



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

## LED AR111

With an elegant new design, Philips MasterClass LED AR111 creates a brilliant visual effect. With excellent rendering of 90+ CRI and R9>50, colors stay vibrant and natural, enhancing the appeal of everything on display.

### Benefits

- High intensity of beam for accent lighting with strong lumen maintenance
- More vivid, vibrant colors over time for merchandise display with no harmful UV
- Innovative design with hassle free retrofit solution

### 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
- Retrofittable with G53 luminaires, Title 20 & Title 24 JA8 compliant

### Application

- Retail shops and showrooms
- Hospitality
- Galleries

LED AR111

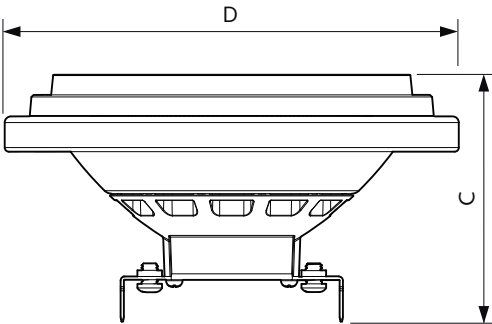
Versions



LEDclassic 5-50W MR16 830 60D

LEDclassic 5-50W MR16 830 60D

Dimensional drawing



Product	D	C
12AR111/LED/927/S8/DIM/EC 12V 6/1FB	111 mm	62 mm
12AR111/LED/930/S8/DIM/EC 12V 6/1FB	111 mm	62 mm
20AR111/LED/930/F25 DIM 12V 6/1FB	111 mm	62 mm

General Information	
Cap-Base	G53
Switching Cycle	50,000
Light Technical	
LLMF At End Of Nominal Lifetime (Nom)	70 %
Operating and Electrical	
Input Frequency	- Hz
Line Frequency	- Hz
Starting Time (Nom)	0.5 s
Controls and Dimming	
Dimmable	Yes
Mechanical and Housing	
Bulb Finish	Clear
Bulb Shape	AR111
Approval and Application	
Ambient temperature range	-20 to +45 °C

General Information		
Order Code	Full Product Name	Nominal lifetime
929002238404	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	40,000 hour(s)
929002238504	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	40,000 hour(s)
929002239904	20AR111/LED/930/F25 DIM 12V 6/1FB	25,000 hour(s)

Light Technical (1/2)

LED AR111

Order Code	Full Product Name	Beam Angle (Nom)	Correlated Color Temperature (Nom)	Color rendering index (CRI)	Color Code
929002238404	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	8 degree(s)	2700 K	97	927
929002238504	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	8 degree(s)	3000 K	97	930

Order Code	Full Product Name	Beam Angle (Nom)	Correlated Color Temperature (Nom)	Color rendering index (CRI)	Color Code
929002239904	20AR111/LED/930/F25 DIM 12V 6/1FB	25 degree(s)	3000 K	91	930

Light Technical (2/2)

Order Code	Full Product Name	Luminous Flux	Luminous Intensity (Nom)
929002238404	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	650 lm	8,000 cd
929002238504	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	680 lm	8,000 cd

Order Code	Full Product Name	Luminous Flux	Luminous Intensity (Nom)
929002239904	20AR111/LED/930/F25 DIM 12V 6/1FB	1,200 lm	4,000 cd

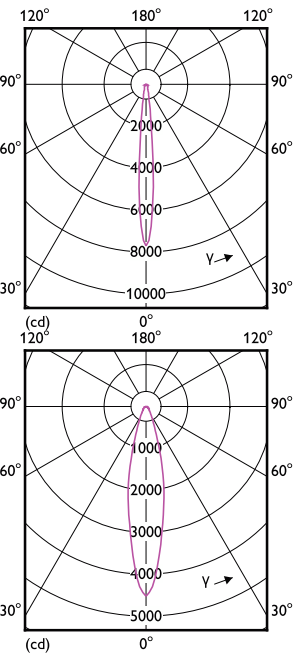
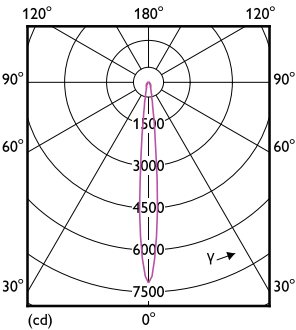
Operating and Electrical

