



Enhanced Color Neodymium EYE DICHO-COOL® MR16 LAMP

The Unique Combination of Neodymium lens coating and EYE Dichro-Cool® reflector coating result in an MR16 Halogen lamp that is perfectly suited for merchandising. The colors of displayed items are bright and vivid; the cool beam reduces fading of colors.

Brilliant Color is achieved with a special Neodymium coating on the lens that is used to enhance the blues and reds while reducing the dulling yellow tint. Illuminated displays appear sharp and bright with vivid colors and highlighted textures. Visual acuity is also increased with the reduction of the glaring yellow light.

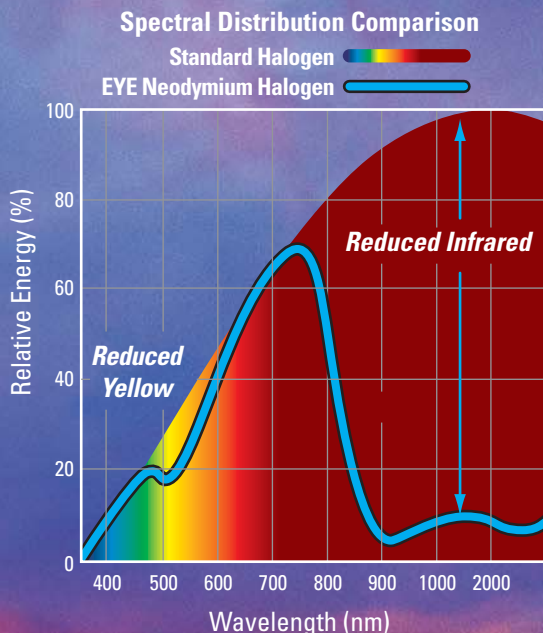
EYE Dichro-Cool® reflector coating filters infrared radiation (heat) through the back of the lamp. The beam remains cool resulting in 30% less heat on illuminated surfaces, reducing fading and dulling of colors on displayed items.

Long Life... up to 5000 hours.



APPLICATIONS

- Beauty salons
- Spas
- Cosmetic counters
- Residential
- Department stores
- Florist shops
- Restaurants
- Coffee shops
- Bars
- Hotel lobbies
- Gift shops



ISO 9001:2000 Certified

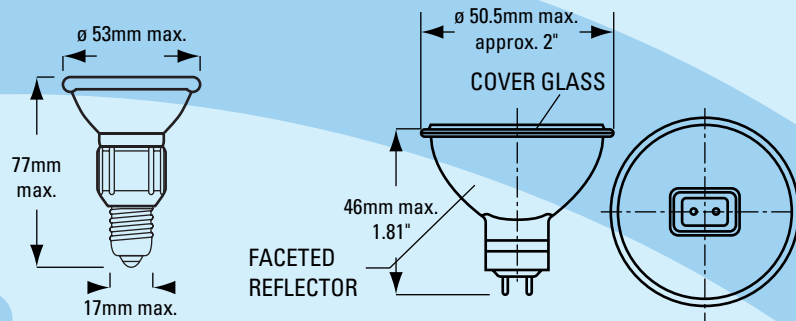


**EYE LIGHTING INTERNATIONAL
OF NORTH AMERICA, INC.**
A SUBSIDIARY OF IWASAKI ELECTRIC CO., LTD.



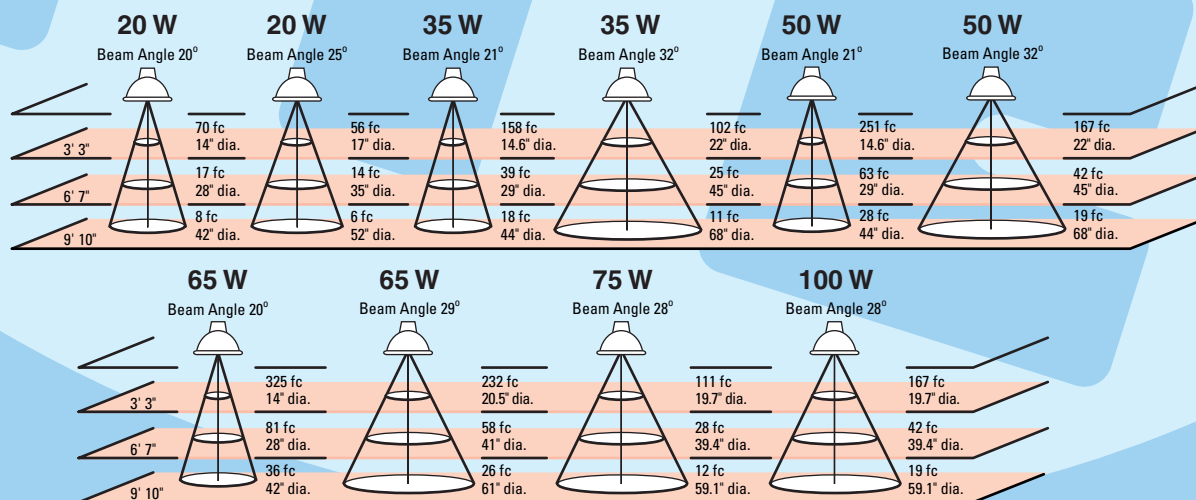
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EYE DICHR0-COOL® MR16 LAMP



Watts (W)	Volts (V)	Base	Product Code	Product Description	Product Comparison Guide	Ctr. Beam Case Qty.	Average Intensity (cd)	Life Hours	Color Temp. (K)	Filament
12V Dichronic Reflector 2-Pin Base – GU5.3 with Cover Glass										
20	12	GU5.3	72132	JR1254	20MR16CG/20°/NEOD	12	750	4000	Natural	C-6
20	12	GU5.3	72181	JR1255	20MR16CG/25°/NEOD	12	600	4000	Natural	C-6
35	12	GU5.3	72720	JR1354	35MR16CG/21°/NEOD	12	1700	5000	Natural	C-6
35	12	GU5.3	72769	JR1355	35MR16CG/32°/NEOD	12	1100	5000	Natural	C-6
50	12	GU5.3	74043	JR1568	50MR16CG/21°/NEOD	12	2700	5000	Natural	C-6
50	12	GU5.3	74092	JR1569	50MR16CG/32°/NEOD	12	1800	5000	Natural	C-6
65	12	GU5.3	74582	JR2654	65MR16CG/20°/NEOD	12	3500	5000	Natural	C-6
65	12	GU5.3	74631	JR2655	65MR16CG/29°/NEOD	12	2500	5000	Natural	C-6
75	120	E17	76101	JX1019	75MR16/E17/28°/120V/NEOD	12	1200	3000	Natural	CC-8
100	120	E17	76444	JX1047	100MR16/E17/28°/120V/NEOD	12	1800	3000	Natural	CC-8

- Burning Position: Universal.
- Center beam intensity is shown in candelas (cd).



- The intensity level at the center of the beam is shown in footcandles.
- Beam diameter in inches is shown at a distance of 3 ft. 3 in., 6 ft. 7 in., and 9 ft. 10 in.
- The intensity level at the outer edge of the beam diameter is 50% of the center beam footcandle reading.

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