Solid State Lighting Update:
Business Opportunities and Innovation

Date: Wednesday, December 15th, 2010, 08:30am – 11:30am
Location: Garden Court Hotel @ 520 Cowper St. in Palo Alto, CA
Format: Panel discussion with moderator and selected attendees

Program:
The Solid State Lighting market has once again promised exponential growth with researchers estimating the LED market to hit 1.3 billion by 2013 (source). At Agrion’s Solid State Lighting conference in April, we highlighted the efficiency and performance of LEDs and funding programs available to help these booming technology companies. On December 15th, we will revisit the conversation to discuss the rise in the LED market and their breakthroughs in the commercial and consumer sectors. Advancements in color consistency, dimming, fixtures, and LED architecture as well as building integration are all driving the industry forward. Join us as we delve into the new LED technology, business opportunities, and market.

08:30am: Reception, Networking and Continental Breakfast
08:50am: Welcome and Introduction
09:00am: Panel Discussion Begins

1. Technological Innovation
   ▶ LED and OLED Performance, Efficacy and Brightness
   ▶ How has the lighting design community influenced technological innovation in LEDs such as color consistency, dimming ability, and other important features in the indoor LED market?
   ▶ Have technology advancements led to greater cost-competitiveness, allowing for more gains in market share?

2. Business Opportunities and Networked Lighting
   ▶ A large segment of the Solid State Lighting market is made up of fixtures, powering, light distribution, architecture, etc. Which of these areas are being spearheaded and integrated into LED technology companies in order to optimize the solid state lighting market?
   ▶ Or rather, are specific markets within the lighting sector collaborating and innovating within light fixtures, LEDs, networked systems, lighting design, etc. and partnering to create an end solid state lighting product?
   ▶ What might this value and technology chain look like?
   ▶ What is the ROI for LED retrofits and networked lighting?

3. Market Growth
   ▶ How has the SSL market and its expansion from LED diodes to networked lighting increased the market size?
   ▶ What marketing tactics have been employed for the SSL sector? Have they been effective?
   ▶ As the United States is able to benefit from cheaper manufacturing costs in China while capitalizing on our strengths in energy management software, are we posed to win the networked lighting market?

10:30am: End of Panel Discussion: Q&A, Networking
11:30am: End of Conference

Registration:
Log in to www.agrion.org or create a new profile. Register directly in the section of the program. Please contact ashley.harris@agrion.org for any further questions.