Order Code	Full Product Name	Power Consumption	Wattage Equivalent
929002238404	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	12 W	50 W
929002238504	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	12 W	50 W

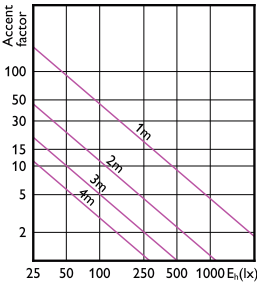
Order Code	Full Product Name	Power Consumption	Wattage Equivalent
929002239904	20AR111/LED/930/F25 DIM 12V 6/1FB	20 W	100 W

Temperature

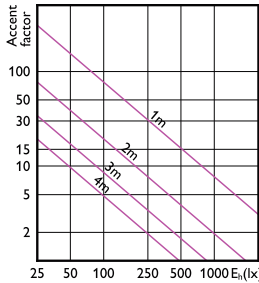
Order Code	Full Product Name	T-Case Maximum (Nom)
929002238404	12AR111/LED/927/S8/DIM/EC 12V 6/1FB	70 °C
929002238504	12AR111/LED/930/S8/DIM/EC 12V 6/1FB	70 °C
929002239904	20AR111/LED/930/F25 DIM 12V 6/1FB	80 °C



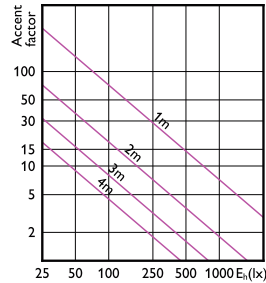
Accent Diagrams



Accent Diagram - 20AR111/LED/930/F25 DIM 12V 6/1FB

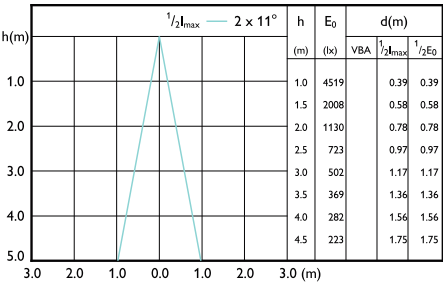


Accent Diagram - 12AR111/LED/930/S8/DIM/EC 12V 6/1FB

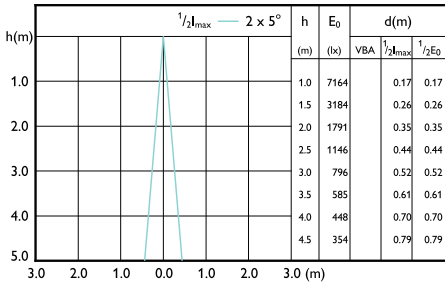


Accent Diagram - 12AR111/LED/927/S8/DIM/EC 12V 6/1FB

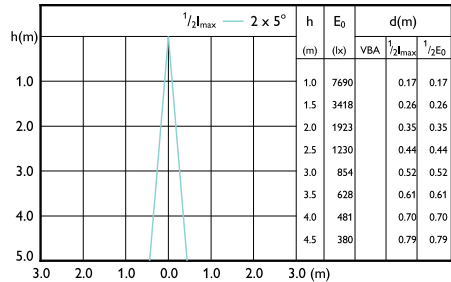
Beam Diagrams



Beam diagram - 20AR111/LED/930/F25 DIM 12V 6/1FB



Beam diagram - 12AR111/LED/927/S8/DIM/EC 12V 6/1FB



Beam diagram - 12AR111/LED/930/S8/DIM/EC 12V 6/1FB

