

Strategies in Light®

The Leading Events for the Global LED and Lighting Industry



February 10-12, 2010
Santa Clara Convention Center
Santa Clara, CA USA
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entering a

NEW ERA FOR LED

market growth



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Events:

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LED JAPAN Conference & Expo
Strategies in Light.

INTRODUCING The New Interactive TracePro® Optimizer Utility

Export geometry directly to TracePro for final results.

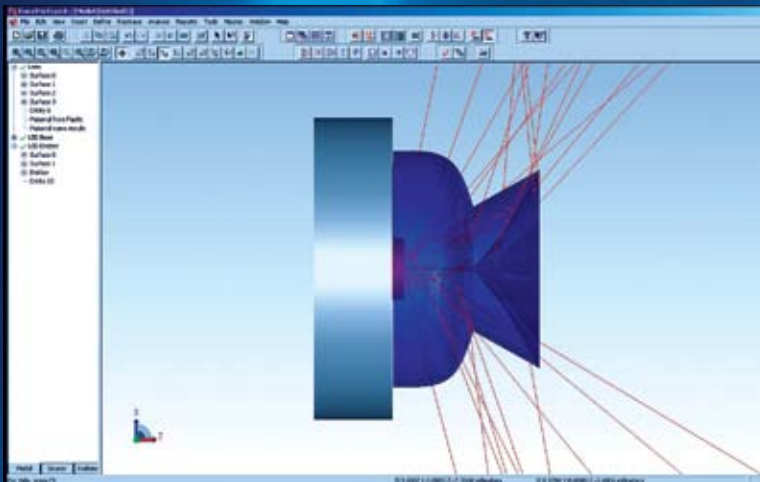
Vary any line or spline's control point or position. Verification of limits are shown on-screen.

Interactively sketch or digitize splines, lines and curves on-screen.

The sketch, digitize and raytrace controls give the user complete flexibility to select and delete points, pull on control and end-points and to digitize in bitmaps.

The property editor spreadsheet specifies variables, variable limits, positions and values for each spline, line or curve.

The optimization spreadsheet specifies single or multiple irradiance, and intensity targets to define the merit function for the optimization.



UTILITY HIGHLIGHTS

- Faster & superior solutions
- Interactive sketch interface with raytracing
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- Interactive set of sources
- Digitize in any design, any target & optimize
- Vary any parameter



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EXPERIENCE TOMORROW - TODAY AT BOOTH #415

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Global Integrated Media Solutions for the LED & Lighting Industry

Presented by:

Strategies Unlimited specializes in market research reports and custom studies targeted for the optoelectronic component, laser and lighting industries. Founded in 1979, Strategies Unlimited adeptly integrates technology and business issues. Primary data collection and detailed input-output analysis are developed to create models describing the commercial markets. With its in-depth understanding of market applications, technology developments, industry participants, and government policies, the company is renowned for its outstanding record in market forecasting. www.strategies-u.com

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LEDs Magazine covers all the key applications of LEDs, including architectural and entertainment lighting, displays, signals, automotive applications and general illumination. The magazine also covers the technology of building LED-based systems, including optics, thermal management, drivers, test & measurement, and more. LEDs Magazine comprises technical articles, case studies, analysis, project and business news, background articles and new product information. Visit the LEDs Magazine (www.ledsmagazine.com) website to sign up for our free weekly eNewsletter, or to subscribe to our bimonthly magazine.

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Dear Colleague,

Welcome to the 11th annual Strategies in Light Conference & Expo. As we complete the first decade of the 21st century, the outlook for the HB LED market has never been brighter. Our most recent HB LED market review and forecast report shows that several applications are projected for significant growth, including backlights for notebook computer displays and LCD TV's and solid-state lighting.

