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Project: _____

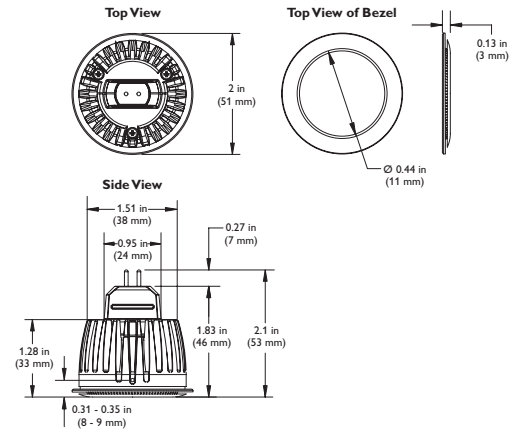
eW MR

2700 K

Compact MR16 LED lamp for high-quality, uniform white light

eW[®] MR is a compact, white-light LED lamp for MR16 fixtures and sockets. Its standard GU5.3 base and MR16 two-pin connectors makes eW MR the perfect replacement for less energy-efficient, hotter, conventional lamps. eW MR offers superior quality and uniformity of light, resulting from our many years of LED lighting development expertise and our proprietary binning optimization process, Optibin[®], which ensures consistent performance from fixture to fixture.

- Two beam angles — Available in 10° and 25° beam angles for a range of spot and narrow flood applications.
- Warm and cool color temperatures — Available in two color temperatures, a warm 2700 K appropriate for intimate, open environments, such as restaurants and boutiques, and a cool 4200 K for clean and efficient lighting ideal for merchandise and museum displays.
- Compatible with most MR16 fixtures and sockets — With its standard GU5.3 base and two-pin MR16 connector, eW MR is compatible with many MR16 tracks, rails, cables, and pendant fixtures in a variety of interior settings.
- Works with standard magnetic transformers — Like conventional MR16 lamps, eW MR can be powered by standard magnetic transformers and many electronic transformers. Its low power draw maximizes the number of fixtures that can be installed in a single circuit.
- Superior quality and uniformity of light — eW MR lamps deliver uniform beam quality with no hot spots or unevenness. You can enjoy superior light quality simply by plugging our eW MR lamps into your standard MR16 fixtures.



- Safe, durable light source — As an LED light source, eW MR illuminates without emitting infrared or UV rays that can damage objects, degrade materials, or fade paints and dyes, making it ideal for use in art galleries, museums, and retail displays. Its long lifetime (50,000 hours to 70% lumen maintenance) significantly reduces total cost of operation and ownership.

For detailed product information, please refer to the eW MR Product Guide at www.colorkinetics.com/l/essentialwhite/ewmr/

Specifications

Due to continuous improvements and innovations, specifications may change without notice

Item	Specification	Details
Output	Beam Angle	25° or 10° FWHM
	Lumens ¹	40 (10° beam angle) 36 (25° beam angle)
	Color Temperature	2700 K (+100 / -200)
	Efficacy (lm/W)	7.3 (10° beam angle) 8 (25° beam angle)
	CRI	70 (10° beam angle) 70 (25° beam angle)
	Lumen Maintenance	60,000 hours L70* @ 25° C 40,000 hours L70* @ 50° C 80,000 hours L50** @ 25° C 60,000 hours L50** @ 50° C
Electrical	Input Voltage	12 VAC
	Power Consumption	4.9 W maximum at full output, steady state
	Power Factor	>=0.7 residential, >=0.9 commercial
Physical	Dimensions (Height x Width x Depth)	2 x 2 x 1.87 in (51 x 51 x 48 mm)
	Weight	2.5 oz (70 g)
	Housing	Die-cast aluminium, painted silver finish
	Lens	Clear tempered glass
	Fixture Connections	GU5.3 base; MR16 two-pin connector
	Operating Temperature	-4° – 122° F (-20° – 50° C)
	Humidity	0 – 95%, non-condensing
	Certification and Safety	Certification UL / cUL, CE LED Class Class 2 LED product Environment Dry Location, IP20



¹ Lumen measurement complies with IES LM-79-08

* L70 = 70% maintenance of lumen output. (When light output drops below 70% of initial output.)

** L50 = 50% maintenance of lumen output. (When light output drops below 50% of initial output.)

Fixtures

Item	Color Temp.	Beam Angle	Item Number	Philips 12NC
eW MR fixtures	4200 K	25°	500-000003-04	910403600203
		10°	500-000003-01	910403600201
	2700 K	25°	500-000003-03	910403600202
		10°	500-000003-00	910503700587

Use Item Number when ordering in North America

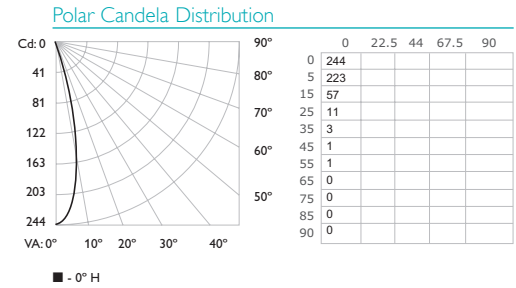
For detailed product information, please refer to the eW MR Product Guide at www.colorkinetics.com/ls/essentialwhite/ewmr/



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Photometrics

2700 K, 25° beam angle



Illuminance at Distance

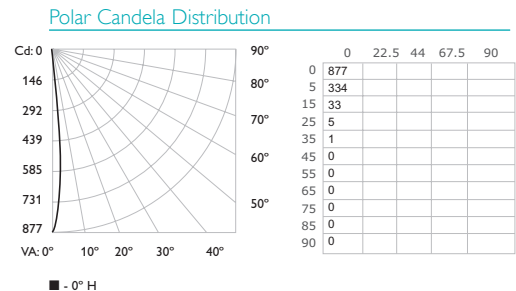
	Center Beam fc	Beam Width
1.5 ft	108 fc	7 in
3 ft	27 fc	1.3 ft
4.5 ft	12 fc	1.9 ft
6 ft	7 fc	2.5 ft
7.5 ft	4 fc	3.2 ft
9 ft	3 fc	3.8 ft

15.6 ft (4.8 m) ■ Beam Spread: 23.8°
1 fc maximum distance

Power Consumption	4.9 W
Lumens	47
Efficacy	9.6 lm/W

For lux multiply fc by 10.7

2700 K, 10° beam angle



Illuminance at Distance

	Center Beam fc	Beam Width
1.5 ft	390 fc	2 in
3 ft	97 fc	5 in
4.5 ft	43 fc	8 in
6 ft	24 fc	11 in
7.5 ft	16 fc	1.1 ft
9 ft	11 fc	1.3 ft

29.6 ft (9 m) ■ Beam Spread: 8.3°
1 fc maximum distance

Power Consumption	4.9 W
Lumens	37.4
Efficacy	7.6 lm/W

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