

## Press Information

January 25, 2012

### Philips Lumileds Introduces LUXEON M for Outdoor and Industrial LED Lighting Solutions

San Jose, CA — Philips Lumileds introduced LUXEON M today, an illumination grade LED designed specifically to simplify solution design, reduce costs, and provide the optic control and quality of light required by outdoor lighting applications as well as high-bay and low-bay lighting solutions.

“LUXEON M performance fundamentally lowers the cost and design complexity for a wide range of applications in the outdoor and industrial markets and equips lighting fixture designers with a source that allows them to meet the ever increasing demands of customers and regulators,” said Rahul Bammi, VP of Marketing for Philips Lumileds.

LUXEON M will release with three different CCTs, 3000K, 4000K, and 5700K each with specified minimum CRI of 70. Each part is hot tested and specified at 85C and delivers Freedom From Binning. LUXEON M will be broadly available in the second quarter of this year.

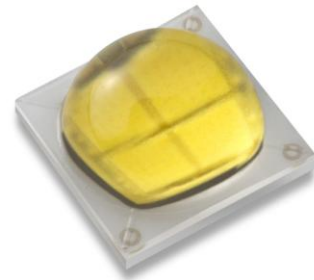
Initial specifications for LUXEON M include:

- More than 900 lumens at 700 mA and 85°C junction temperature
- Efficacy greater than 120 lm/W at 350 mA and 85°C junction temperature
- 12 Volt / 8 Watt package on AlN substrate

Utilizing Philips Lumileds' latest die and phosphor technologies, LUXEON M will deliver the industry's best lumen/\$ that can be realized using low cost, readily available drivers, optics and boards for design simplicity.

Companies interested in LUXEON M can receive updates on availability and specifications by sending an email to Philips Lumileds [LUXEON@Philips.com](mailto:LUXEON@Philips.com). The new LUXEON LED will be shown at Philips Lumileds booth, #619, at Strategies in Light opening February 7 in Santa Clara, California.

[Philips Lumileds](#) is a leading provider of LEDs for illumination solutions. Its LUXEON products deliver high light output, high efficacy and a more environmentally friendly light source, demonstrating its commitment to innovation.



*LUXEON M simplifies design and lowers cost of outdoor and industrial lighting solutions with Freedom From Binning and leading performance.*



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### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs over 120,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).