



Challenge

Design an attractive 60W equivalent bulb that delivers uniform, consistent light, meets ENERGY STAR® requirements, and hits a price point that motivates consumers to switch to LED lighting.

Solution

Philips developed an innovative bulb with minimal components and especially bright LUXEON 3020 and LUXEON 3535L mid power LEDs. Despite its sleek design, the SlimStyle delivers shadow-free omni-directional light and is available in warm white (2700K) and cool white (5000K) versions.

Benefits

The SlimStyle lamp combines advanced design, increased energy efficiency and an affordable price for consumers making the switch to LED lightbulbs.

Results

An 800 lumen bulb that lasts 25,000 hours, uses 85% less energy than the incandescent equivalent and costs less than \$10. The novel, slim design will help motivate consumers to make the switch to LED bulbs.

SlimStyle Bulb Exceeds Expectations

The 60W equivalent SlimStyle LED bulb is attractive, delivers exceptional, uniform light, and costs less than \$10.

The Philips SlimStyle LED bulb surpasses the consumer expectations for an energy-efficient replacement for incandescent or CFL. The slim and stylish bulb utilizes bright and efficient mid power LEDs from Lumileds. Optical elements in the housing and a novel heat sink design enable a much lighter, more efficient lamp design than was possible with previous generation bulbs.

Challenge

Consumers demand — and expect — LED lamps that outperform incandescent bulbs and CFLs. The 60W is the most common amongst the incandescent bulbs. LED lamp manufacturers have been developing 60W equivalent lamps for several years and many have achieved the ENERGY STAR® requirements for an A19 form factor. However, consumers still demand a 60W-equivalent LED lamp that is affordable.

In addition, it is ideal to have a lightweight LED lamp that also offers dimming characteristics matching those of incandescent bulbs.

“We wanted a bulb that would herald in the modern era with an attractive, sleek look. In this way, SlimStyle goes beyond energy savings, long life and exceptional light quality.”

— Joseph Fey
Integral Project Manager, Philips
Product Development Director



Solution

The SlimStyle lamp features a novel design that not only improves its efficiency and look, but makes it more affordable for consumers. The design advances include an innovative heat sinking approach, a new optical housing, and use of Lumileds mid power LEDs that deliver the highest lumen output per Watt.

Benefits

The SlimStyle bulb can be offered to consumers at an attractive price point due to its advanced design and overall reduction in complexity. The 10.5W lamp uses 85% less energy than an incandescent bulb and meets Energy Star requirements.

The robust lamp design, despite its light weight of only 2.2oz. (63g), is representative of the quality that customers have come to expect of Philips. And the reliability of Lumileds LUXEON 3020 and LUXEON 3535L mid power LEDs means the lamps will provide color consistency both from LED to LED in the lamp, but also from one lamp to another.

SlimStyle lamps are light, use fewer components than prior lamp generation and are shipped in less packaging per lamp. Through recycling and zero use of harmful materials such as the mercury found in CFLs, consumers can choose an environmentally friendly solution for everyday lighting needs.

Results

The warm white SlimStyle bulb is light, sleek and produces 800 lumens at 2700K and a CRI of 80 while drawing only 10.5W. It is rated for 25,000 hours of life, or 22 years at 3 hours of operation per day. The lamp is also available in cool white (5000K) and is commercialized in multiple markets around the world. Customers can truly achieve the expected benefits of energy efficiency, long life and affordability today in a newly designed, stylish bulb.



“We’ve been able to drastically reduce the cost and weight of LED lighting for the consumer market by designing a unique plastic housing that functions both as optical element and conductive heat sink.”

— Joseph Fey
Integral Project Manager, Philips Product Development Director

About Lumileds

umileds is the global leader in light engine technology. The company develops, manufactures and distributes groundbreaking LEDs and automotive lighting products that shatter the status quo and help customers gain and maintain a competitive edge. With a rich history of industry “firsts,” Lumileds is uniquely positioned to deliver lighting advancements well into the future by maintaining an unwavering focus on quality, innovation and reliability.

To learn more about our portfolio of light engines visit www.lumileds.com.

Related Content

LUXEON 3535L Datasheet

lumileds.com/uploads/402/DS203-pdf

LUXEON 3020 Datasheet

lumileds.com/uploads/461/DS209-pdf

Philips SlimStyle Website

usa.philips.com/c-p/046677433147

Guides and Brochures

lumileds.com/support/documentation/guides-and-brochures



©2016 Lumileds Holding B.V. All rights reserved.
LUXEON is a registered trademark of the Lumileds Holding B.V.
in the United States and other countries.

lumileds.com

Neither Lumileds Holding B.V. nor its affiliates shall be liable for any kind of loss of data or any other damages, direct, indirect or consequential, resulting from the use of the provided information and data. Although Lumileds Holding B.V. and/or its affiliates have attempted to provide the most accurate information and data, the materials and services information and data are provided “as is,” and neither Lumileds Holding B.V. nor its affiliates warrants or guarantees the contents and correctness of the provided information and data. Lumileds Holding B.V. and its affiliates reserve the right to make changes without notice. You as user agree to this disclaimer and user agreement with the download or use of the provided materials, information and data.

CS109 SlimStyle Bulb Exceeds Expectations
Case Study 20160226