



Cinema xenon lamps new product announcement

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PHILIPS

Announcing Philips LongPlay xenon lamps



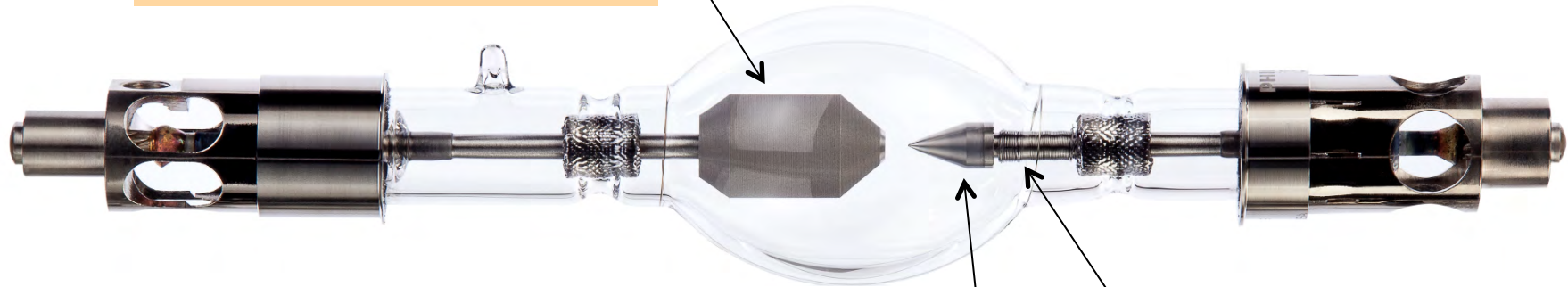
BENEFITS

- Dramatically lower running cost per hour (up to 50% longer warranty)
- Same initial light output as standard lamps – no compromise in exhibition quality
- Reliable ignition, low flicker at end of life



Breakthrough advancements in Philips xenon technology

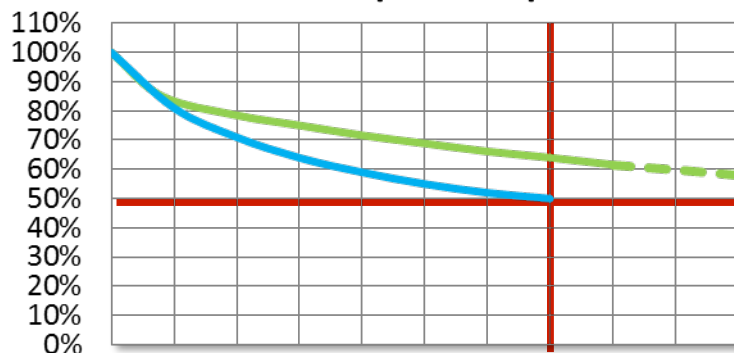
Improved design anode to increase heat dissipation, lower anode temperature and reduce envelope darkening



Getter wire to absorb contaminants (longer life).

Improved cathode design to increase arc stability and reduce flicker.

Lumen Output Comparison

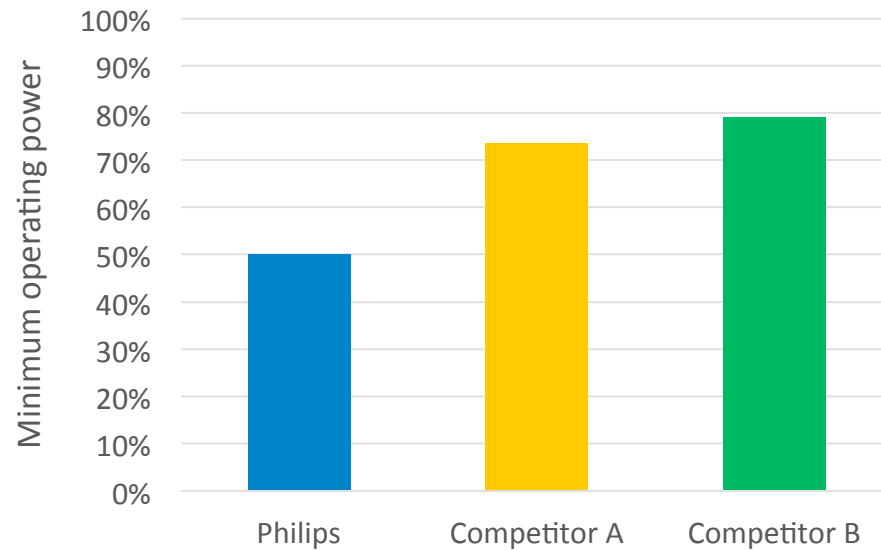


Hours

- Lamps with improved design anode
- Lamps with current design anode

Extended operation power range down to 50% of full power

- Philips LongPlay digital cinema xenon lamps provide more flexibility with the capability to operate reliably at half power.
- Avoid the expense and hassle of changing lamps when switching between 2D and 3D presentations.



LongPlay models available

Model	Projector	Warranty		
		Current	New	Increase
XDC 3000BL LongPlay	Barco	1500	1700	13%
XDC 4000BL LongPlay	Barco	1000	1300	30%
XDC 6500BL LongPlay	Barco	500	600	20%
XDC 3000NL LongPlay	NEC	-	1800	-
XDC 4000NL LongPlay	NEC	650	900	38%
XDC 4500NL LongPlay	NEC	900	1300	44%
XDC 6000NL LongPlay	NEC	600	900	50%
XDC 3000CL LongPlay	Christie	1500	1900	27%
XDC 4500CL LongPlay	Christie	1000	1300	30%

Philips cinema xenon lamp factory

- All Philips xenon products are designed and manufactured in this specialized factory in Los Angeles USA.
- 100% focus on cinema xenon lamps.
- Engineering, production, quality control, marketing and sales all under one roof.





Thank you!