

A smooth design solution for a seamless look.



PHILIPS BR/R DIMMABLE LED LAMPS WITH AIRFLUX TECHNOLOGY



Philips BR/R Dimmable LED Lamps with AirFlux Technology provide a soft, diffused level of light and smooth dimming to reduce glare. The sleek, lightweight design is ideal for downlighting.

High efficacy LED reflector lamp

- This 10.5W BR30 LED Lamp saves 54.5 watts of energy when compared to a 65W incandescent BR30[†]
- 25,000-hour rated average life¹
- Excellent color rendering of 82 CRI
- Smooth dimming to 10% of full light levels^{*}
- Instant-on light
- Emits virtually no UV/IR light in the beam
- Contains no mercury

Easy to experience

- Will not fade colors, avoids inventory spoilage
- Lowers maintenance costs by reducing re-lamp frequency
- 5-year limited warranty depending upon operating hours[‡]

(†, 1, *, ‡ See back page for footnotes)



PHILIPS

PHILIPS BR/R DIMMABLE LED LAMPS WITH AIRFLUX TECHNOLOGY

Ordering, Electrical and Technical Data (Subject to change without notice)

Product Number	Model Number	Ordering Code	Nom. Watts	Description	Base	Rated Average Life (Yrs) ¹	Approx. Lumens ²	CRI	Est. Energy Cost ⁴	Color Temp. (K)
Standard incandescent R20 50W Energy Star® Equivalent³										
42881-3	9290002192	8R20/F90 2700 DIM	8	R20 Flood 90° Dimmable 8W 2700K	Medium	25,000	530	80	\$0.96	2700
Standard incandescent BR30 65W Energy Star® Equivalent³										
29387-8	9290002544	10.5BR30/F90 2700 DIM AF	10.5	BR30 Flood 90° Dimmable 10.5W 2700K	Medium	25,000	730	81	\$1.26	2700
Standard incandescent BR40 65W Energy Star® Equivalent³										
43194-0	9290002580	I2BR40/END/S90 2700-800 DIM AF	12	BR40 Flood 90° Dimmable 12W 2700K	Medium	25,000	800	82	\$1.45	2700

1. Rated average life based on engineering testing and probability analysis.
 2. Based on photometric testing consistent with IES LM-79, Maximum Beam Candle Power.
 3. All Philips LED BR equivalencies for light output are based upon ENERGY STAR® requirements which can be found at: www.EnergyStar.gov/LEDbulbs, LED Light bulbs for Partners, Program Requirements PDF, Pg 11.
 4. Based on 3 hrs/day, 1 l/kWh. Cost depends on rates and use.
- This lamp is ENERGY STAR® Certified.

- Footnotes from front:
- 1) Rated average life based on engineering testing and probability analysis.
 - * Dimmable when using leading edge dimmers. (See <http://www.philips.com/ledtechguide> for compatible leading edge dimmers.
 - † In compliance with current ENERGY STAR requirements, light output of the 10.5W BR30 LED at 730 lumens compares to the 65W standard incandescent BR30 at 635 lumens.
 - ‡ For warranty information, please visit: http://www.lighting.philips.com/main/connect/tools_literature/warranty-policy.wpd

Shipping Data (Subject to change without notice)

Product Number	SKU UPC (0-46677)	Outer Bar Code (5-00-46677)	Case Qty.	Case Weight (lbs.)	Case Cube (cu. ft.)	Pallet Qty.	SKUs per Layer	Layers High	SKU Dimensions (W x D x H) (In.)	Case Dimensions (W x D x H) (In.)	Pallet Dimensions (W x D x H) (In.)
42881-3	42881-5	42881-0	6	2.94	0.146	1428	204	7	2.6 x 2.6 x 4.5	8.5 x 5.8 x 5.2	47.2 x 39.4 x 42.1
29387-8	29387-1	29387-6	6	6.24	0.562	300	60	5	4.1 x 4.1 x 5.7	14.7 x 10.4 x 6.4	47.2 x 37.4 x 37.5
43194-0	43194-5	43194-0	6	7.52	0.823	240	60	4	5.1 x 5.1 x 7.3	15.9 x 10.8 x 8.0	47.2 x 37.4 x 37.6

WARNINGS AND CAUTIONS

- Suitable for use in damp locations.
- Do not use in outdoor fixtures.
- Not for use in totally enclosed luminaires.
- Before replacing, turn off power and let lamp cool to avoid electrical shock or burn.

CAUTION: Risk of electric shock — do not use where directly exposed to water.

NOTES: This device complies with Part 15 of the FCC rule. This product may cause interference with other devices. If interference occurs, change the location of the products involved. This RFLD device complies with Canadian ICES-005.

Energy Saving Solution

Estimated Lighting Costs Using an Incandescent 65W BR30 Lamp

Present Wattage	65 W
x Annual Operating Hours	3,000 hrs
	= 195,000 watt-hours
+1,000	= 195 kWh per year
x kWh rate of \$0.11	= \$21.45 per year
x 125 fixtures	= \$2,145.00 annual energy cost per space

Estimated Lighting Costs Using a Philips 10.5W LED BR30 Lamp

Replacement Wattage	10.5 W
x Annual Operating Hours	3,000 hrs
	= 31,500 watt-hours
+1,000	= 31.5 kWh per year
x kWh rate of \$0.11	= \$3.47 per year
x 125 fixtures	= \$347.00 annual energy cost per space

Total Estimated Annual Savings[◇] = \$1,799.00

◇ Based on 100 lamps per space operating at 3,000 hours per year.

This energy saving example shows an application of 100 lamps in a space currently using 100 incandescent 65W BR30 lamps operating 3,000 hours per year at a cost of \$0.11 per kWh.[‡] Your actual savings may vary depending on the energy costs in your geographic location.

Replacing 100 standard incandescent 65W BR30 lamps with Philips 10.5W BR30 LED lamps can provide significant energy cost savings of \$1799 per year! Potential savings from the reduction in HVAC costs as a result of using a lower wattage lamp that emits less heat is an additional benefit not included in this example.

‡ In compliance with current ENERGY STAR requirements, light output of the 10.5W BR30 LED at 730 lumens compares to the 65W standard incandescent BR30 at 635 lumens.



© 2014 Koninklijke Philips N.V.
All rights reserved.
Specifications are subject to change without notice.

PLt-1330BN 1/14

Philips Lighting Company
200 Franklin Square Drive
Somerset, NJ 08873
Phone: 855-486-2216

Philips Lighting Company
281 Hillmount Road
Markham ON, Canada L6C 2S3
Phone: 800-668-9008