We continue to see dramatic improvement in the performance of high-brightness LEDs. Commercial white LEDs with 130 lumen-per-watt efficacy were introduced in 2009, and laboratory devices with even higher performance are being announced regularly. These developments are helping to accelerate the adoption of LEDs in a variety of lighting applications and are establishing a path for the ultimate adoption of LEDs in general illumination. A wide variety of new LED lighting products are coming to the market every month, and more and more lighting companies are becoming involved in this fast growing industry.

In spite of a market slowdown in 2009 due to the worldwide economic recession, the long-term fundamentals of the HB LED market remain sound. Thus, our focus for Strategies in Light 2010 is on the developments in HB LED applications, technology and manufacturing that will continue to drive the market forward over the next five years and beyond. Moreover, we are continuing our parallel lighting track, which we initiated last year, to examine some of the most pressing issues regarding the use of LEDs in lighting applications.

For Strategies in Light 2010 we have also added a new feature: the Solid-State Lighting Investor Forum. The purpose of this event will be to bring together a selection of exciting pre-public start-up companies that are developing solid-state lighting technologies with an audience of investors to provide the investors with an opportunity to evaluate the companies as investment prospects.

In addition to a conference program, including workshops and tutorials, that will address many of the industry developments discussed above, Strategies in Light 2010 also features a comprehensive exhibit area with over 80 companies participating – the largest event in our 11-year history.

We have added a LED Lighting Pavilion which will feature a free presentation entitled: "Cutting-Edge LED Lighting Design; Makers and Rule Breakers" – a presentation on an international group of designers and manufacturers, using LED technology to break the rules in contemporary lighting design. We will address exemplary applications of LED lighting products in residential, commercial, retail, hospitality and public art applications. The Pavilion will also include a hands-on demo area for LED lighting power supplies and controls.

Again, we welcome you to Strategies in Light 2010, and hope you will have a stimulating and rewarding conference experience.

Sincerely,



Robert V. Steele
Conference Co-Chair



Vrinda Bhandarkar
Conference Co-Chair

EXHIBIT HOURS

WEDNESDAY, FEBRUARY 10
5:00 PM - 7:00 PM

THURSDAY, FEBRUARY 11
10:00 AM - 7:00 PM

FRIDAY, FEBRUARY 12
9:00 AM - 2:00 PM

REGISTRATION HOURS

TUESDAY, FEBRUARY 9
2:00 PM - 5:00 PM

WEDNESDAY, FEBRUARY 10
7:00 AM - 7:00 PM

THURSDAY, FEBRUARY 11
7:00 AM - 7:00 PM

FRIDAY, FEBRUARY 12
7:30 AM - 1:00 PM

New

LED Lighting Pavilion!

Featuring a Special Presentation and Hands-On Demo in the LED Lighting Pavilion.

February 11: 10:15 am – 12:30 pm

“Cutting-Edge LED Lighting Design; Makers and Rule Breakers”: a presentation on an international group of designers and manufacturers, using LED technology to break the rules in contemporary lighting design. We will address exemplary applications of LED lighting products in residential, commercial, retail, hospitality and public art applications.

The Pavilion will also include a hands-on demo area for LED lighting drivers, dimming and controls. Free and included in the expo only ticket – seating is limited.

Save The Dates!

Strategies in Light® Europe
The Leading Event for the Global LED and Lighting Industry

September 28 -29, 2010
Frankfurt, Germany
www.sil-ledeurope.com

LED JAPAN Conference & Expo Strategies in Light®
The Leading Event for the Global LED and Lighting Industry

