



PennWell's LED and Lighting Media Group Announces HB LED and Lighting Event Strategies in Light Europe, September 28 – 29, 2010 in Frankfurt, Germany

ESSEX, UK - PennWell Corporation, a highly diversified media and information company, recently announced a new high-brightness LED and lighting conference and expo, Strategies in Light Europe, to be held at the Sheraton Frankfurt Hotel & Towers, Conference Center in Frankfurt, Germany.

The new event is the latest conference and expo in the Strategies in Light series, the leading events for the global LED and lighting industry, and joins the flagship Strategies in Light event held every February in Silicon Valley, California, and the LED Japan-Strategies in Light event in Japan.

Strategies in Light Europe will focus on the LED industry supply chain, which results in products such as LED lighting fixtures (luminaires) and replacement lamps; automotive lighting; high-definition LED displays; backlighting for screens in TVs and laptops; and mobile devices, among others.

Discussions will cover LED systems and end products, LED light-engines and modules and the LEDs themselves, as well as critical components such as drivers and controllers, optics, thermal management and test and measurement.

Speakers will focus on issues such as critical challenges and barriers to adoption; regulatory issues and standards; government support and funding; technology updates and roadmaps; financing, and the competitive landscape.

Europe has a robust LED applications environment, ranging from automotive lighting to outdoor signage to solid-state lighting. Moreover, all elements of the HB LED vertical supply chain are represented in Europe, ranging from substrates, to process materials and chemicals, to manufacturing equipment.

Robert Steele, Director of Optoelectronics Programs for Strategies Unlimited, who launched the original Strategies in Light in 2000, said, "Europe accounted for \$1.1 billion or 22% of the world HB LED market in 2008. Europe is home to the world's second largest HB LED supplier, Osram Opto Semiconductors located in Germany, as well as two of the world's largest lighting companies – Philips of the Netherlands and Zumtobel of Austria – which are vertically integrated from LEDs through lighting fixtures."

Strategies in Light, the leading events for the global LED and lighting industry, attracted more than 2,000 attendees at its 2008 flagship event in Santa Clara, CA USA, and the 11th annual event will take place on February 10-12, 2010. The second annual LED Japan Conference & Expo, recently held on September 16 -17, 2009 in Yokohama, Japan, drew more than 5,000 registrants.

Christine Shaw, PennWell's LED and Lighting Media Group Senior Vice President and Group Publisher, said, "The addition of Strategies in Light Europe reflects the trends in the marketplace. LED products have become increasingly widespread affecting a broad spectrum of markets which are impacting every aspect of our lives. Strategies in Light Europe will continue to focus on these exciting new products and technologies."

In addition to gaining in-depth information about the newest products and technologies that are impacting the market, conference attendees will hear from the key decision makers in the buying process, and participate in important strategic discussions.

“Whether you are a supplier, an LED manufacturer trying to reach new customers, a designer looking for new product information, or a buyer exploring the latest technologies, Strategies in Light Europe can help achieve your objectives,” said Paul Sweeney, International Event Director for Strategies in Light Europe.

For more information on sponsoring or exhibiting at Strategies in Light Europe, contact Paul Sweeney at the UK office at +44 1992 656 623, or psweeney@pennwell.com; Germany/Austria Office: contact Holger Gerisch, Sales Manager at +49-8801-302430, or holgerg@pennwell.com; USA Office: contact Tim Carli, Sales Manager, +1 650-941-3438 ext. 23, or tcarli@strategies-u.com. For more information on attending Strategies in Light Europe, contact Luba Hrynyk at lubah@pennwell.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 2,700 registrants - including more than 60 exhibiting companies in its inaugural year.

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

Strategies Unlimited:

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:

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