

Dear Client,

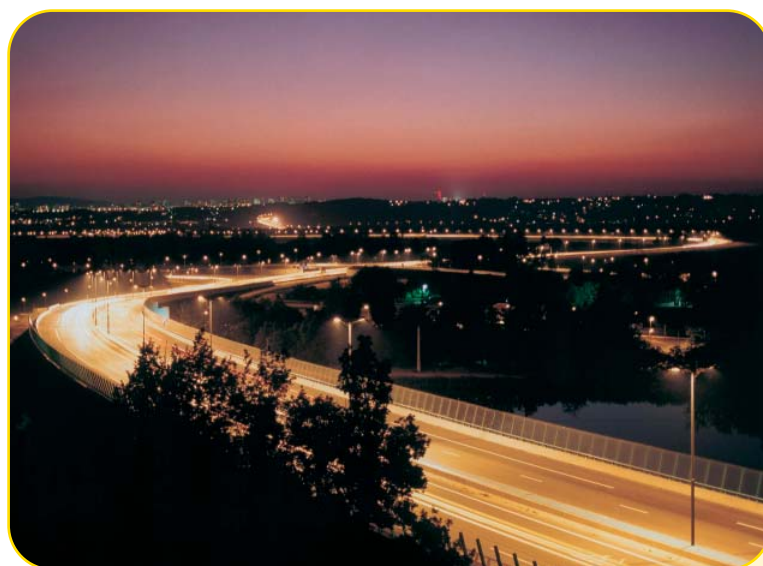
Previous issues of the Outdoor Newsletter have heralded the introduction of new light sources, often intended for City Beautification schemes. This issue focuses on the lamp that has been the mainstay of outdoor lighting for many years, and will be for many years to come - high pressure sodium.

Philips fields a massive range of SON lamps, and this is a practical demonstration of our belief that a lamp is only a good lamp if it does everything the user wants of it - and users have differing expectations!

SON stands for long, reliable life and high energy-efficiency which increases safety. This issue also contains news of an exciting scheme that could cut costs even more, permitting more motorways to be safely lit.

Always at your service,

Gerry O'Donnell
CMSU Professional Lamps



SON - the brightest one in outdoor lighting.

SON - THE MAINSTAY OF OUTDOOR LIGHTING

High-pressure sodium is set to remain a key outdoor lighting product - and Philips manufactures an extremely broad range of SON lamps. In fact, the very size of the Philips SON range is a good indicator of the deep understanding that Philips has of your individual needs and problems, built up by working with you over many years.

Why such a wide choice?

If MASTER SON is so superior, for example, why bother to choose SON Pro at all? The answer is that MASTER lamps are only superior if their special benefit (lowest long-term cost of lighting ownership) happens to fit in with your particular need. If, however, you need performance equal to other suppliers, coupled with good value for money, then SON Pro could be the better lamp for you.



Perfect light, perfect sense

What is a MASTER lamp?

Lamps designated MASTER are superior in performance to other lamps on the market. MASTER SON lamps have Philips Integrated Antenna (PIA) technology, with improved sturdiness and have the best materials and production process. The result is phenomenal reliability leading to a predictable service life expectancy of four years and a marked reduction in premature failures.

All E40-based MASTER SON lamps are lead-free. In addition, ratings from 100W to 400W can be specified Hg-free (zero mercury) - a highly acceptable option both politically and socially.

Philips has created a special MASTER range for horticulture - the MASTER SON-T PIA Green Power range - of which the spectral distribution of the lamp light is tuned to the needs of the plants.

In summary, MASTER SON lamps provide:

- Highest efficiency: 10-30% higher than Pro lamps
- Best reliability throughout life: 0% failures under 6,000 burning hours / 4 year service lifetime
- Highest lumen maintenance: > 90% at 16,000 burning hours
- Best environmental properties

Resulting in lowest cost of ownership.



MASTER SON PIA mercury free lamps are designated with a green ring.



