

REGISTER FOR FREE EXPO PASS
to the Biggest Exhibit Floor Ever!

2012

Strategies in Light®

The one source for all LED lighting-related information

February 7 - 9, 2012

Santa Clara Convention Center • Santa Clara, CA • USA

www.strategiesinlight.com

LED Light & Design Pavilion

at Strategies in Light 2012

Special Programs for
Lighting Designers, Specifiers,
Architects, & Luminaire Manufacturers

Navigating the Dynamic LED & Lighting Markets

- FREE EXPO PASS TO THE BIGGEST EXHIBIT FLOOR EVER!
- FREE Presentations, Training Sessions and Networking Receptions
- EARN NCQLP certification and AIA/CES Lighting Education Unit Credits
- PARTICIPATE Technical Guided Tours of the Expo Floor

Visit www.strategiesinlight.com for the up-to-date information on the complete conference agenda, exhibitors, and other event activities.

Presented by:

 **Strategies Unlimited™**
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PHOTONICS • LEDS • LIGHTING

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THE LED
SHOW™

Owned and Produced by:

PennWell®

2012 LED Light & Design Pavilion

Strategies in Light®

Strategies in Light is your one source for all LED lighting related information.

Strategies in Light is the traditional meeting place for the LED industry's component suppliers and their customers. In 2012, the LED Light & Design Pavilion will feature a new Luminaire Showcase which will be dedicated to the display of the latest generation of LED lighting Products.

WHAT YOU WILL LEARN

TRACK 2: LEDs IN LIGHTING CONFERENCE TRACK

- Hear the results of the new market study on LED luminaires and replacement lamps.
- Discover how to use LEDs in building designs from leading lighting designers and architects.
- Understand the marketing channels for LED lighting.
- Learn how to specify LEDs in lighting designs.
- Get insight into the dynamics of the LED lighting market.
- See the latest generation of LED products and interact with LED manufacturers.
- Prepare for the next generation of LED products.
- Learn where the industry is headed with the use of LEDs.
- Share in the experience of a real-life lighting project taking place in America's heartland.
- Network with the leaders in the LED and lighting community.

LED Light & Design Pavilion at Strategies in Light 2012

**Attention Architects, Lighting Designers, Specifiers,
and Luminaire Manufacturers:**

These special programs are developed especially for you!

The **LED Light & Design Pavilion** at Strategies in Light 2012 will provide a unique environment for lighting designers, architects, and specifiers to learn about the components and design of LED lighting.

Register for the **FREE EXPO PASS**. This pass is your ticket to free networking receptions, free DOE presentations and booths representing LED Lighting manufacturers and suppliers.

Register Today at
www.strategiesinlight.com
for FREE EXPO PASS.

Hurry, space is limited – many of the featured activities on the expo floor are first-come, first-served.

Schedule of Activities in the LED Light & Design Pavilion

Activities in our presentation area at the LED Light & Design Pavilion include:

Guided Technical Tour Schedule: Take a tour with qualified tour guides of the expo floor and learn about the many different types of LEDs optical materials and drivers that go into designing an LED luminaire. Registration fee \$25 — register online at www.strategiesinlight.com — go to the Visitor section found on the online registration page and expand the view to register for the technical tours.

Wednesday — February 8 10:30AM – 12:30PM & 2:00PM – 4:00PM

Thursday — February 9 10:00AM – 12:00PM

FREE DOE Presentations: Representatives from DOE will be available to answer your questions about the latest CALiPER test results, GATEWAY demonstrations, the Lighting Facts® label, and SSL R&D funding opportunities, and more. In addition, free training sessions are scheduled on a wide range of hot topics — see schedule below.

By attending any or all of the complimentary DOE SSL program tutorials in the LED Light & Design Pavilion on February 8 and 9, Strategies in Light registrants will be eligible to receive NCQLP certification, AIA and LEU credits.

Pavilion Presentation Schedule — FREE TO ALL REGISTRANTS SPACE IS LIMITED — FIRST COME FIRST SERVED.

