



MASTER LEDspot LV AR111

MAS LED ExpertColor 11-50W 927 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]
EU RoHS compliant	Yes
Nominal Lifetime (Nom)	40000 h
Switching Cycle	50000X
Technical Type	11-50W
Light technical	
Color Code	927 [CCT of 2700K]
Beam Angle (Nom)	40 °
Luminous Flux (Nom)	650 lm
Luminous Intensity (Nom)	1300 cd
Color Designation	Warm White (WW)
Correlated Color Temperature (Nom)	2700 K
Luminous Efficacy (rated) (Nom)	59.00 lm/W

Color Consistency	<4
Color Rendering Index (Nom)	97
LLMF At End Of Nominal Lifetime (Nom)	70 %
Operating and electrical	
Input Frequency	- Hz
Power (Nom)	11 W
Lamp Current (Nom)	1300 mA
Wattage Equivalent	50 W
Starting Time (Nom)	0.5 s
Warm Up Time to 60% Light (Nom)	0.5 s
Power Factor (Nom)	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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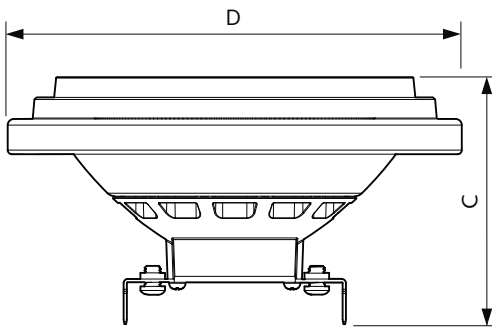
Approval and application

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

Product data

Full product code	871869969087800
Order product name	MAS LED ExpertColor 11-50W 927 AR111 40D
EAN/UPC - Product	8718699690878
Order code	929002238808
Numerator - Quantity Per Pack	1
Numerator - Packs per outer box	6
Material Nr. (12NC)	929002238808
Net Weight (Piece)	0.160 kg

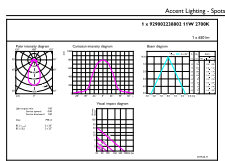
Dimensional drawing



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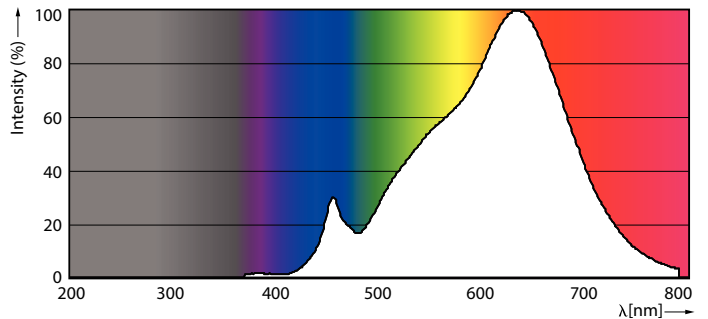
Product	D	C
MAS LED ExpertColor 11-50W 927 AR111 40D	111 mm	62 mm

Photometric data



Calculator: Photometric Data - Page 111

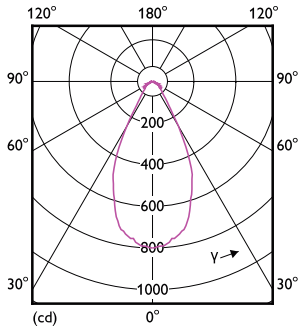
LEDspots 50W G53 AR111 927 40D



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Photometric data



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Lifetime



Life Expectancy Diagram



Lumen Maintenance Diagram