MASTER SON PIA mercury free range.

CENTRAL LIGHTING CONTROL FOR MOTORWAY THAT GOES NOWHERE

England's beautiful Cotswold hills are home to a motorway that is less than half a mile long. It is used to train firemen from all over the UK in life-saving fast response techniques for road traffic accidents.

The lighting is from Philips TrafficVision luminaires fitted with MASTER SON PIA 400W lamps, supervised by Philips Starsense telemanagement system using DynaVision ballasts. A central computer records power consumption, circuit current, and power factor for each light point, and also predicts lamp or gear component failure. Any luminaire, or the whole system, can be dimmed down to 20%, and dimming can be over-riden either on site or by the centralised controller in the event of an accident.

The UK's Highways Authority is assessing the DynaVision and Starsense telemanagement systems for possible use on the UK motorway network, where its ability to predict failures could virtually eliminate the high costs of scouting for problems and disruption caused by emergency maintenance.

For more information on Philips DynaVision please visit www.dynavision.philips.com



Night-time testing of the Starsense system to investigate the benefits of motorway lighting management.



MASTER SON-T PIA - safe lighting for Bordeaux ring road

You'll find much more information by visiting www.mastersonpia.com

What is a Pro lamp?

Pro lamps have shorter service lives than MASTER lamps (as a result: higher costs of ownership) but have a lower first cost. Remember - their performance equals or exceeds that of competitive professional lamps on the market.

SON Pro lamps always provide:

- Good value for money
- Good lifetime: 0% failures under 4,000 burning hours / 3 year service lifetime
- Good energy efficiency: 70-120 lm/W
- Benefits over competition

SON H lamps, providing an upgrade from HPL mercury lamps in existing luminaires and SON Comfort lamps, with improved colour quality to provide a more pleasant ambience, are both in the SON Pro family of lamps.

Pro
The quality of light

MASTER SON I PIA Plus 70W

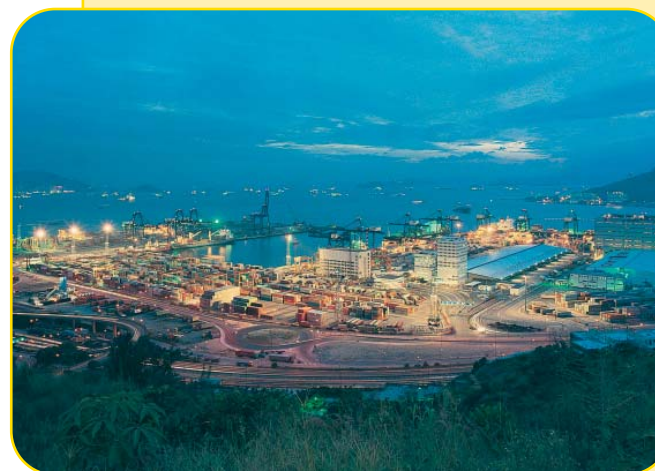
The latest addition to the MASTER range is the MASTER SON I PIA Plus 70W, an upgrade from the SON I Pro 70W. This popular lamp has an internal ignitor, for autonomous starting, and Plus indicates that the lumen output is raised from 5,600 to 5,900 Lumens.



MASTER SON I PIA Plus 70W lamp.

Improved: MASTER SON PIA Plus

The latest versions of the MASTER SON PIA Plus range have optimised burner technology showing a further increase in light output between 2 and 6%, compared to the previous MASTER SON (-T) PIA Plus. This extra light output comes without increase in energy consumption - another reduction in the cost of lighting ownership. You can use this innovative lamp as well in existing as well as in new installations.



Area lighting with SON.