**AIA/CES LEARNING UNITS ARE OFFERED FOR EACH PRESENTATION.

**NCQLP CERTIFIED LIGHTING EDUCATION UNITS ARE OFFERED FOR EACH PRESENTATION

Wednesday, February 8

- 10:15AM – 11:00 AM **Advancing Export and Trade Opportunities for the U.S. LED Industry: Finding Overseas Business Partners and Expanding Sales Abroad**
Shannon Fraser, Commercial Service – Silicon Valley, U.S. Department of Commerce
- 11:10AM – 12:00PM ****SSL Technology Basics**
Michael Poplawski, PNNL
- 12:00PM – 12:45PM **Lunch Break**
- 1:00PM – 1:50PM ****Surviving LED Color Specifications**
Mark Butterworth, Optical Scientist Technology R & D, Phillips Lumileds Lighting Company
- 2:00PM – 2:50PM ****Lessons from the Field: How Does SSL Really Perform?**
Naomi Miller, PNNL
- 3:00PM – 3:50PM ****U.S. DOE's CALiPER Testing: What does Independent SSL Testing Tell Us?**
Marc Ledbetter, PNNL
- 4:00PM – 4:50PM ****SSL Lumen Maintenance and TM-21: An Introduction**
Michael Poplawski, PNNL

FREE EXPO PASS to more than 150 exhibitors which will be our largest exhibit floor to date and includes **FREE NETWORKING RECEPTION** on Tuesday and Wednesday evenings, February 7 and 8.

FREE PARKING at the Santa Clara Convention Center.

Thursday, February 9

- 9:00AM – 9:50AM **Advancing Export and Trade Opportunities for the U.S. LED Industry: Finding Overseas Business Partners and Expanding Sales Abroad**
Shannon Fraser, Commercial Service – Silicon Valley, U.S. Department of Commerce
- 10:00AM – 10:50AM ****U.S. DOE's CALiPER Testing: What Does Independent SSL Testing Tell Us?**
Marc Ledbetter, PNNL
- 11:00AM – 11:50AM ****Lessons from the Field: How Does SSL Really Perform?**
Naomi Miller, PNNL
- 12:00PM – 2:45PM **Open**

Schedule subject to change

Visit www.strategiesinlight.com for more details on the event including pre-conference workshops, tutorials, three conference tracks: HB LED Market, LEDs in Lighting, and LED Manufacturing, and the up-to-date list of exhibiting companies and other activities.

Pre-Conference Tutorials

Tuesday, February 7 9:00AM – 4PM

Affordable sessions developed specifically for our growing audience of lighting designers, specifiers, architects, and luminaire manufacturers.

ONLY
\$295
PER TUTORIAL

- Earn NCQLP Certification and AIA/CES Lighting Education Unit Credits for each tutorial.
- Three-hour hands-on sessions for each tutorial which includes lunch, tutorial workbook, free expo pass and free networking reception.
- Space is limited, pre-register online at www.strategiesinlight.com.
- See page 5 for more information and visit our website.

LEDs in Lighting Conference Track

Wednesday, February 8 — Thursday, February 9

A compact conference program developed for lighting designers, specifiers, architects, and luminaire manufacturers.

Full Track
\$795
FEBRUARY 8-9TH

- Earn NCQLP Certification and AIA/CES Lighting Education Unit Credits for each session
- LEDs in Lighting conference registration includes a free expo pass, continental breakfast and lunch on Thursday, and free networking reception and conference proceedings.
- Pre-register online at www.strategiesinlight.com
- Visit our website for complete conference session descriptions and speakers.

Interested in more information about Strategies in Light Conference & Expo?
Visit www.strategiesinlight.com for the full conference program which includes

5 Workshops
\$395
and
\$495
FEBRUARY 7TH

Pre-Conference Workshops

- New Standards Activities for Solid-State Lighting
- Legal Protections and Your Lighting Business
- Test and Measurement of Solid-State Lighting Sources
- Earn NCQLP Certified LEU's for Workshops 1, 3, 4 & 5
- Binning Unmasked and Explained
- Essentials of LED Luminaire Design

Full Day
\$695
FEBRUARY 7TH

Solid-State Lighting Investor Forum

Full Track
\$1,595
FEBRUARY 8-9TH

HB LED Market Conference Track

ONLY
\$695
FEBRUARY 8-9TH

NEW LED Manufacturing Conference Track

Santa Clara Convention Center
5001 Great America Parkway, Santa Clara, CA USA



REGISTRATION HOURS ONSITE

MONDAY, FEBRUARY 6	2:00 PM – 5:00 PM
TUESDAY, FEBRUARY 7	7:00 AM – 7:00 PM
WEDNESDAY, FEBRUARY 8	7:00 AM – 7:00 PM
THURSDAY, FEBRUARY 9	7:30 AM – 1:00 PM

EXHIBIT HOURS

TUESDAY, FEBRUARY 7	5:00 PM – 7:00 PM	FREE EXPO PASS
WEDNESDAY, FEBRUARY 8	10:00 AM – 7:00 PM	
THURSDAY, FEBRUARY 9	9:00 AM – 2:00 PM	

