



LED Japan Conference & Expo/Strategies in Light Attracts More than 5,300 Attendees HB LED Event Nearly Doubles Attendance Total Set in 2008

September 18, 2009 – Yokohama, Japan

PennWell, ICS Convention Design, Inc., and Strategies Unlimited drew 5,303 total attendees to LED Japan Conference & Expo/Strategies in Light, their 2nd annual business conference and exhibition on high-brightness LEDs, held September 16-17, 2009 at the Pacifico Yokohama.

This year's event nearly doubled the previous attendance total of 2,710 set in 2008. In addition, the conference was supported by more than 60 sponsors and exhibitors, ranging from equipment and materials suppliers to LED and lighting fixture manufacturers to trade publications and industry associations.

Robert Steele, Strategies in Light Conference Chair, noted that "in spite of the gloomy overall economic environment, the record attendance, along with the enthusiasm displayed by both exhibitors and attendees, indicates that the interest in LED technology and markets remains undiminished. This is consistent with our view that the long-term fundamentals for the LED industry remain strong."

Christine Shaw, PennWell's LED & Lighting Media Group Senior Vice President and Group Publisher of LEDs Magazine and Strategies in Light Events credited the event's success to the outstanding conference program as well as the dynamic exhibitor, sponsor and attendee participation. "We expect this great momentum to continue and look forward to the next LED Japan/Strategies in Light event in Japan in September 2010 as well as the 11th annual Strategies in Light conference and expo being held February 10-12, 2010 in Santa Clara, CA USA.

"We were very pleased with the final attendance which nearly doubled last year's total," said Manami Konishi, Event Manager in Japan with ICS Convention Design, Inc., co-owner and co-producer of the Japan event.

LED Japan/Strategies in Light 2009 provided insight into the rapidly developing markets for LED lighting, backlights for LCD displays, and automotive headlamps, as well as other major trends in applications, industry structure, government policies, markets, products, and technologies that will affect the industry's future.

Featured speakers for this year's conference, "Planning for the Worldwide LED Market Recovery," included: George Craford, Solid-State Lighting Fellow, Philips Lumileds Lighting; Jason Yorks, Marketing Director of Optoelectronics, Cree, Inc.; Osamu Yamanaka, Project General Manager, Optoelectronics Business Unit, Toyoda Gosei Co., Ltd./JLEDS; Kou Masumoto, President TN EMC Ltd., a Taiyo Sanso Group Company. In addition, Robert Steele, Conference Chair and Director of Optoelectronics Programs, Strategies Unlimited, provided his annual update on the market for HB LEDs, along with a five-year forecast.

Other companies and organizations contributing to the conference program included Shin Etsu Chemical Co., Ltd., TOWA, Toshiba Lighting and Technology Corporation/JLEDS, mSilica, Nuventix, Epistar Corporation, and Corelase Oy, a Rofin-Sinar Group Company.

Next year LED Japan/Strategies in Light will be held September 28-October 1, 2010 in Yokohama, Japan. For further information on this event and other Strategies in Light events, please contact Luba Hrynyk at lubah@pennwell.com, or visit us online at: www.sil-ledjapan.com. For more information on Strategies Unlimited market research and strategic consulting services for the photonics industry, please contact Tim Carli at 650-941-3438, ext. 23 or email at tcarli@strategies-u.com.

LED & Lighting Media Group is comprised of the following:

Strategies in Light Events:

Strategies in Light is a business-oriented conference and exhibition on high-brightness LEDs produced by both Strategies Unlimited and PennWell Corporation. The longest running conference in the LED industry and drawing its largest audience to date with more than 2,000 participants in 2009, this event is considered to be the premier annual forum for presenting current commercial developments in HB LEDs for component and equipment suppliers, manufacturers, and end-users of HB LED devices. LED Japan/Strategies in Light was launched in 2008 in Japan and attracted over 2,710 registrants - including more than 60 exhibiting companies in its inaugural year.

(<http://www.strategiesinlight.com>)

Strategies Unlimited, World's Leader in Photonic Market Research:

Strategies Unlimited specializes in market research reports, and custom studies targeted for the optoelectronic, optical communications, compound semiconductor material, and RF/microwave components 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. (<http://www.strategies-u.com>)

LEDs Magazine, Print and Digital media:

LEDs Magazine is the leading information resource for the global LED community, serving thousands of readers that specify, design and manufacture LED-based products for a wide range of end-use applications. The *LEDs Magazine* portfolio has four main components – the Magazine, the Website, the Newsletter and the Suppliers Directory. View the latest LED industry news now: (<http://www.ledsmagazine.com/main>).

PennWell Corporation:

PennWell Corporation is a diversified business-to-business media and information company that provides quality content and integrated marketing solutions for the following global industries: Oil and gas, electric power, water, electronics, semiconductor, contamination control, optoelectronics, fiber optics, information technology, fire, emergency services and dental. Founded in 1910, PennWell publishes 75 print and online magazines and newsletters and conducts 60 conferences and exhibitions on six continents. In addition to PennWell's headquarters in Tulsa, Oklahoma, the Company has major offices in Nashua, New Hampshire; Houston, Texas; London, England; Mountain View, California; Fairlawn, New Jersey, Moscow, Russia, and Hong Kong, China. (<http://www.pennwell.com>).

ICS Convention Design, Inc. is co-owner and co-producer for LED Japan Conference & Expo/Strategies in Light. ICS provides various event and convention services with this goal, "Linking people through communication." This is a crucial and underlying point with any event as they work in partnership with their clients to provide solutions that offer "valuable communication (a platform for exchange)."

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