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sense and simplicity

Smart CFL-i Downlight

A family of Commercial Lighting Center Series

Philips Indonesia
October, 2011

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Smart CFL-i Downlight

Key feature details

- **Safe and Durable**

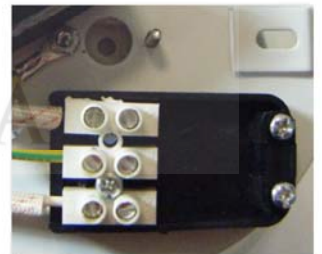
- True CCC certified
- F mark certified, suitable for wider range of installing surface

- **Flexible application and easy installation**

- Aluminum housing reduces the weight
- Compatible with various CFL-i lamp

- **Professional and fashionable visual effect**

- Compact design
- Ring: Matt powder paint outer ring + chrome-coated inner ring



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Smart CFL-i Downlight

Key specification – product family **Smart CFL-i**



Type	Diameter(m m)	Height (mm)	Cutout (mm)	Ceiling thickness	Weight (kg)
FBS111	145	159	125	5-20mm	0.28
FBS115	178	190	160	5-20mm	0.36

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Smart CFL-i Downlight

Key specification – product family

	Product	Max Wattage	Compatible lamps		
			Tornado	Genie	Essential
1	FBS111	MAX15W	5W,8W,12W,15W	5W,8W,11W,14W	3W,5W
2	FBS115	MAX18W	5W,8W,12W,15W	5W,8W,11W,14W,18W	3W,5W,8W,11W,18W




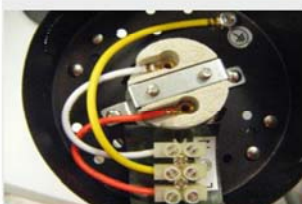


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Smart CFL-i Downlight

Benchmarking

•Nxx claims CCC, but not true actually; Philips is Truly CCC Certified

	Philips	NXX
Housing	 <p>Fixed</p>	 <p>Removable</p>
Internal wiring	 <p>With anti-fire tube Standard earthing wire in yellow- green</p>	 <p>No tube to protect wires Non-standard earthing wire No fixation for wires</p>
Wire	 <p>Copper sleeve protected</p>	 <p>No copper sleeve</p>

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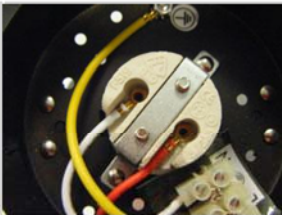


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Benchmarking


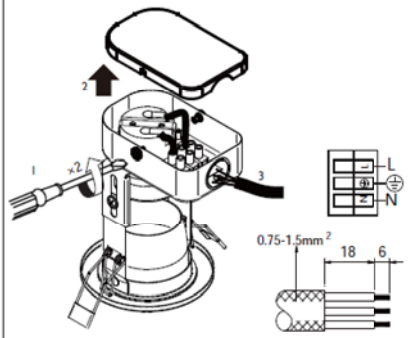
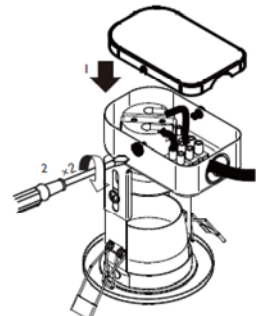
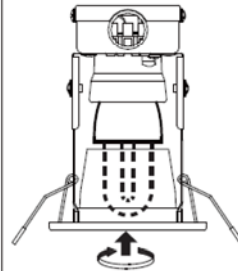
•Nxx claims CCC, but not true actually; Philips is Truly CCC Certified

	Philips	NXX
Insulation	 <p>All the metal parts sheltered and protected</p>	 <p>Metal part exposed</p>
Wire	 <p>soldering tin and copper cover</p>	 <p>soldering tin only</p>

