



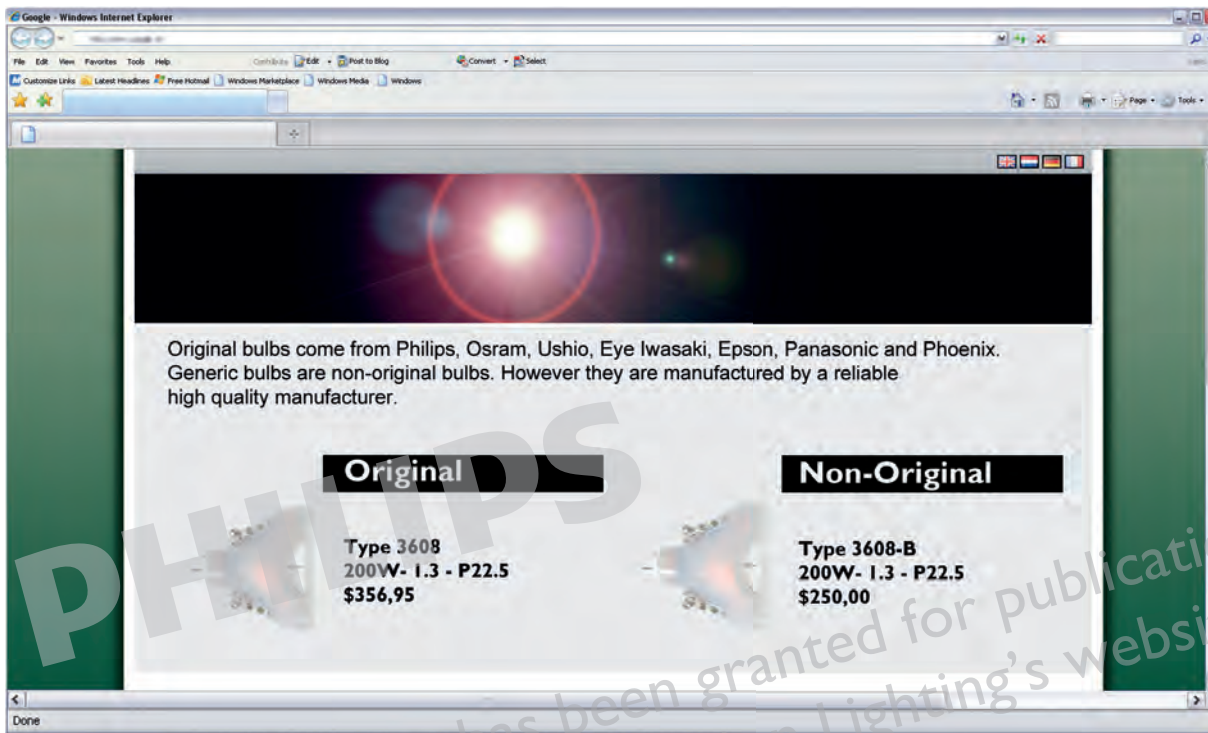
Make sure it's an original!

Philips Digital Projection Lighting
The right choice for your projection system!



What is available today?

Random example of a webshop offering replacement lamps



How to recognize non-original lamps?

On various websites original lamps are offered and also a non-original alternative is offered at the same time. In many cases, the non-original lamps are named differently. Some examples are:

- Alternative
- Equivalent
- Compatible
- Copy
- Relamp
- Generic
- Non-original

Why use original lamps?

An original lamp does not violate Intellectual Property rights of other lamp manufacturers. For manufacturers of projection devices it is important to partner with original lamp manufacturers. To ensure a safe and optimal solution, original Philips lamps are often designed together with the manufacturer of the respective projection device. This unique joint approach leads to high picture quality and long life lamps. In case of replacement lamps, we advise to use the same branded lamp that is originally used in the projection device. This will ensure that the replacement lamp matches the right required specifications of the specific projection device.

Risk of selling and using non-original lamps

| Find the full KEMA report (2008) on www.philips.com/dpl | FRONT Brightness | | REAR Brightness | |
|--|------------------|----------|-----------------|--------------|
| | DLP 200W | LCD 200W | DLP 100W | LCD 120-100W |
| Philips Lamps | 1535 | 1845 | 418.1 | 335.3 |
| Non-original lamps A | 1287 | 1264 | 151.8 | 188.8 |
| Non-original lamps B | - | - | 133.1 | 252.4 |

Safety

- Projector lamps use very high pressure to generate the light. This high pressure needs to be well controlled inside the lamp. With original lamps this pressure is controlled correctly. A too high pressure might result in an explosion of the lamp, a too low pressure will result in a too low light output of the lamp
- Projector lamps need to be connected to very high voltage electric circuits correctly. Whereas original lamps are designed to meet specific projector dimensions and requirements, non-original lamps are not. Use of non-original lamps could lead to all kind of electrical safety risks or even explosions

Quality

- Use of non-original lamps may lead to less picture quality and potentially even damage the projection device

Legal

- In many cases, non-original lamps infringe the Intellectual Property* of original lamp manufacturers and others
- Selling such non-original lamps can be subject to legal prosecution and damage claims on account of infringed Intellectual Property



* Intellectual Property are rights granted to creators and owners of works or inventions that are the result of human intellectual creativity

