

** RECEIPT **

GENERIC LAMPS

REDUCED LIGHT OUTPUT
SHORT LAMP LIFE
UNEVEN LIGHT DISTRIBUTION
INFERIOR QUALITY
POOR RELIABILITY
HIGH DEFECTIVE RATES
SAFETY ISSUES



Light is genuine

The true cost of generic lamps

Trust OSRAM P-VIP® brand projection lamps

Light is OSRAM

OSRAM

Maintain your good image with quality OSRAM P-VIP brand projection lamps



Generic lamps come with a high price tag, including: Reduced Light Output, Short Lamp Life, Uneven Light Distribution, Inferior Quality, Poor Reliability, High Defective Rates and Safety Issues. Generic lamps may have lower upfront costs, but they simply aren't backed by the manufacturing or design expertise required to ensure the quality needed for rear projection TVs or office projectors.

Here today. Here tomorrow.

By using OSRAM P-VIP replacement projection lamps, your good image will be protected and maintained for a long time. We're one of the original manufacturers of projection lamps, with over 100 years of lighting experience. The OSRAM P-VIP brand is your assurance of longer lamp life with high light output and uniform light distribution. The result is a long-lasting image that is crisp, with consistent brightness and true colors. Due to their excellent quality and superior reliability, OSRAM P-VIP lamps provide trouble free operation throughout the life of the lamp leaving you with no worries and no hassles.

We've invested years working with many of the major TV and projector OEMs to develop systems meeting their strict quality requirements. It takes a great deal of experience to design and produce lamps with this level of quality. OSRAM P-VIP lamps are OEM specified—designed especially for each make and model. They're backed by innovative R&D and advanced quality checks that ensure superior light output, longer lamp life and uniform light distribution. No one knows this technology better than OSRAM—and it shows. For more information on OSRAM P-VIP brand projection lamps, call 1-833-733-0303 or go to www.OSRAM-ShopYourLight.com.

Take a close look at generic lamps.

It's not a pretty picture.

There are several parameters to consider before purchasing replacement projection lamps. Below is a comparison of typical generic projection lamps vs. OSRAM P-VIP lamps. Data is based on benchmarking test results performed by OSRAM.

Initial light output

The chart below shows the percentage variation in initial light output of four different types of generic projection lamps compared to the same type of OSRAM P-VIP lamps. In all cases the initial light output is substantially lower than the comparable OSRAM P-VIP lamp. This results in reduced light output on the screen, making the image less crisp and vibrant.

Comparison of generic lamps to OSRAM P-VIP lamps

	Initial Light ¹ Output% ²	% Lamps Not Meeting ¹ Light Distribution Specification	% Lamps ¹ Not Achieving Rated Life ³
Type A Lamps ⁴	73%	70%	-
Type B Lamps ⁴	86%	100%	20%
Type C Lamps ⁴	63%	87%	38%
Type D Lamps ⁴	82%	50%	-

¹ Based on specification of comparable OSRAM lamp

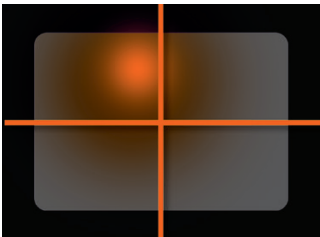
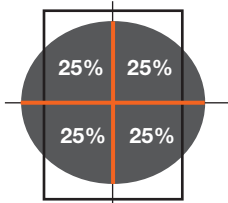
² Data shown is the average of the total of each lamp type

³ Current life test @ 1400 hrs. as of July 2011

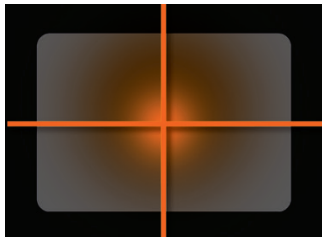
⁴ All lamp types are from one manufacturer. 10 lamps tested on each type: A, B & D. 8 lamps tested on Type C.

Light distribution

Ideally, light should be evenly distributed over the screen, measurable in 4 equal quadrants. For top customer quality, specifications demand that there should be no less than a 20% share in any one quadrant. The hot spot should be in the middle of the screen. As noted in the chart above, all 4 generic types do not meet the Light Distribution Specification. Even the best generic lamp types have 50% of the samples not meeting specification. Deviations in light distribution cause dark and light areas on screen—resulting in uneven picture brightness.



Off center hot spot for generic lamp



On center hot spot for OSRAM P-VIP lamp

Lamp life

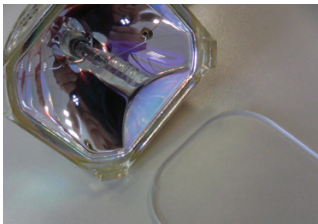
The comparison chart shows that all four types of generic lamps can have substantially reduced life. The results show a failure rate up to 38% at only 1400 hrs., while typical rear projection lamps are rated up to 6000 hrs. life. Shorter lamp life means more frequent replacements, (added lamp cost + labor) so the lower priced generic lamp quickly exceeds the cost of one OSRAM P-VIP lamp.

Lamp and lamp driver (power supply) compatibility

Lamps and lamp drivers are typically sold to an OEM as a matched set. Lamp drivers are very sophisticated with microprocessors that are programmed by the OEM to achieve the maximum performance from the lamp, lamp driver and the specific projection device. The programs typically sequence specific requirements such as color, light output and picture quality to enhance viewer satisfaction. OSRAM sells matched P-VIP lamps and drivers to many OEMs, thus assuring optimal performance.

In today's complex high-performance TVs and projectors, it is critical to choose a top quality brand name replacement lamp. You will SEE the difference with OSRAM P-VIP lamps.

Examples of generic lamp failures



Loose front glass



Cracked cement

OSRAM-ShopYourLight
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