Sept 29 – Oct 1, 2010
Tokyo, Japan
www.sil-ledjapan.com

Strategies in Light®
The Leading Event for the Global LED and Lighting Industry

February 23-25, 2011
Santa Clara, CA
www.strategiesinlight.com

Wednesday, February 10

7:00 am - 7:00 pm	Registration
8:00 am - 12:00 pm	WORKSHOP #1: HB LED MARKET—Designing for LED Luminaire Reliability
8:00 am - 12:00 pm	WORKSHOP #2: HB LED MARKET—Patents Today: The Cheese Has Moved—How to Handle It
9:00 am - 12:00 pm	TUTORIAL #1: LEDs IN LIGHTING—LED Fundamentals for Lighting Designers and Architects
12:00 pm - 1:00 pm	Lunch for Workshop and Tutorial Registrants and Instructors/Presenters
1:00 pm - 4:00 pm	TUTORIAL #2: LEDs IN LIGHTING—Specifying LED Lighting Fixtures: What Lighting Designers and Specifiers Need to Know
1:00 pm - 5:00 pm	WORKSHOP #3: HB LED MARKET—Understanding What Quality of Light Means for LEDs
1:00 pm - 5:00 pm	WORKSHOP #4: HB LED MARKET—Selecting Drivers for LED Systems

Wednesday, February 10

Solid-State Lighting Investor Forum

12:00 pm – 1:00 pm	Networking Lunch for SSL Investor Forum Registrants and Presenters
1:15 pm - 5:30 pm	Solid-State Lighting Investor Forum Presentations
5:00 pm - 7:00 pm	Networking Reception on the Exhibit Floor. Open to all Workshop, Tutorial, and SSL Investor Forum Participants

Thursday, February 11

7:00 am - 7:00 pm **Registration**

7:15 am - 8:10 am **Continental Breakfast**

HB LED MARKET TRACK – PLENARY SESSIONS

8:10 am - 8:15 am	Welcome and Introduction
8:15 am - 9:00 am	High-Brightness LED Market Overview and Forecast
9:00 am - 9:30 am	Keynote Address: Lighting’s Intersection – Commodity or Persuasive Technology?
9:30 am - 10:00 am	The 2nd Cycle—A “How to” for Investing in Today’s Emerging LED/SSL Trends
10:00 am - 10:30 am	Refreshment Break on the Exhibit Floor
10:30 am - 11:00 am	As Strong as the Weakest Link: Reliability from the LED System Perspective
11:00 am - 11:30 am	Being Kind to the Planet and the Bottom Line: Designing LED Manufacturing Facilities to be Cheaper, Faster, and Greener
11:30 am - 12:00 pm	Award Presentations: DOE Next Generation Luminaire Design Competition
12:00 pm - 1:30 pm	Lunch on the Exhibit Floor

HB LED MARKET TRACK—SESSION 1: EMERGING APPLICATION TRENDS

1:30 pm - 2:00 pm System Architectures for LED Backlights for LCD TVs

2:00 pm - 2:30 pm Potential Medical and Psychophysiological Applications of High-Brightness LEDs

2:30 pm - 3:00 pm Media Facades: Building Coverage in the 21st Century

3:00 pm - 3:30 pm Refreshment Break on the Exhibit Floor

HB LED MARKET TRACK—SESSION 2: HB LED INDUSTRY ISSUES

3:30 pm - 4:00 pm DOE SSL Manufacturing Roadmap

4:00 pm - 4:30 pm Beyond the 1-W LED: Going to the Next Level in Reducing Cost & Enabling Mainstream Lighting Applications

4:30 pm - 5:00 pm LED Package Design Considerations for General Lighting Applications

5:00 pm - 7:00 pm Networking Reception on the Exhibit Floor

Friday, February 12

7:30 am - 1:00 pm Registration

7:30 am - 8:30 am Continental Breakfast

HB LED MARKET TRACK—SESSION 3: LED TECHNOLOGY TRENDS

8:30 am - 9:00 am Quantum Dots for High-Efficiency LED Lighting

9:00 am - 9:30 am Innovative Chip Technology— Enabling the Next Generation of SSL Applications

9:30 am - 10:00 am The Emergence of Planar Illumination: Fundamentals and Prospects

10:00 am - 10:30 am Refreshment Break on the Exhibit Floor

HB LED MARKET TRACK—SESSION 4: TRENDS IN LIGHTING APPLICATIONS

10:30 am - 11:00 am Exploiting the Visible Spectrum—Progress and Future

11:00 am - 11:30 am Profitably Powering Solid-State Lighting

11:30 am - 12:00 pm AC LEDs—What a Stupid Idea!