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MARCOM Tool Kit

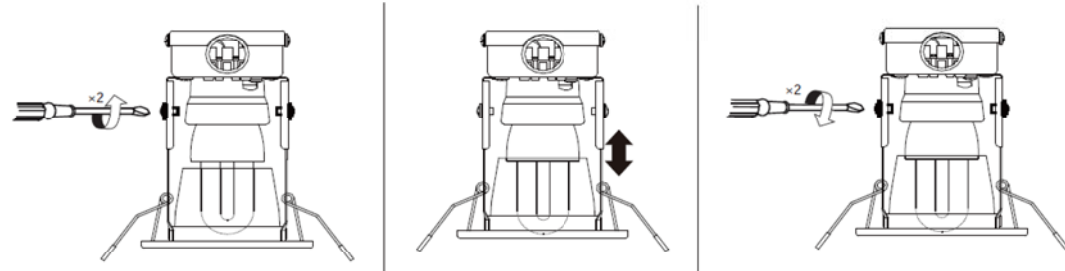
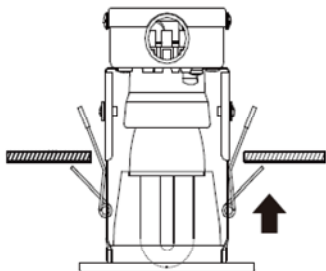
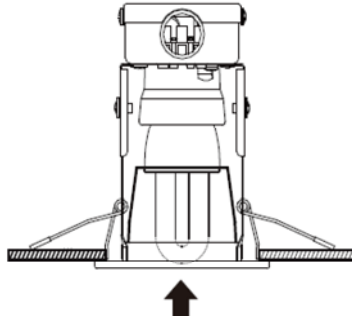
Mounting instruction

<p>1 Cut out a hole 开安装孔</p>  <p>Cut-out size/开孔尺寸: (mm)</p> <table border="1"> <tr><td>FBS112</td><td>ø70</td></tr> <tr><td>FBS113</td><td>ø105</td></tr> <tr><td>FBS111</td><td>ø125</td></tr> <tr><td>FBS115</td><td>ø160</td></tr> <tr><td>FBS116</td><td>ø175</td></tr> </table>	FBS112	ø70	FBS113	ø105	FBS111	ø125	FBS115	ø160	FBS116	ø175	<p>2 Connect Wires 接入导线</p>  <p>0.75-1.5mm² 18 6</p> <p>Cable Dia, 外径: Ø 6-8mm</p>	<p>3 Close Cover 盖上盖子</p> 	<p>4 Install Lamp 安装光源</p> 
FBS112	ø70												
FBS113	ø105												
FBS111	ø125												
FBS115	ø160												
FBS116	ø175												

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Mounting instruction

<p>5 Adjust luminaire height (Only for FBS112/FBS113) 调节灯具高度 (仅适用于FBS112/FBS113)</p> 	<p>6 Insert the luminaire 插入灯具</p> 	<p>7 Push the reflector tightly, after installing or replacing the lamp 安装或替换光源后, 推紧反射器</p> 
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• Smart CFL-i Downlight



Claim/ USP/ Differentiator/ Positioning:

- Safe and Durable
- Easy installation
- Professional visual effects

Target group:

- Shop owners
- Contractors

Application spaces:

- Basic lighting
- Commercial places
- Public areas
- corridors



Reasons to believe:

- Safe and Durable:
 - True CCC certified
 - F mark certified, suitable for wider range of installing surface
- Flexible application and easy installation
 - Aluminum housing reduces the weight
 - Compatible with various CFL-i lamp
 - Length adjustable to cover more lamp types (FBS112, FBS113 only)
- Professional and fashionable visual effect
 - Compact design
 - Ring: Matt powder paint outer ring + chrome-coated inner ring

Product/shape	# SKUs	Tech details	Colors	Countries	Available
Round	2	Tornado, Genie and Essential lamps 3~18W	WH / Cast ALU	APR	now

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PT. ADITYA SRIWIJAYA

