



Another Record-Setting Year for Strategies in Light More than 2,000 Registrants in 2009

February 23, 2009 – Santa Clara, CA Strategies Unlimited and PennWell drew record attendance at Strategies in Light, their 10th annual business conference and exhibition on high-brightness LEDs, held February 18-20, 2009 at the Santa Clara Convention Center.

This year's event was the largest to date, attracting more than 2,000 registrants from North America, Latin America, Europe, the Middle East, Asia, Africa, and Australia – 38 countries in all. 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 conference turnout, 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."

For its 10th anniversary, **Strategies in Light** expanded the scope of the conference by adding a separate lighting track to meet the information needs of lighting designers, specifiers and architects. This *standing-room-only* 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 an LED suppliers' panel that addressed the audience's questions and concerns regarding the evolving role of LEDs in lighting.

In conjunction with the lighting track, the conference offered two new 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 standards for solid-state lighting, intellectual property, LED test and measurement, and selecting drivers for LEDs.

Shannon E. Alo-Mendoza, Group Publisher of *LEDs Magazine* and Strategies in Light Events accredited the event's success due to the quality of the content leadership as well as the dynamic exhibitor, sponsor and attendee participation. "We expect this positive momentum to continue and look forward to the next SIL HB LED event in Japan in September 2009 as well as next year's 2010 event when we return to Santa Clara."

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 the conference's HB LED market track included: Michael Cavallo, Domain Director, Lighting for the Clinton Climate Initiative; Frank Bistervels, Senior Director, IP Licensing, Philips Intellectual Property and Standards; and Dan Coyne, Managing Director, Investment Banking, Canaccord Adams. 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 Sandia National Laboratories, the California Energy Commission, Philips Lumileds Lighting, Bridgelux, Pacific Northwest National Laboratory, Osram Opto Semiconductors, Finelite, Cree, CAO Group, LEDON Lighting, Nichia, China Solid-State Lighting Alliance, Republic ITS, Insight Media, Exclara, RPC Photonics, Instrument Systems, and Obducat Technologies.

Featured speakers for the lighting track included James Benya, Principal, Benya Lighting Design and Michael Siminovitch, Director, California Lighting Technology Center. Vindra Bhandarkar, Senior Market Research Analyst at Strategies Unlimited summarized the results of the company's latest market research on LED lighting fixtures. Other participating companies and organizations included *Architectural SSL Magazine*, Derry Berrigan Lighting Design, Illuminart ilq, CRS Electronics, Naomi Miller Lighting Design, io Lighting, and Lutron Electronics. The LED suppliers' panel included representatives from Lumileds, Cree, Nichia and Osram.

Next year Strategies in Light will be held February 10-12, 2010 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 photonics industry, please contact Tim Carli at 650-941-3438, ext. 23 or email at tcarli@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. www.ledsmagazine.com

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