12:00 pm - 1:00 pm Lunch on the Exhibit Floor

HB LED MARKET TRACK—SESSION 5: SUPPORTING TECHNOLOGY ISSUES FOR SSL

1:00 pm - 1:30 pm Update on Standards for SSL

1:30 pm - 2:00 pm Material Advancements for LED Optics, Diffusers and Reflectors

2:00 pm - 2:30 pm SSL Without Heat Sinks: Dream or Reality?

2:30 pm - 3:00 pm The “Whys” and “Hows” of Production HB-LED Testing

3:00 pm Conference Adjourns

LEDs IN LIGHTING TRACK—SESSION 1: SOLID- STATE LIGHTING MARKET OVERVIEW

1:30 pm - 2:00 pm Solid-State Lighting Luminaire Market Trends

2:00 pm - 2:30 pm 200 Lumens/Watt, Can I Sell it Now? A Discussion Selling ‘New Lighting’ into an ‘Old Culture’

LEDs IN LIGHTING TRACK—SESSION 2: TRUTH IN LABELING; LIGHTING FACTS, MARKETING, AND LABELING ISSUES FOR SSL

2:30 pm - 2:50 pm Separating the Wheat from the Chaff: DOE’s Voluntary Label Program to Encourage Truth in Advertising

2:50 pm - 3:20 pm Refreshment Break on the Exhibit Floor

3:20 pm - 3:40 pm Interpreting Luminaire Labels and Awards

3:40 pm - 4:10 pm Government Regulator’s Perspective: Consumer Protection Issues: Green Advertising Claims and Lamp Labeling

4:10 pm - 4:30 pm What is More Important— the Solution or the Technology?

4:30 pm - 5:00 pm Panel Discussion

5:00 pm - 7:00 pm Networking Reception on the Exhibit Floor

Friday, February 12

7:30 am - 1:00 pm Registration

7:30 am - 8:30 am Continental Breakfast

LEDs IN LIGHTING TRACK— SESSION 3: ENERGY EFFICIENCY ECONOMICS

8:30 am - 9:00 am Lighting Controls and LEDs—An Effort to Reduce Energy Use

9:00 am - 9:30 am Lighting and Its Application to a Performance Contract

9:30 am - 10:00 am Beyond ENERGY STAR: What the Lighting Design Industry Needs to Defend Specification Grade Products

10:00 am - 10:30 am Refreshment Break on the Exhibit Floor

LEDs IN LIGHTING TRACK— SESSION 4: DESIGNING WITH LEDs: ISSUES AND OPPORTUNITIES

10:30 am - 11:00 am LEDs: The Good, The Bad, and the Ugly

11:00 am - 11:30 am LEDs for General Lighting: Examples and Experience in Energy Efficient Lighting