NETWORKING RECEPTIONS

TUESDAY, FEBRUARY 7	5:00 PM – 7:00 PM	INCLUDED IN THE FREE EXPO PASS
WEDNESDAY, FEBRUARY 8	5:00 PM – 7:00 PM	

PRE-CONFERENCE TUTORIALS

Earn NCQLP certification and AIA/CES Lighting Education Unit Credits for each Tutorial

REGISTRATION FEE
\$295 PER TUTORIAL

TUTORIAL #1:

FINDING THE BEST FIT FOR SOLID-STATE IN LIGHTING APPLICATION

Tuesday, February 7

9:00AM – 12:00PM



SPEAKER:

Kevin Willmorth, MIES
Owner
Lumenique, LLC

The emergence of LED and Solid-State lighting technologies has caused a great deal of discussion and concern on the part of lighting decision makers. While the promise of the technology is appealing, over-marketing of the technology has created confusion and loss of clarity, while conventional design approaches block opportunities to fully embrace the innovation available.

This tutorial is divided into three segments with time for discussion in each. In the first, we will explore the best fit for solid-state within the broad scope of lighting application, founded on realistic evaluations of ownership cost, practical technology limitations, and delivered lighting qualities. In the second segment, we will explore weaknesses in conventional lighting approaches that increase energy use and reduce visual performance regardless of technology used. In the third segment, we will explore opportunities where coupling a renewed focus on visual performance with solid-state technology, produce dramatic improvements in total applied lighting system performance. The Tutorial will wrap up with a review of leading product examples in the market that can be used to attain these goals immediately, and outline strategies for obtaining products that are not.

Kevin Willmorth has been involved with lighting for 30 years. His experience includes lighting design consulting for a wide range of residential and commercial projects, product design, marketing, business strategy, and editorial writing. His past positions include positions as sole proprietor, VP of Design and Marketing for Kim, Winona, and Visa Lighting, and VP of Design – Lighting for the interior design firm Atlandia Design. He currently owns Lumenique, LLC, offering product design and strategic consulting to manufacturers, technology evaluation for building owners, and as editor at Architectural SSL magazine. Lumenique is also creating its own unique task light system, marketed under the Tasca name. Kevin is passionate about lighting, and has been a strong advocate of energy conservation and sustainable design approaches throughout his career.

TUTORIAL #2:

ARCHITECTURAL LIGHTING DESIGN WITH LEDs

Tuesday, February 7

1:00PM – 4:00PM



SPEAKER:

Jeff Miller
President
Jeff Miller and Company Inc.

This session will offer strategies for employing solid-state lighting in architectural applications. We will examine the unique benefits and advantages that enable SSL to meet the demands of environmental designers. We will also look at how SSL technology is opening up new creative opportunities for lighting designers.

This tutorial will be in three parts:

1. Introduction to SSL in Architectural Lighting Design

Looking at basic comparatives with other lighting technologies to understand where and why SSL excels.

2. Design

We examine SSL design opportunities as seen through five distinct applications: Retail, Office, Hospitality, Healthcare, and Urban Lighting. We will look at quality of light and visual requirements, energy issues and built conditions for each area, to understand the considerations for making lighting design choices.

3. Trends

This new technology is causing disruption in the lighting world on levels which will affect designers and their businesses in many ways. In this segment, designers learn about important new standards and practices that are adapting to the worldwide introduction of solid-state lighting technology.

Jeff Miller an architectural lighting designer, advocate and past-president of the International Association of Lighting Designers (IALD), has been at the forefront in the design of quality lighting environments worldwide, for 35 years. His work is distinguished for creating visually stunning designs with rigorous attention to human factors in light. As IALD President, Mr. Miller formed the IALD Office of Public Policy, which has successfully engaged policy makers on issues critical to designers and the lighting industry. Jeff has been a featured speaker at many events sponsored by the US Department of Energy, Lightfair International, and at industry venues in Japan, China, Mexico and UK. Recent lighting design projects include the new TIFF Bell Lightbox, home of the Toronto International Film Festival, Manitoba Hydro Headquarters, a LEED Gold project, and Pearl River Tower in Guangzhou, PRC, the worlds first zero net energy high rise.

