General Information

Order Code	Full Product Name	Cap-Base	Switching Cycle	Nominal lifetime	Order Code	Full Product Name	Cap-Base	Switching Cycle	Nominal lifetime
929002239708	MAS LED SpotLV 20-100W 940 AR111 12D	G53	50,000	25,000 hour(s)	929002239368	MASLEExpertColor 14.5-75W 927 AR111 40D	G53	50,000	40,000 hour(s)
929002238808	MAS LED ExpertColor 11-50W 927 AR111 40D	G53	50,000	40,000 hour(s)	929002239408	MAS LED ExpertColor 15-75W 930 AR111 40D	G53	50,000	40,000 hour(s)
929002239008	MAS LED ExpertColor 15-75W 927 AR111 24D	G53	50,000	40,000 hour(s)	929002240108	MAS LED SpotLV 20-100W 927 AR111 40D	G53	50,000	25,000 hour(s)
929002239108	MAS LED ExpertColor 15-75W 930 AR111 24D	G53	50,000	40,000 hour(s)	929002240208	MAS LED SpotLV 20-100W 930 AR111 40D	G53	50,000	25,000 hour(s)
929002239308	MAS LED ExpertColor 15-75W 927 AR111 40D	G53	50,000	40,000 hour(s)	929001373041	AR70 100-240V 5-50W 525lm 25D 2700K ND	GU10	15,000	25,000 hour(s)

Light Technical

Order Code	Full Product Name	Beam Angle (Nom)	Correlated Color		Color rendering		Luminous Intensity	
			Temperature (Nom)		index (CRI)	Color Code	Luminous Flux (Nom)	
929002239708	MAS LED SpotLV 20-100W 940 AR111 12D	12 degree(s)	4000 K		91	940	1,350 lm	8,000 cd
929002238808	MAS LED ExpertColor 11-50W 927 AR111 40D	40 degree(s)	2700 K		97	927	650 lm	1,300 cd
929002239008	MAS LED ExpertColor 15-75W 927 AR111 24D	24 degree(s)	2700 K		97	927	950 lm	3,500 cd
929002239108	MAS LED ExpertColor 15-75W 930 AR111 24D	24 degree(s)	3000 K		97	930	1,000 lm	3,500 cd
929002239308	MAS LED ExpertColor 15-75W 927 AR111 40D	40 degree(s)	2700 K		97	927	950 lm	1,400 cd
929002239368	MASLEExpertColor 14.5-75W 927 AR111 40D	40 degree(s)	2700 K		97	927	950 lm	1,400 cd
929002239408	MAS LED ExpertColor 15-75W 930 AR111 40D	40 degree(s)	3000 K		97	930	1,000 lm	1,400 cd
929002240108	MAS LED SpotLV 20-100W 927 AR111 40D	40 degree(s)	2700 K		91	927	1,200 lm	2,000 cd
929002240208	MAS LED SpotLV 20-100W 930 AR111 40D	40 degree(s)	3000 K		91	930	1,250 lm	2,000 cd
929001373041	AR70 100-240V 5-50W 525lm 25D 2700K ND	25 degree(s)	2700 K		80	827	525 lm	1,700 cd

Operating and Electrical

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Order Code	Full Product Name	Input Frequency	Line Frequency	Power Consumption	Wattage Equivalent
929002239708	MAS LED SpotLV 20-100W 940 AR111 12D	- Hz	- Hz	20 W	100 W
929002238808	MAS LED ExpertColor 11-50W 927 AR111 40D	- Hz	- Hz	11 W	50 W
929002239008	MAS LED ExpertColor 15-75W 927 AR111 24D	- Hz	- Hz	15 W	75 W
929002239108	MAS LED ExpertColor 15-75W 930 AR111 24D	- Hz	- Hz	15 W	75 W
929002239308	MAS LED ExpertColor 15-75W 927 AR111 40D	- Hz	- Hz	15 W	75 W
929002239368	MASLEDEExpertColor 14.5-75W 927 AR111 40D	- Hz	- Hz	14.5 W	75 W
929002239408	MAS LED ExpertColor 15-75W 930 AR111 40D	- Hz	- Hz	15 W	75 W
929002240108	MAS LED SpotLV 20-100W 927 AR111 40D	- Hz	- Hz	20 W	100 W
929002240208	MAS LED SpotLV 20-100W 930 AR111 40D	- Hz	- Hz	20 W	100 W
929001373041	AR70 100-240V 5-50W 525lm 25D 2700K ND	50 to 60 Hz	50 to 60 Hz	5 W	50 W

