

Strategies in Light®

The Leading Events for the Global LED and Lighting Industry



Largest LED and Lighting Exhibition and Attendance Set in Strategies in Light's 11-Year History Nearly 3,000 Registrants and 90 Exhibitors in 2010

February 20, 2010 – Santa Clara, CA Strategies Unlimited and PennWell exceeded all previous records by hosting the largest exhibition and attendance to date at Strategies in Light, their 11th annual business conference and expo on high-brightness LEDs and lighting, held February 10-12, 2010 at the Santa Clara Convention Center. The 2010 event achieved unprecedented growth with a 40% increase in total attendance and a sold-out exhibit floor.

This year's event was the largest on record, attracting nearly 3,000 registrants from North America, Mexico, South America, Latin America, Europe, the Middle East, Asia, Africa, New Zealand, and Australia—with 41 countries in all. In addition, the conference was supported by nearly 90 sponsors and exhibitors, ranging from equipment and materials suppliers to LED and lighting fixture manufacturers. For the first time the exhibit area included an LED Lighting Pavilion.

Bob Steele, Strategies in Light Conference Co-chair, presented a highly positive market forecast for the high-brightness (HB) LED component market, and commented that we have not seen this type of growth since the earliest days of the HB LED industry. Overall, Steele predicts a 53% surge in the HB LED market for 2010 to a total of \$8.2 billion, and growth to \$20.2 billion by 2014, driven mainly by the market for LCD display backlights and lighting applications.

Strategies in Light 2010 included a separate lighting track to meet the information needs of lighting designers, specifiers, architects and luminaire manufacturers. This track focused on the many issues associated with the use of LEDs in lighting that are of concern to the lighting community. Through real-world examples and frank discussions of the do's and don'ts of LED lighting, attendees gained a better understanding of the realities of LED lighting, now and in the future. Included in the lighting track was a "truth in labeling" session and panel discussion that addressed current questions and concerns regarding the manner in which LED lighting products are marketed and sold.

In conjunction with the lighting track, the conference offered two tutorials on LEDs, including *LED Fundamentals for Lighting Designers and Architects* and *Specifying LED Lighting Fixtures: What Lighting Designers and Specifiers Need to Know*. These tutorials were in addition to pre-conference workshops on designing for LED luminaire reliability, intellectual property, quality of light for LEDs, and selecting drivers for LEDs.

A new Solid-State Lighting Investor Forum for venture capitalists and investment bankers, which was added to the pre-conference schedule, debuted to a *sold-out, standing-room-only* audience. This afforded a unique opportunity for investors to hear presentations from 12 *by-invitation-only* start-up companies that represent broad sectors of the SSL space. It also included a panel discussion of leading VCs well experienced in the SSL sector.

Christine Shaw, Senior Vice President of PennWell's LED & Lighting Media Group including *LEDs Magazine*, Strategies in Light Events, and Strategies Unlimited Market Research attributed the event's explosive growth due to the consistent quality of the content as well as leveraging the unique strength of the LED & Lighting Media Group's print and digital magazines, online communities, market research and related events within the LED and lighting industry. "We anticipate this positive momentum to continue and look forward to our next Strategies in Light HB LED and lighting events in Japan and Europe in September 2010 as well as next year's 2011 event when we return to Santa Clara."

Strategies in Light 2010 provided insight into the rapidly developing markets for LED lighting, backlights for LCD displays, and other major trends in applications, industry structure, government policies, markets, products, and technologies that will affect the industry's future. Featured speakers for the conference's HB LED market track included: Derry Berrigan, Principal, DBLD Sustainable Lighting Design; James Brodrick, Lighting Program Manager, US Department of Energy; and Cary Eskow, Director, Avnet LightSpeed. 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 HB LED market track included Canaccord Adams, CH2M Hill, Philips Lumileds Lighting, Cree, Nichia America, Osram Opto Semiconductors, Teledumens LLC, Lynk Labs Inc., mSilica, Oree, Pacific Northwest National Laboratory, Inventronics, Carclo Technical Plastics, QD Vision, Inc., Bayer Material Science, GrafTech International, and Op-Test.

The featured speaker for the lighting track was Ted Konnerth, President and CEO, Egret Consulting Group, Vindra Bhandarkar, SIL Conference Co-chair and Senior Market Research Analyst at Strategies Unlimited summarized the results of the company's latest market research on solid-state lighting luminaire market trends. Other participating companies and organizations included D&R International; Lightswitch Architectural; Bureau of Consumer Protection at the Federal Trade Commission; Canlyte Philips; Department of Transportation for City of San Jose; Johnson Controls; Gabriel Mackinnon Lighting Design; Luminae Souter Associates, LLC; Bergen School of Architecture; and Philips Lumileds Lighting.

Next year Strategies in Light will be held February 23-25, 2011 in Santa Clara. For further information on Strategies in Light, please contact Luba Hrynyk at lubah@pennwell.com, or visit us online at: www.strategiesinlight.com. For more information on Strategies Unlimited market research and strategic consulting services for the LED and lighting industry, please contact Tim Carli at 650-941-3438, ext. 23 or email at tcarli@strategies-u.com.

PennWell 's LED & Lighting Media Group is comprised of the following:

Strategies in Light Events Worldwide

Strategies in Light is a business-oriented conference and exhibition on high-brightness LEDs and lighting 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 3,000 participants and 90 exhibitors in 2010, 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 (<http://www.sil-ledjapan.com>) attracted over 5,300 registrants in 2009.

Strategies in Light Europe will debut this year in Frankfurt Germany, September 27-29, 2010.

(<http://www.sil-ledeurope.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>).