LEDs IN LIGHTING CONFERENCE TRACK

LEDs in Lighting Conference Track for Lighting Designers, Specifiers, Architects, and Luminaire Manufacturers. Earn NCQLP certification and AIA/CES Lighting Education Unit Credits for each session in the Lighting conference track

REGISTRATION FEE
\$795

WEDNESDAY, FEBRUARY 8

SESSION 1: LED LIGHTING PLENARY SESSION

Global Lighting Market Transformation — LED Lighting Market Review

Wednesday, February 8

1:30PM – 2:00PM



SPEAKER:

Vrinda Bhandarkar
Director of Research, LED Lighting
Strategies Unlimited

KEYNOTE ADDRESS:

7 Billion People, 6 watts and the 12th Five Year Plan

Wednesday, February 8

2:00PM – 2:30PM



SPEAKER:

Ted Ferreira
Principal, LEED AP BD+C
CD+M Lighting Design Group

The Bigger LED Lighting Story is Beginning to Unfold
Wednesday, February 8 2:30PM – 3:00PM



SPEAKER:
Dave Ranieri
VP & General Manager
Commercial Indoor Business Unit
Lithonia Lighting

SESSION 2: APPLICATIONS

Bright and Beautiful – The Future of LED Lighting in Food Retail Display

Wednesday, February 8 3:30PM – 4:00PM



SPEAKER:
Dr. Vincent Guenebaut
Head of Product Innovation
Nualight

Big Blue is Big in LEDs
Wednesday, February 8 4:00PM – 5:00PM



SPEAKER:
Sarena A. McComas
Partner
Type A Productions



Jennifer Rueth
Partner
Type A Productions

SESSION 3: GOING TO MARKET

LED Replacement Lamps Testing Results: A Sampling of Products from Major Retailers

Thursday, February 9 8:30AM – 9:00AM



SPEAKER:
Marc Ledbetter
Program Manager
Pacific Northwest National Laboratory

Transforming the Solid-State Lighting Market with the Support of Standards and Utility Energy Efficiency Programs

Thursday, February 9 9:00AM – 9:30AM



SPEAKER:
Carolyn Weiner
Sr. Product Manager, Core Products,
PG&E Customer Energy Solutions



Jon Linn
Commercial Programs Manager
Northeast Energy Efficiency Partnerships

Lighting System Specification and the Electrical Contractor... "The Times, They Have Changed"

Thursday, February 9 9:30AM – 10:00AM



SPEAKER:
John W. Maisel
Publisher
Electrical Contractor Magazine

SESSION 4: COLOR QUALITY
White Lighting

Thursday, February 9 10:30AM – 11:00AM



SPEAKER:
John Freyssinier
Research Scientist
Lighting Research Center

Exploring the Color of White for LED Illumination — What is Good Enough at Time Zero and Over Life

Thursday, February 9 11:00AM – 11:30AM



SPEAKER:
Ron Steen
VP Business Development
Xicato

Light at the Museum
Thursday, February 9 11:30AM – 12:00PM



SPEAKER:
Naomi Miller
Sr. Lighting Engineer
Pacific Northwest Laboratory

SESSION 5: FUTURE WITH LEDs

The Next Big Thing...

Thursday, February 9 1:00PM – 1:30 PM



SPEAKER:
Mark McClear
Global Director, Applications Engineering
Cree LED Components
Cree

ASSIST: Overcoming the Technical and Human Factors Challenges of SSL

Thursday, February 9 1:30PM – 2:00PM



SPEAKER:
Nadarajah Narendran
Director of Research-Lighting Research Center
Rensselaer Polytechnic Institute

San José's "Smart" LED Streetlights

Thursday, February 9 2:00PM – 2:30PM



SPEAKER:
Amy Olay
Senior Civil Engineer
Transportation Operations Division
San Jose Department of Transportation

Introducing the Digital Age of Lighting

Thursday, February 9 2:30PM – 3:00PM



SPEAKER:
Sam Klepper
CMO & Executive VP
Redwood Systems

3:00 PM LEDs in LIGHTING Conference Track Adjourns.

Strategies in Light Exhibitor List as of December 2011

Visit www.strategiesinlight.com for up-to-date list of exhibiting companies.