GRENOBLE HELPS THE ENVIRONMENT WITH MASTER SON PIA Hg-FREE LAMPS

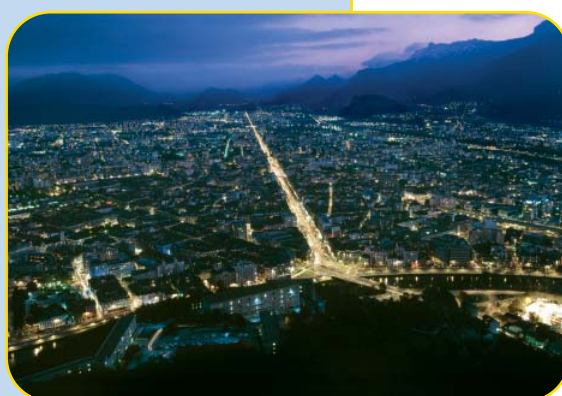
The Alpine city of Grenoble not only handles the annual winter sports and mountaineering fanatics but is also an important industrial and research centre.

The Gaz Electricité Grenoble corporation (GEG - in charge of the energy and gas supply and of the public lighting of the city), has chosen MASTER SON-T PIA mercury-free lamps for part of its public lighting as a first step to limit the impact on the environment.

Grenoble benefits from this choice as well as the environment. Not only are the lamps totally free from lead and mercury but their integrated antennas make them far more reliable (0% failures at 6,000 hours), and their excellent service lifetime enables cleaning and relamping cycles to be extended. With this choice, Grenoble already anticipates the upcoming EU-legislation on reduction of hazardous materials (WEEE).

Mr. Alain Simon, responsible for public lighting within GEG, says:

"The safety of pedestrians, cyclists and motorists depends on how well they can see at night. New metal halide lamps with ceramic technology have therefore been installed in pedestrianised zones and offer an incomparable standard of lighting comfort. Most discharge lamps have to be collected and treated in order to remove mercury safely. Since March 2003, GEG has adopted MASTER SON-T PIA lamps for the whole range of luminaires equipped with high pressure sodium lamps, because they contain neither mercury nor lead. This will allow us to dispose of these lamps without any particular restrictions. We have produced a guide: "Street lighting in the organization of the environment", for architects and engineers in Grenoble, to explain our environmental policies to everyone concerned with our public lighting."



Mercury/lead-free lighting in Grenoble.

WEEE - WHAT IT MEANS TO THE TRADE

A new EU Directive requiring mandatory collection and recycling of Waste from Electrical and Electronic Equipment has come into force, and must be implemented throughout the EU by mid 2004. For the lamp industry it means that producers and importers will be responsible for collection and recycling of end-of-life Gas Discharge Lamps sold in the EU markets.

Leading European lamp manufacturers have formed a task force to develop a cost-efficient collection and recycling system. This system will be nationally set-up and managed by a non-profit organization on behalf of the lamp industry.

The impact on your business will become clear as soon as the system has been set up and your national government has implemented the WEEE law. Meanwhile, we'll keep you posted!



WEBSITE TO KEEP TRAFFIC MOVING

Safe and smooth traffic flow depends on fully functional traffic signalling, which in turn means long, predictable lamp life and high performance. Predictable performance also minimises breakdowns and therefore costs. Whether you use conventional high-voltage lamps, energy saving ring mirror lamps, extra low voltage lamps or halogen lamps, you'll find the reliable replacements you need on www.traffic.signalling.philips.com. You'll also find a complete range of halogen dichroics for fibre-optic applications.



COMING SOON NEWLY AVAILABLE

Watch out for two exciting newcomers to the Philips MASTER range of outdoor lamps:

- MASTER City White - for city beautification schemes
- MASTER SOX PSG - for road lighting.

HPL 4 Pro - the lamp that outclasses any competitive mercury lamp on the market, with an extended service life of 4 years.

PHILLIPS

Grenoble, gateway to the winter playground of the French Alps, sets a first step in helping the environment by choosing MASTER SON-T PIA Hg-free lamps for part of its public lighting - and also cuts maintenance costs for the city.

www.philips.com

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