11:30 am - 12:00 pm LEDs and the Quality of Light

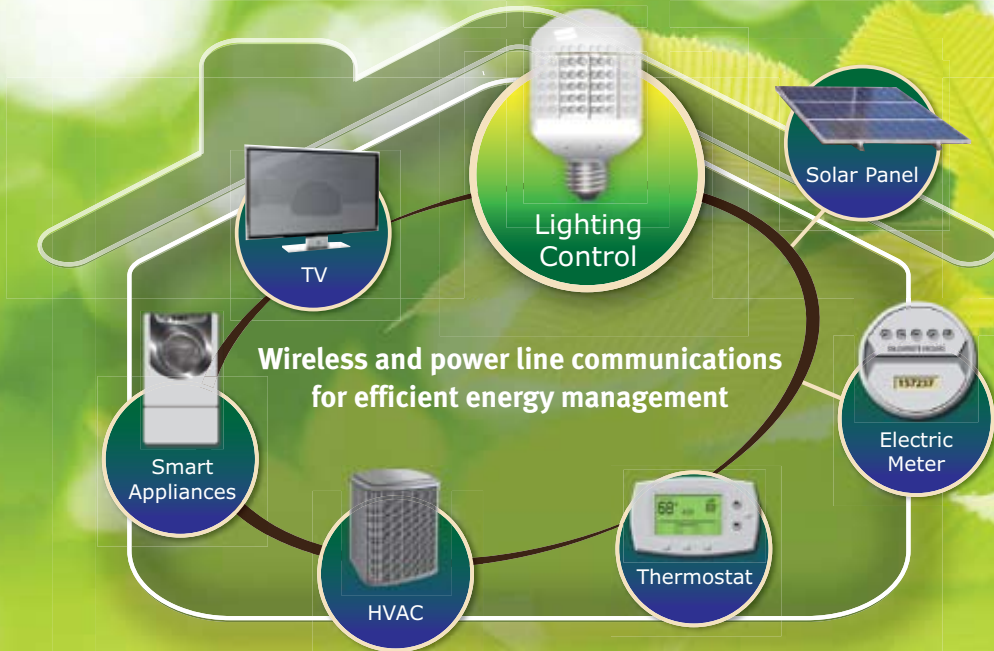
12:00 pm Conference Adjourns

KEY:

■ HB LED MARKET CONFERENCE

■ LEDS IN LIGHTING CONFERENCE

Enabling intelligent lighting systems for the energy-efficient smart home



Making a smart home smarter.

Energy-efficient homes consume less power by using energy-efficient appliances and lighting products. That's a good start. However, smart homes take energy conservation to the next level by monitoring and controlling energy usage with communication between the meter, thermostat, appliances and lights.

NEC Electronics offers two lines of microcontrollers for intelligent lighting systems. With dedicated peripherals, these MCUs can be networked through wireless communication, power line communication, or standard lighting interfaces such as DALI. Plus, they have added intelligence for power factor correction, dimming, binning and timer control.

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- > 20-MHz 8-bit MCU
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AIXTRON is a leading provider of deposition equipment to the semiconductor industry. The Company's technology solutions are used by a diverse range of customers worldwide to build advanced components for electronic and opto-electronic applications based on compound, silicon, or organic semiconductor materials, as well as Carbon Nanotubes (CNT) and other nanomaterials. Such components are used in fiber optic communication systems, wireless and mobile telephony applications, optical and electronic storage devices, computing, signalling and lighting, as well as a range of other leading-edge technologies.

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Fax: 909.628.5006

American Bright Optoelectronics' LED Assembly Services Division offers a wide variety of services with a global reach and local US support, including through hole and surface mount LED board assembly and non-eutectic chip on board technology. The company's in-depth knowledge of special materials and methods allows it to provide thermal management solutions to customers in applications using high power LEDs. Expertise in MCPCB and flexible circuits is featured as well. Assembly facilities are ISO-14000 and TS-16949 certified.



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Phone: 236.652.493

Fax: 366.524.97

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ASIC Advantage, Inc. (AAI) of Sunnyvale, California is a fabless semiconductor company offering standard and custom mixed-signal solutions for industry-leading customers in a variety of applications and markets – automotive, portable audio, LED lighting, power management, industrial, medical, and military/aerospace.



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exhibitor descriptions



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Fax: 412.777.6544

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Bridgelux, Inc. Bridgelux provides high-power, cost-effective, energy-efficient light-emitting diode (LED) solutions. Bridgelux's epitaxial technology, chip designs and LED packaging technology enable the company to develop advanced solid-state lighting (SSL) products.



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Fax: 408.263.7846

California Micro Devices Corporation is a leading supplier of protection devices for the mobile handset, high brightness LED (HBLED), digital consumer electronics and personal computer markets.