COMPANY NAME	BOOTH	COMPANY NAME	BOOTH
AI TECHNOLOGY	614	Infineon Technologies	708
AIXTRON SE	315	INNOVATIONS IN OPTICS, INC	611
AL SYSTEMS GMBH	1138	INSTRUMENT SYSTEMS GMBH	306
ALANOD Aluminium-Veredlung GmbH & Co.KG	943	Intelli*Light	212
AMERICAN BRIGHT OPTOELECTRONICS	507	INTEMATIX CORPORATION	518
American Illumination, Inc.	840	Intermark USA, Inc.	214
ASM Pacific Technology	819	International Rectifier Corporation	616
Associated Power Technologies, Inc.	932	iWatt, Inc.	804
AURORA CIRCUITS LLC	735	KHATOD OPTOELECTRONIC S.r.l.	947
Autec Power Systems	211	Kisco Conformal Coatings	421
Avantes, Inc.	936	KLA-TENCOR	200
B&W TEK INC	704	KONICA MINOLTA SENSING AMERICAS	701
Battelle - Pacific Northwest Division	748	LABSPHERE INC	401
BAYER MATERIAL SCIENCE LLC	502	LAIRD TECHNOLOGIES	721
BIAS POWER, INC	736	LAMBDA RESEARCH CORPORATION	206
Bill Brown Sales	915	Lathrop & Gage, LLP	946
BrightView Technologies	814	LED WAVES	110
CARCLO TECHNICAL PLASTICS	207	LEDENGIN INC	1035
Carson Technology Company, Ltd	208	LEDLINK OPTICS INC.	720
Cofan USA Inc	620	Light-Based Technologies Incorporated	831
Cookson Electronics	812	Lightech Electronics North America	623
Cool Polymers	713	Lucite International Inc	920
Cooliance, Inc	815	Lumenefix	1032
Cree	411	LUMINIT	605
DIEMAT INC	718	LUTRON ELECTRONICS COMPANY	314
DIGITAL LIGHT	104	LYNK LABS	307
DK THERMALSOLUTIONS	719	MAGTECH INDUSTRIES CORPORTION	311
DOW CORNING CORPORATION	930	Main Power Electrical (Gui Yang) Co., Ltd.	747
DSM ENGINEERING PLASTICS	609	Manelux Lighting Co. Ltd	842
DUPONT ELECTRONICS	615	Marvell Semiconductor, Inc.	301
ELLSWORTH ADHESIVES	515	MEAN WELL USA INC	418
Elmet Technologies	820	Mentor Graphics Corporation	730
Energy Star	409	Microsemi Corporation Analog Mixed Signal Group.	1033
EPCOS, INC	702	Mitsubishi Materials USA Corporation	810
EPP GMBH	732	MONOLITHIC POWER SYSTEMS, INC.	823
ESPPROSEARCH, LLC	1040	MOSO USA, INC.	905
ETI Solid State Lighting Inc	941	NEXXUS LIGHTING	846
EVERLIGHT AMERICAS INC	714	NMB Technologies Corporation	711
Excelitas Technologies	210	NOREN PRODUCTS	522
EXCELSYS TECHNOLOGIES	922	NOVELLUS	601
Fairchild Semiconductor Corporation	705	NUVENTIX	610
Fiber Optic Center	715	NXP SEMICONDUCTORS USA	511
FULHAM	906	NYE LUBRICANTS	215
GAMMA SCIENTIFIC	501	OCEAN OPTICS	319
GAMMA SCIENTIFIC	600	ON SEMICONDUCTOR US	612
Genesis Plastics Technologies	512	Optronic Laboratories LLC dba Gooch & Housego	722
Gigahertz-Optik	1038	ORB OPTRONIX INC	514
Global Lighting Technologies	731	OSRAM OPTO SEMICONDUCTORS GMBH	406
GRAFTECH INTERNATIONAL	830	Ovation Polymers	420
HEATRON INC	407	Palomar Technologies	709
Heraeus	508		
Indice Ecotech Pty Ltd	213		
Indium Corporation	809		

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COMPANY NAME	BOOTH
Permlight Products, Inc.	923
Philips Lighting	618
Philips Lumileds	619
Pixon Technologies	723
PLANSEE USA LLC	935
ProMEMS Technologies Corp.	741
Rathbun	412
RECOM Power Inc	835
RICHTEK TECHNOLOGY CORPORATION	919
ROAL ELECTRONICS USA INC	1034
RTP Company	821
Saint-Gobain Advanced Ceramics - Boron Nitride	712
Sealing Devices, Inc.	837
SEOUL SEMICONDUCTOR	419
SHIN-ETSU MICROSI	415
SinkPAD Corporation	613
Sonoscan, Inc.	933
Sony Chemicals Corp of America	519
SPECIALTY COATINGS SYSTEMS	818
STELLARNET INC	822
STMICROELECTRONICS	106
Synopsys, Inc. (formally known as) Optical Research Associates	606
TDK Corporation	702
TDK-Lambda Americas, Inc	700
TerraLux	313
Texas Instruments	710
THE BERGQUIST COMPANY	517
Thermal Solutions Resources	934
Thermo Cool Corp	1036
THOMAS RESEARCH PRODUCTS	914
Topanga Technologies	510
T-Opto	921
Toshiba International Corporation	836
TOWA AMERICA CORPORATION	506
TUV SUD America Inc	410
Underwriters Laboratories Inc	310
UNIVERSAL SCIENCE LTD	414
VaOpto	833
Ventec USA	1039
WHITEOPTICS	918
Wilger Liaison	805
WPG Americas, Inc	422

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