



PRESS RELEASE – End User
May 2009

Phasing out of Halolux Ceram lamps-

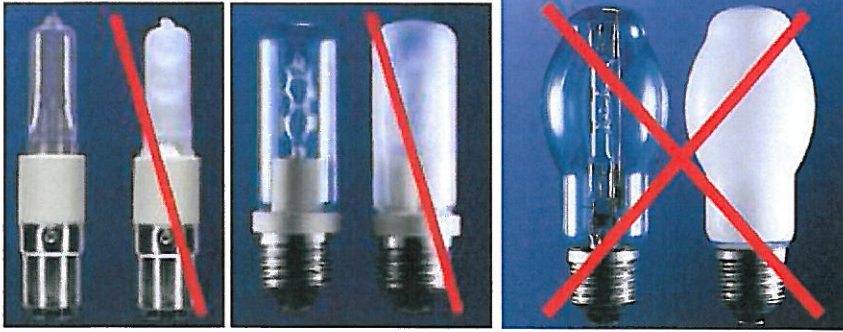
Australia was the first country to lead the charge to phase out inefficient incandescent lamps, and now the EU has released their directive on the phase out of inefficient lighting.

As the rest of the world is embracing the need for the global phase-out of inefficient lighting we at Osram, one of the largest manufactures of lamps in the world, need to streamline our offering so as to conform to the varying legislations throughout the world in the phasing out of inefficient lamps.

In the mean time the EU Directive "DIM1" is targeting non-directional household lamps which will have an immediate consequence on our HALOLUX CERAM range. The fact is that some lamps will soon disappear not just because of an Australian MEPS perspective but from a Global view.

To that end we must inform all our customers that as of August 2009, Mains Voltage Halogen lamps from our Halolux Ceram range will be streamlined to only include clear lamps. Our growing concern is over the amount of frosted lamps currently being used in the market and that customers should be fully aware that these lamps, which they have been faithfully using for quite some time, will soon disappear.

Halolux Ceram



(Fig 1)

(Fig 2)

(Fig 3)

As from August 2009, production will cease of all frosted versions of the Halolux Ceram in B15d (fig 1), E27 (Fig 2) and there will be a re-design of the clear lamp in order to achieve more lumen output. According to our expectations these clear lamps will pass the MEPS 2nd phase requirements when it becomes enforced in Australia, but unfortunately the frosted lamps will cease production in August 2009 due to the EU directive. Also, the Halolux BT (Fig 3) will be completely removed from production at the same time. The affected lamps are listed below for your further consideration.

We want to take this opportunity to recommend that customers should consider change over as the supply of frosted Halolux Ceram lamps will not be assured in the future.

We also want to take this opportunity to inform you the Halogen ES range of Classic A and B lamps are not affected by the above as their efficacy exceed the MEPS 2nd phase requirements and will continue to be available.

Regards,



J.Pongrac

Product Manager

OSRAM Australia Pty. Ltd.



K.Khaled

Marketing Director

OSRAM Australia Pty. Ltd.

EAN Code	Name	Watts	Bulb Finish	Replacement
(Fig 2)				
4008321035639	64474 AX FR 75W 240V E27	75	FROSTED	No replacement
4008321035912	64476 AX FR 100W 240V E27	100	FROSTED	Replacement only in clear bulb
4008321036117	64478 AX FR 150W 240V E27	150	FROSTED	Replacement only in clear bulb
4008321035998	64478 AX FR 150W 230V E27	150	FROSTED	Replacement only in clear bulb
4008321036094	64478 AX 150W 240V E27	150	CLEAR	Replacement only in clear bulb
4008321036254	64480 UVS 230W 240V E27	230	CLEAR	Replacement only in clear bulb
4008321036230	64480 FR UVS 230W 240V E27	230	FROSTED	Replacement only in clear bulb
(Fig 1)				
4008321035677	64473 AX AM 75W 240V B15D	75	FROSTED	No replacement
4008321035950	64475 AX AM 100W 240V B15D	100	FROSTED	No replacement
4008321036131	64477 AX AM 150W 240V B15D	150	FROSTED	No replacement
4008321035936	64475 AX 100W 240V B15D	100	CLEAR	No replacement
(Fig 3)				
4050300348711	64472 BT SIL 60W 230V E27	60	FROSTED	No replacement
4050300100753	64472 BT 60W 230V E27	60	CLEAR	No replacement
4050300348797	64476 BT SIL 100W 230V E27	100	FROSTED	No replacement
4050300100838	64476 BT 100W 230V E27	100	CLEAR	No replacement
4050300872209	64478 BT SIL 150W 240V E27	150	FROSTED	No replacement