

Verbatim launches AR111 LED lamps featuring an indirect light source designed by Mitsubishi Chemical Corporation

Introducing Verbatim Indirect AR111 Lamps – high-quality lamps with an advanced low glare optical design

Charlotte, NC, January 31, 2017 – Verbatim is proud to launch its latest addition to its LED lamp line – High CRI Indirect AR111 lamps. Designed by Mitsubishi Chemical Corporation, these lamps feature custom optics and an indirect light source, minimizing glare while providing a high-end look and feel similar to traditional halogen AR111 lamps. Ideal for use in museums, retail and hospitality applications, Verbatim Indirect AR111 lamps are rated at 90 CRI, illuminating colors with great accuracy without UV or IR in the beam. Constructed for maximum thermal efficiency without the need for bulky heat sinks, these AR111's are fully dimmable. Available in a variety of beam angle options for spot, narrow flood, and flood lighting, the High CRI Indirect AR111 has an estimated lifetime of 50,000 hours, resulting in reduced maintenance and replacement costs when compared to halogen lamps.

For more information on the Verbatim Indirect AR111 lamps, visit www.verbatimlighting.com.

Looking for a local rep or distributor in your area? Our full list of existing reps and distributors is available at <http://www.verbatimlighting.com/rep-agencies/>.

AR111 Lamps

Part #	Model #	CCT	Lumens	Wattage	Replacement Equivalence	Beam Angle
99547	AR-L690-C27-B12-90-ID	2700K	690lm	10W	75W	12°
99548	AR-L690-C27-B25-90-ID	2700K	690lm	10W	75W	25°
99549	AR-L690-C27-B40-90-ID	2700K	690lm	10W	75W	40°
99550	AR-L720-C30-B12-90-ID	3000K	720lm	10W	75W	12°
99551	AR-L720-C30-B25-90-ID	3000K	720lm	10W	75W	40°
99552	AR-L720-C30-B40-90-ID	3000K	720lm	10W	75W	12°

About Verbatim

For over 40 years, the Verbatim brand has been recognized for its dominant role in the consumer electronics industry. We have a strong reputation for performance, compatibility, and quality, which has led the Verbatim brand to global market leadership. Backed by the technology developed by our parent company, Mitsubishi Chemical Holdings Company (MCHC), Verbatim has a growing lighting portfolio, including our broad range of LED retrofit lamps, and our continuously expanding line of LED fixtures. We strive to enhance the quality and experience of light, while reducing lighting's impact on our environment.