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CAO GROUP INC

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Phone: 877-236-4403

Fax: 801.256.9287

The CAO Group, Inc. (CAO), under the direction of Dr. Densen Cao, PhD, offers design, integration and manufacturing of medical, dental, forensic, optoelectronic components, signage, and lighting products. CAO is headquartered in West Jordan (Salt Lake City), Utah with manufacturing facilities in both West Jordan, UT and Langfang (Beijing) China. www.caogroup.com/ssl



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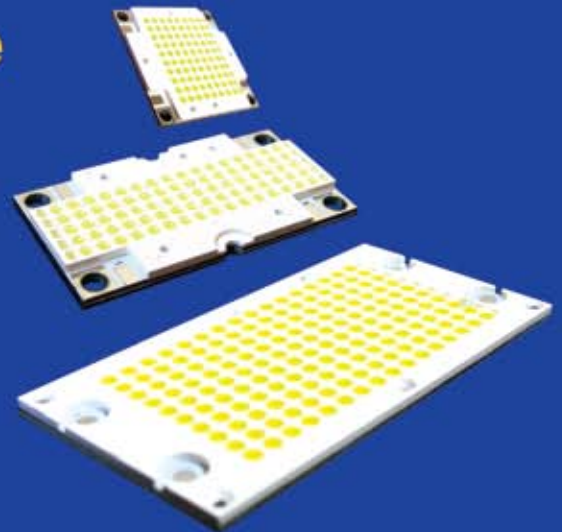
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exhibitor descriptions



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Fax: 905.788.2739

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Digital Light, a world leader in the development and manufacturing of Solid State LED Lighting products, will debut its latest dimmable LED PAR38, PAR30, MR16, and Pharox 300 LED light bulbs at the Strategies in Light 2010. Digital Light will also demonstrate its state of the art Impaq Street Lights, Hi Bay Lights, and other outdoor lighting products that offer warm white light with an exceptional CRI (approximately 90), dimming function, high reliability, and long life expectancy.



DK Thermal Solutions

DK THERMAL SOLUTIONS

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Markham, Ontario L3R 2R6 Canada
Phone: 905.832.1036

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Lighting

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Controls

exhibitor descriptions



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Durham, NC 27713 USA
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LIGHTING FOREVER

EVERLIGHT INTERNATIONAL CORPORATION

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Everlight is a global Optoelectronics manufacturer with TS16949 and ISO 9000 certified manufacturing facilities in Taiwan and China. Everlight offers a wide variety of low power and high power SMD packages and through-hole products serving applications in the lighting, consumer, computing, automotive, telecommunication and industrial market segments. Everlight, continuously advancing their technology, recently introduced AC LEDs along with various MR, PAR, Office Lighting and Street Lighting solutions.



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Fiti will showcase latest development in HB LED lighting products, including street lights, recessed ceiling lights (T-bar), light bulbs and the featured LED light engine which provides ideal and convenient solution for exterior and interior lighting.”

AnyCasting™ LED & CPV Lens

Advanced LED Lens Development & Production

• Aspheric Lens for Automobile Head & Fog Lamps

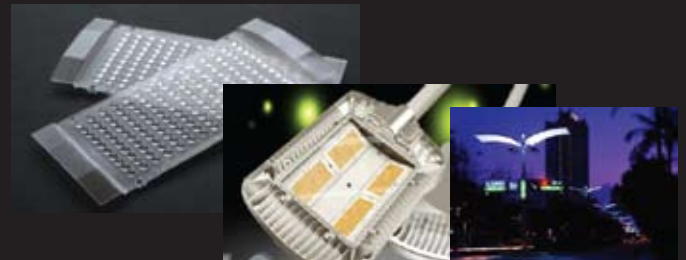


- Aspheric Lens for Vehicle Lamps
 - Best Surface Roughness
 - High Optical Performance
 - High Cost Competitiveness