Temperature

Order Code	Full Product Name	Ambient temperature range	T-Case Maximum (Nom)
929002239708	MAS LED SpotLV 20-100W 940 AR111 12D	-	80 °C
929002238808	MAS LED ExpertColor 11-50W 927 AR111 40D	-	70 °C
929002239008	MAS LED ExpertColor 15-75W 927 AR111 24D	-	74 °C
929002239108	MAS LED ExpertColor 15-75W 930 AR111 24D	-	74 °C
929002239308	MAS LED ExpertColor 15-75W 927 AR111 40D	-	74 °C
929002239368	MASLEDEExpertColor 14.5-75W 927 AR111 40D	-	74 °C
929002239408	MAS LED ExpertColor 15-75W 930 AR111 40D	-	74 °C
929002240108	MAS LED SpotLV 20-100W 927 AR111 40D	-20 °C to 45 °C	80 °C
929002240208	MAS LED SpotLV 20-100W 930 AR111 40D	-	80 °C
929001373041	AR70 100-240V 5-50W 525lm 25D 2700K ND	-	70 °C

Controls and Dimming

Order Code	Full Product Name	Dimmable
929002239708	MAS LED SpotLV 20-100W 940 AR111 12D	Yes
929002238808	MAS LED ExpertColor 11-50W 927 AR111 40D	Yes
929002239008	MAS LED ExpertColor 15-75W 927 AR111 24D	Yes
929002239108	MAS LED ExpertColor 15-75W 930 AR111 24D	Yes
929002239308	MAS LED ExpertColor 15-75W 927 AR111 40D	Yes
929002239368	MASLEDEExpertColor 14.5-75W 927 AR111 40D	Only with specific dimmers
929002239408	MAS LED ExpertColor 15-75W 930 AR111 40D	Yes
929002240108	MAS LED SpotLV 20-100W 927 AR111 40D	Yes
929002240208	MAS LED SpotLV 20-100W 930 AR111 40D	Yes
929001373041	AR70 100-240V 5-50W 525lm 25D 2700K ND	No

Mechanical and Housing

Order Code	Full Product Name	Bulb Shape
929002239708	MAS LED SpotLV 20-100W 940 AR111 12D	AR111
929002238808	MAS LED ExpertColor 11-50W 927 AR111 40D	AR111
929002239008	MAS LED ExpertColor 15-75W 927 AR111 24D	AR111
929002239108	MAS LED ExpertColor 15-75W 930 AR111 24D	AR111
929002239308	MAS LED ExpertColor 15-75W 927 AR111 40D	AR111
929002239368	MASLEDEExpertColor 14.5-75W 927 AR111 40D	AR111
929002239408	MAS LED ExpertColor 15-75W 930 AR111 40D	AR111
929002240108	MAS LED SpotLV 20-100W 927 AR111 40D	AR111

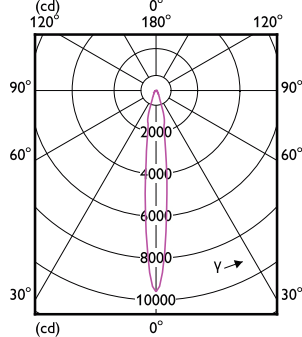
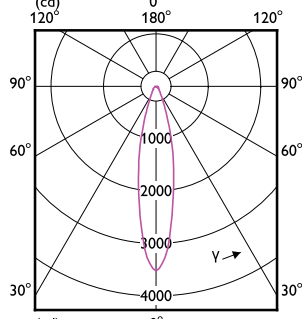
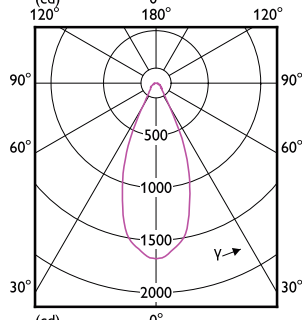
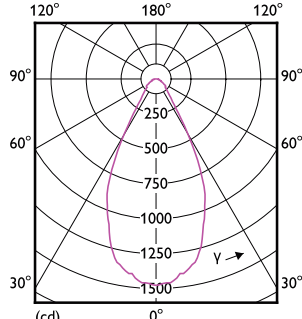
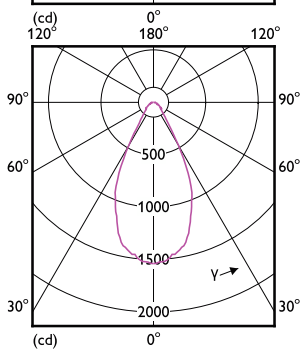
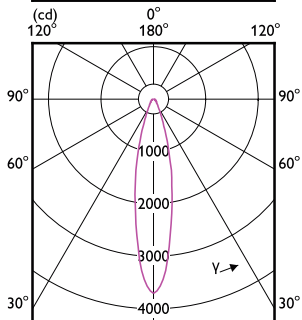
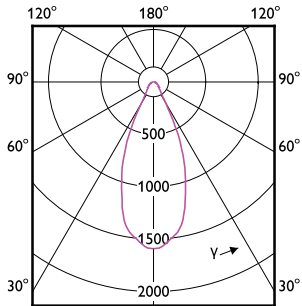
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Order Code	Full Product Name	Bulb Shape
929002240208	MAS LED SpotLV 20-100W 930 AR111 40D	AR111