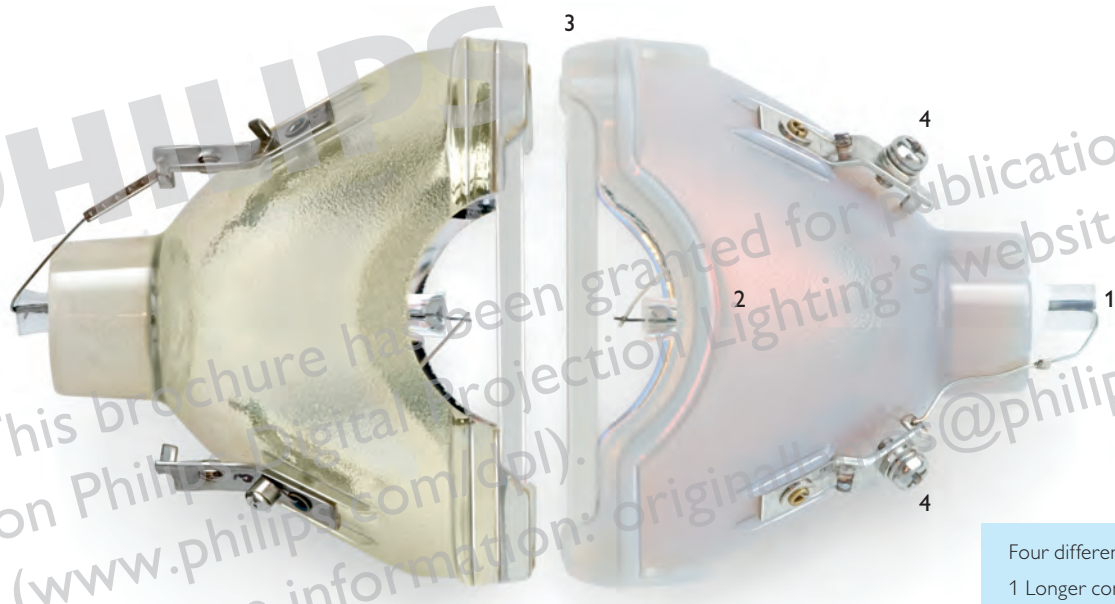
See the difference

Although below two lamps are offered for the same projection device, one lamp is original and the other lamp is non-original. The non-original lamp contains at least four differences.

One of these differences is an example of a violation of Philips Intellectual Property. The Intellectual Property violation relates to the use of two connections at the side of the reflector of the non-original lamp (see number 4 in the visual). This specific technology is owned by Philips. Here Philips Intellectual Property is violated and sales of such lamps could lead to legal prosecution.

Original

Non original



Four differences:

- 1 Longer component
- 2 Different color of glass
- 3 Different dimensions
- 4 Infringement of Philips IPR

How to ensure sales and use of original lamps

- Work with well known and reliable suppliers of replacement lamp solutions. Such lamp solutions can be, for example, Diamond Lamps, APO-G, Go Lamps, or lamp solutions from MIT, Professional Lamps and the projector manufacturer
- It might be wise to request proof of original lamp deliveries in case you receive offers via email or phone call which are “too good to be true”
- Align or source replacement lamps via members of the Genuine Lamps Alliance (www.genuinelamps.org)
- Visit various websites to explore more information on the danger of non-original lamps, for example www.genuine-lamps.com
- Visit various websites from the original lamp manufacturers for further information, for example www.philips.com/dpl
- Source replacement lamps from the manufacturer of the projection device
- In case you might have questions whether your projection lamps are original or non-original, or in case of questions whether your non-original lamps might infringe Intellectual Property Rights, please contact your distributor or reseller. You can also send your question via email to: originallamps@philips.com

Summary

Original lamps



Non-original lamps



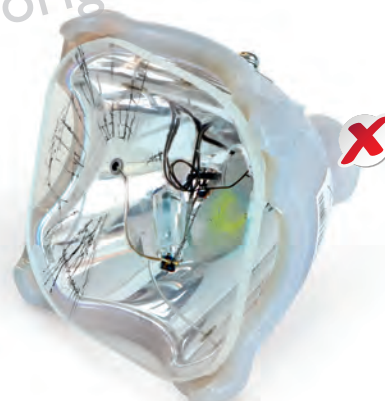
Philips Front projection lamp, 200W

| | |
|--|----------------|
| Measured Brightness* | 1535 AnsiLumen |
| Lifetime | 2500 hours |
| Quality | Excellent |
| Unit purchase price | \$319 |
| Unit cost after 2500 hours of usage | \$319 |

Non-Original Front projection lamp, 200W

| | |
|--|----------------|
| Measured Brightness* | 1287 AnsiLumen |
| Lifetime | 1050 hours |
| Quality | Average |
| Unit purchase price | \$239 |
| Unit cost after 2500 hours of usage | \$478 |

* brightness taken from KEMA report (see page 3 of this brochure)



“When using original Philips projection lamps you will have maximum brightness, long lifetime, excellent quality and low cost of ownership.”

Conclusion

- Use or sales of non-original lamp can lead to safety risks, reliability issues and legal risks
- The reseller who sells non-original lamps might face legal prosecution in case of Intellectual Property infringement
- Sales of low quality, non-original lamps might lead to an increase of the number of consumer complaints

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Release March 2013

The content of this brochure is subject
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This brochure has been granted for publication
on Philips Digital Projection Lighting's website
(www.philips.com/dpl).
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