

# STRATEGIES IN LIGHT CONFERENCE - AT-A-GLANCE

## Tuesday, February 9th

2:00 - 5:00 PM Registration

## Wednesday, February 10th

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 - 1:00 PM Lunch

1:00 - 4:00 PM Tutorial #2: LEDs IN LIGHTING — Specifying LED Lighting Fixtures: What Lighting Designers and Specifiers Need to Know

1:00 - 5:00 PM Workshop #3: HB LED MARKET — Understanding What Quality of Light Means for LEDs

1:00 - 5:00 PM Workshop #4: HB LED MARKET — Selecting Drivers for LED Systems

1:00 - 5:30 PM Solid-State Lighting Investors Forum  
**SEE PAGES 9 -11 FOR COMPLETE SCHEDULE**

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

## Thursday, February 11th

7:00 AM - 7:00 PM Registration

7:15 AM - 8:10 AM Continental Breakfast

### HB LED MARKET TRACK - PLENARY SESSIONS

8:10 - 8:15 AM Welcome and Introduction

8:15 - 9:00 AM High-Brightness LED Market Overview and Forecast

9:00 - 9:30 AM Keynote Address: How SSL Will Change Lighting from a Commodity to an Integral Part of a Building

9:30 - 10:00 AM The 2nd Cycle — A "How to" for Investing in Today's Emerging LED/SSL Trends

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

10:30 - 11:00 AM As Strong as the Weakest Link: Reliability from the LED System Perspective

11:00 - 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 - 1:30 PM Lunch on the Exhibit Floor

### HB LED MARKET TRACK — SESSION 1: EMERGING APPLICATION TRENDS

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

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

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

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

### SESSION 2: HB LED INDUSTRY ISSUES

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

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

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

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

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

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

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

### SESSION 2: TRUTH IN LABELING: LIGHTING FACTS, MARKETING, AND LABELING ISSUES FOR SSL

2:30 - 2:50 PM Separating the Wheat from the Chaff: DOE's Voluntary Labeling Program to Encourage Truth in Advertising

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

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

3:40 - 4:10 PM Government Regulator's Perspective

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

4:30 - 5:00 PM Panel Discussion



## Friday, February 12th

7:30 AM - 1:00 PM	Registration		
7:30 - 8:30 AM	Continental Breakfast		
<b>HB LED MARKET TRACK — SESSION 3: LED TECHNOLOGY TRENDS</b>		<b>LEDs IN LIGHTING TRACK - SESSION 3: ENERGY EFFICIENCY ECONOMICS</b>	
8:30 - 9:00 AM	Quantum Dots for High-Efficiency LED Lighting	8:30 - 9:00 AM	Lighting Controls and LEDs — An Effort to Reduce Energy Use
9:00 - 9:30 AM	Innovative Chip Technology — Enabling the Next Generation of SSL Applications	9:00 - 9:30 AM	Financing Solid State Lighting Projects — ESCOs and Private Sources of Financing
9:30 - 10:00 AM	The Emergence of Planar Illumination: Fundamentals and Prospects	9:30 - 10:00 AM	Beyond ENERGY STAR: What the Lighting Design Industry Needs to Defend Specification Grade Products
10:00 - 10:30 AM	Refreshment Break on the Exhibit Floor		
<b>SESSION 4: TRENDS IN LIGHTING APPLICATIONS</b>		<b>SESSION 4: DESIGNING WITH LEDs: ISSUES AND OPPORTUNITIES</b>	
10:30 - 11:00 AM	Exploiting the Visible Spectrum — Progress and Future	10:30 - 11:00 AM	LEDs: The Good, The Bad, and the Ugly
11:00 - 11:30 AM	Profitably Powering Solid-State Lighting	11:00 - 11:30 AM	LEDs for General Lighting: Examples and Experience in Energy Efficient Lighting
11:30 AM - 12:00 PM	AC LEDs — What a Stupid Idea!	11:30 - 12:00 PM	LEDs and the Quality of Light
12:00 - 1:00 PM	Lunch on the Exhibit Floor		
		12:00 PM	Conference Adjourns
<b>HB LED MARKET TRACK — SESSION 5: SUPPORTING TECHNOLOGY ISSUES FOR SSL</b>			
1:00 - 1:30 PM	Update on Standards for SSL		
1:30 - 2:00 PM	Material Advancements for LED Optics, Diffusers and Reflectors		
2:00 - 2:30 PM	SSL Without Heat Sinks: Dream or Reality?		
2:30 - 3:00 PM	The “Whys” and “Hows” of Production HB-LED Testing		
3:00 PM	Conference Adjourns		

### KEY:

HB LED MARKET CONFERENCE

LEDs IN LIGHTING CONFERENCE

## 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

## 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