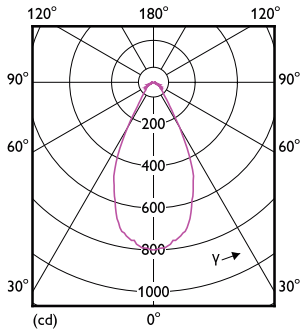
Order Code	Full Product Name	Bulb Shape
929001373041	AR70 100-240V 5-50W 525lm 25D 2700K ND	AR70

Approval and Application

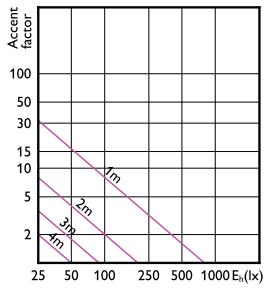
Order Code	Full Product Name	Energy Consumption kWh/1000 h
929002239708	MAS LED SpotLV 20-100W 940 AR111 12D	22 kWh
929002238808	MAS LED ExpertColor 11-50W 927 AR111 40D	13 kWh
929002239008	MAS LED ExpertColor 15-75W 927 AR111 24D	17 kWh
929002239108	MAS LED ExpertColor 15-75W 930 AR111 24D	17 kWh
929002239308	MAS LED ExpertColor 15-75W 927 AR111 40D	17 kWh
929002239368	MASLEExpertColor 14.5-75W 927 AR111 40D	-
929002239408	MAS LED ExpertColor 15-75W 930 AR111 40D	17 kWh
929002240108	MAS LED SpotLV 20-100W 927 AR111 40D	22 kWh
929002240208	MAS LED SpotLV 20-100W 930 AR111 40D	22 kWh
929001373041	AR70 100-240V 5-50W 525lm 25D 2700K ND	-



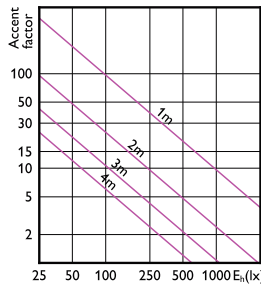
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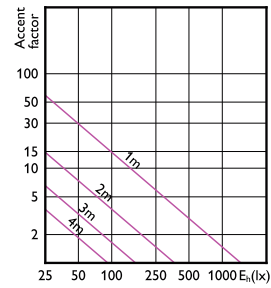
Accent Diagrams



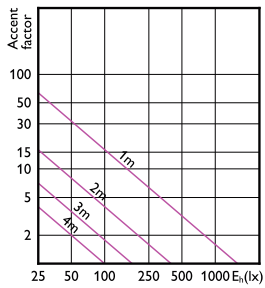
Accent Diagram - MAS LED ExpertColor 11-50W
927 AR111 40D



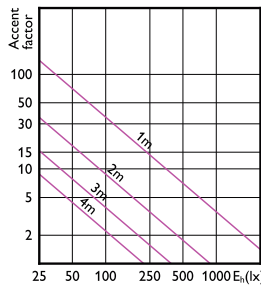
Accent Diagram - MAS LED SpotLV 20-100W
940 AR111 12D



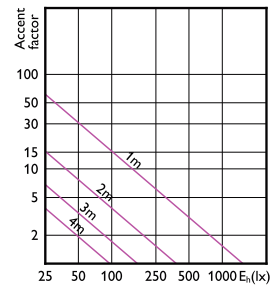
Accent Diagram - MAS LED SpotLV 20-100W
927 AR111 40D



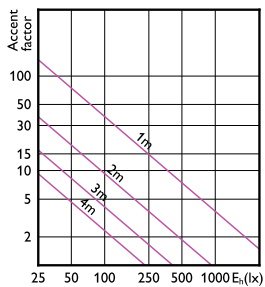
Accent Diagram - MAS LED ExpertColor 15-75W
927 AR111 40D



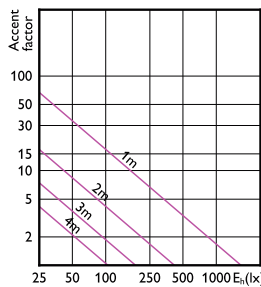
Accent Diagram - MAS LED ExpertColor 15-75W
927 AR111 24D



