

TRU-AIM® MR11

Low Voltage Halogen Lamps



- Axial filament design
- Semi-hard dichroic reflector
- 3000-hour average rated lamp life
- Halogen capsule with innovative UV-Stop technology. Meets the most stringent UV protection thresholds (NIOSH)
- GU4 base for safe mechanical grip and easier replacement

ECOLOGIC® is a comprehensive program of OSRAM SYLVANIA focused on addressing environmental issues at all stages of lamp life.



SYLVANIA TRU-AIM MR11 lamps offer innovative design and precision manufacturing for applications in which color consistency throughout rated life is not a major concern.

These popular and versatile low voltage directional halogen lamps feature a dichroic reflector and provide a high quality, cost effective lighting alternative – the perfect source for display cabinets and other applications requiring extremely bright light from an extremely compact source.

Product Availability

| Product | Beam Spread |
|------------------------|------------------------------------|
| TRU-Aim MR11 20Watt | Spot 10° Flood 35° |
| Covered 35Watt | Flood 35° Spot 10° Flood 40° |
| Covered | Spot 10° |

Application Information

Applications

High end retail
Showcase
Highlighting heat sensitive merchandise
Art and sculptures
Accent lighting
Decorative room lighting
Ambient lighting

Application Notes

1. Compact directional lamp provides bright light from small fixtures
2. Dichroic coating makes these lamps ideal for heat-sensitive merchandising
3. UV-Stop capsule reduces fading on UV-sensitive merchandising and art

Fixtures

Track
Strips for case lighting

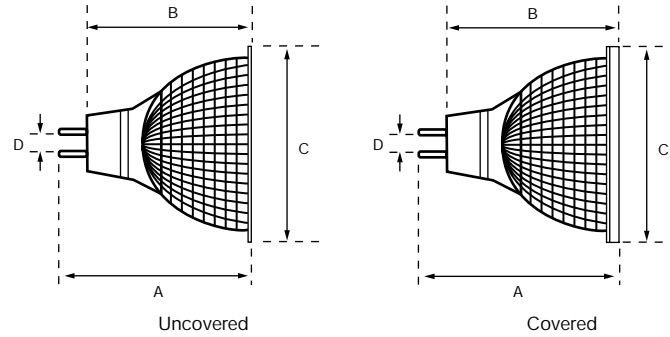
Sample Specification

TRU-AIM MR11
Lamp(s) shall be (a) 12V TRU-AIM MR11 halogen lamp(s) with a UV-stop capsule, an axial filament and a dichroic reflector coating. Lamp(s) shall be ___watts (20, 35) with a ___beam spread (SP, FL) or as noted on drawings/schedules.

Lamp Comparison

| Item Number | Ordering Abbreviation | Watts | Beam Spread (degree) | CBCP (cd) | Color Temp. (K) | Average Rated Life (hours) |
|-------------|-----------------------|-------|----------------------|-----------|-----------------|----------------------------|
| 55119 | 20MR11/FL/35/C | 20 | 35 | 700 | 3000 | 3000 |
| | Brand X 20MRC11/FL30 | 20 | 30 | 600 | 2925 | 3000 |
| | Brand Y Q20MR11/NFL30 | 20 | 30 | 600 | 2900 | 3500 |

Dimensions



| | MOL (A) | Max. Length w/o Pins (B) | Max. Diameter (C) | Max. Pin Spacing (D) |
|----------------------|---------|--------------------------|-------------------|----------------------|
| TRU-AIM MR11 | 1.45" | 1.15" | 1.38" | 0.16" |
| TRU-AIM MR11 Covered | 1.60" | 1.30" | 1.38" | 0.16" |

Ordering and Specification Information

| Item Number | Ordering Abbreviation | Watts | Volts | Beam Angle | CBCP (cd) | Average Rated Life (hrs.) | Base |
|-------------|-----------------------|-------|-------|------------|-----------|---------------------------|------|
| 55109 | 20MR11/SP/10 FTB | 20 | 12 | 10 | 5500 | 3000 | GU4 |
| 55107 | 20MR11/FL/35 FTD | 20 | 12 | 35 | 700 | 3000 | GU4 |
| 55119 | 20MR11/FL/35/C FTD | 20 | 12 | 35 | 700 | 3000 | GU4 |
| 55113 | 35MR11/SP/10 FTE | 35 | 12 | 10 | 8500 | 3000 | GU4 |
| 55122 | 35MR11/SP/10/C FTE | 35 | 12 | 10 | 8500 | 3000 | GU4 |
| 55111 | 35MR11/FL/40 FTH | 35 | 12 | 40 | 1500 | 3000 | GU4 |

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Ordering Guide

| 20 | MR | 11 | / | SP | / | 10 | / | C |
|---------|------------------------|------------------------|---|--|---|---------------------------------|---|-----------------------------------|
| Wattage | Multifaceted Reflector | Diameter 11 = 11/8" | | Beam Spread SP = Spot FL = Flood | | Beam Angle 10° 35° 40° | | C = Covered Lens _ = Uncovered |