• Indoor Light Lens



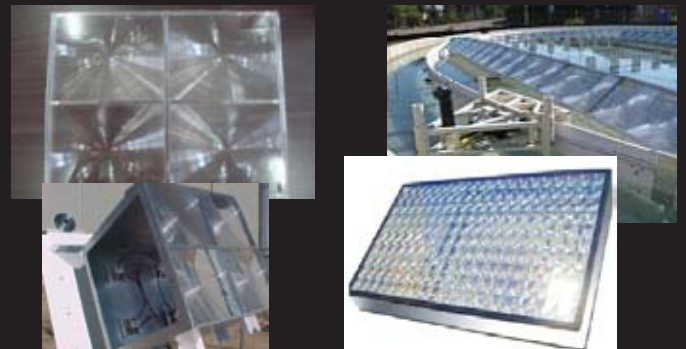
• Outdoor Light Lens



• Marine LED Lens



• Solar Photovoltaic Lens



- ▶ General LED Light Lamp Lens
- ▶ Vehicle LED Lamp Lens
- ▶ Marine LED Lamp Lens
- ▶ Solar Energy CPV (Concentrating Photovoltaic) Lens
- ▶ Architecture Solar Photovoltaic Concentrating Lens
- ▶ Agriculture / Bio LED Lamp Lens

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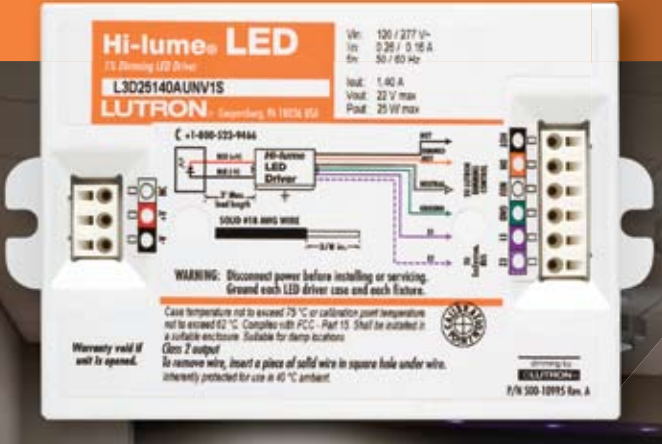
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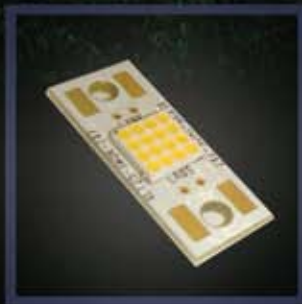
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- UL8750
- Metal case
- Suitable for outdoor and street lighting



20~96W

PLN Series

- PFC function
- IP64
- UL1310 Class 2, UL879
- Plastic case
- Suitable for all kinds of LED lighting



30~60W

ELN Series

- IP64
- UL1310 Class 2
- Plastic case
- Dimming function
- Suitable for LED indoor lighting



Going Green? Go LED Power!

Dry, Damp,
Wet locations

Class 2 / UL 879 SAM / UL 8750 (LED Power Source)

Mean Well's 2600 Power Supply models have been serving worldwide customers since 1982. If you are thinking green, Mean Well's LED power supplies have 9 series with dozens of models that will provide the best power solutions for your needs.



96~240W

HLG Series

- IP65~67
- UL8750
- Metal case
- Suitable for LED lighting and street lighting applications



18~60W

LP Series

- IP67
- UL1310 Class 2
- Plastic case
- Suitable for LED-based decorative, architectural lighting, and LED electronic displays



30~96W

PLC Series

- PFC function
- UL1310 Class 2
- Plastic case
- Terminal block type
- Suitable for indoor LED lighting and moving sign applications



20~60W

PLP Series

- PFC function
- PCB type
- Suitable for LED-based decorative, architectural lighting, and LED electronic displays



150W

ULP Series

- PFC function
- U bracket type
- Suitable for LED street lighting (built-in lighting fixture)



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Call us for OEM Evaluate samples!



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