Accent Diagram - MAS LED SpotLV 20-100W
930 AR111 40D



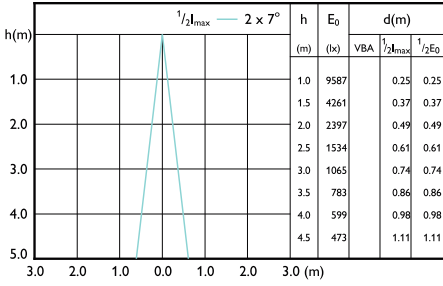
Accent Diagram - MAS LED ExpertColor 15-75W
930 AR111 24D



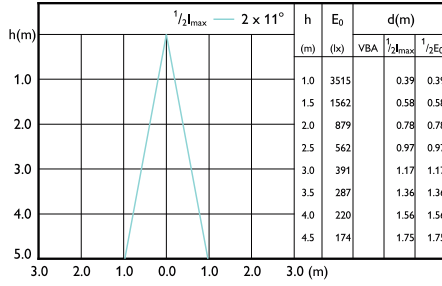
Accent Diagram - MAS LED ExpertColor 15-75W
930 AR111 40D

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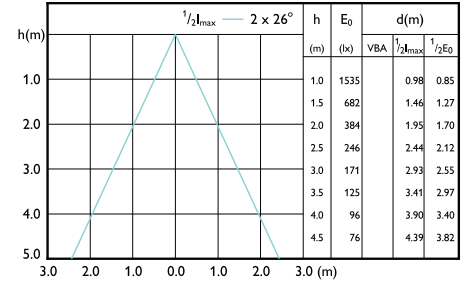
Beam Diagrams



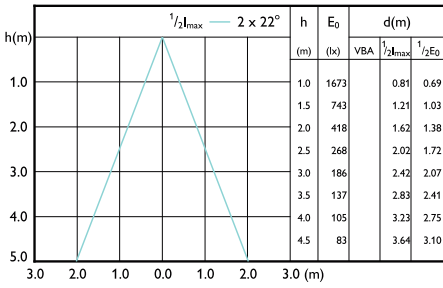
Beam diagram - MAS LED SpotLV 20-100W
940 AR111 12D



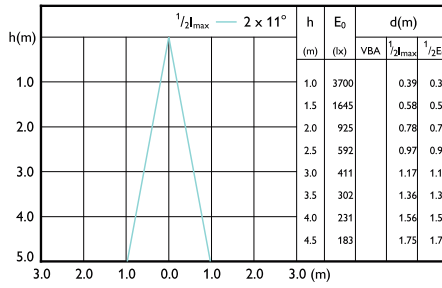
Beam diagram - MAS LED ExpertColor 15-75W
927 AR111 24D



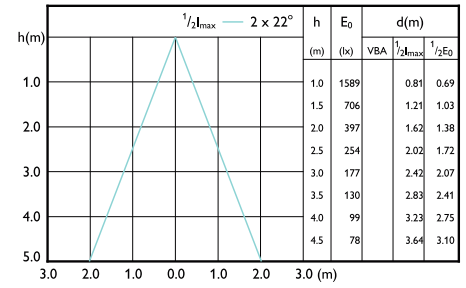
Beam diagram - MAS LED SpotLV 20-100W
930 AR111 40D



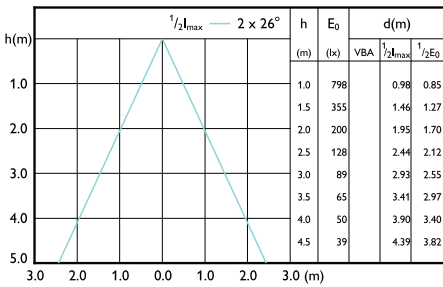
Beam diagram - MAS LED ExpertColor 15-75W
930 AR111 40D



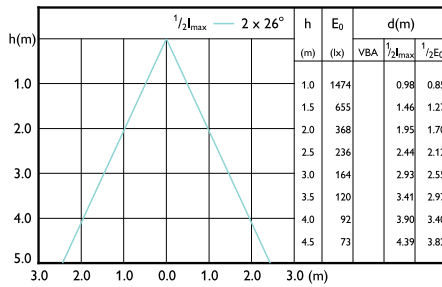
Beam diagram - MAS LED ExpertColor 15-75W
930 AR111 24D



Beam diagram - MAS LED ExpertColor 15-75W
927 AR111 40D



Beam diagram - MAS LED ExpertColor 11-50W
927 AR111 40D



Beam diagram - MAS LED SpotLV 20-100W
927 AR111 40D

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