



Where the Electronics Industry Connects

SPOTLIGHT ON:
Solid-State Lighting

An Emerging Technologies Program at EDS 2009



MAY 12-14, 2009

TECHNOLOGY CONFERENCE:
Wednesday afternoon May 13 to Thursday morning May 14

**LAS VEGAS
NEVADA, USA**

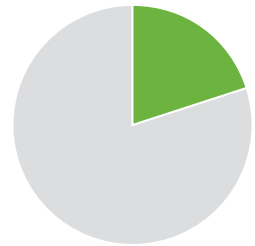
PARIS/BALLY'S
HOTEL COMPLEX

“Just as it is important for a distributor to know their clients and market, it is also vital to understand the state of technology and where the direction of development is going. Solid-State lighting is poised to change the world, or at least the way we illuminate it, and LEDs are at the vanguard. In addition, LEDs are also behind the latest breakthroughs in high-definition televisions and projectors, the leaders in consumer technology spending. The SSL conference will examine where LEDs are currently being used, where they are going, and how you can profit from it.”

– Alix Paultre,
Editor-in-Chief, ECN and
Director of Business
Development, Advantage
Media

What does solid-state lighting mean to us?

Semiconductor-based lighting could reduce the current energy consumed by lighting in half, according to the U.S. Department of Energy. Lighting accounts for about one-fifth of all electricity used in the United States. Replacing traditional lighting technologies in the average household and workplace could result in \$98B in energy savings by 2020.



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Recognizing the unique role that the electronic components channel plays in the evolving solid state lighting industry, EDS is expanding the 2009 conference to include a focus on solid state lighting technology that promises to advance the interaction between component manufacturers, distributors and sales representatives. No existing trade show servicing the solid state lighting industry offers the unique and synergistic venue that EDS provides by coordinating all levels of the electronics supply chain.

Marketing this technology successfully will require a new set of strategies and tools. EDS 2009 is focusing on this emerging technology to help sales channel participants be competitive in the years to come.



The SSL Product Showcase



The Solid State Lighting Product Showcase, located on the show floor, will be open from Tuesday through Thursday. The product showcase is an opportunity for manufacturers, designers, and technology integrators — along with distributors and reps, to see new technologies, product demonstrations, and schedule future meetings. It will allow participants to learn more about new products available in this market and determine how they may complement existing product lines in inventory. The SSL Product Showcase offers added value to both participants and visitors by educating and informing the industry on an emerging technology and how it can expand future business. Just \$250 for current manufacturers participating in EDS and \$750 for companies that will only participate in the SSL Product Showcase area.

The SSL Conference



Solid state lighting represents one of the fastest-growing areas in electronics today, and EDS will expand its role as the primary networking venue for the electronics industry to feature the value of this emerging technology. The solid-state lighting conference will also demonstrate how companies can participate in this industry by complementing their current product lines and expanding their businesses.

Conference panels and presentations are designed to educate distributors, reps and other EDS participants on how these products integrate into new product designs, as well as on the new product and marketing opportunities that solid-state lighting technology offers. The SSL Conference is included as part of the general EDS registration fee; there is no additional cost.



Wednesday, May 13th

4:00 p.m.
to 5:00 p.m.

Prospects and Challenges for Solid-State Lighting

Bob Steele, Strategies Unlimited

LEDs have penetrated a variety of niche lighting applications and are beginning to be used in several white-light applications that could be considered part of the general illumination market. The niche markets for colored, directional, and low light applications, such as exit lights and machine vision, are mature. Some penetration of the general lighting market is beginning (e.g., retail display, commercial and industrial, residential lighting), and LED-based flashlights have broken into the larger consumer markets. However, as LED performance improves and prices continue to decline, the range of addressable lighting applications will expand to include a wider array of general illumination applications. This presentation will address the market opportunities, as well as the challenges, for LEDs as they begin to penetrate the market for general illumination.



Thursday, May 14th

9:00 a.m.
to 10:00 a.m.

Technology Seminar: Realities of SSL Designs

Moderator: Alix Paultre, Editor-in-chief, ECN

Robert Taber, President of Optek Technology

Ron Flores, President of International Engineered Products Corp.

Jordi Torreadell, Director of Engineering, Recom-Power

The panel will discuss the breadth of applications involving solid-state lighting from a design and applications perspective. Recent advances in solid-state lighting and the wide variety of applications in which it is now implemented will be highlighted.

10:00 a.m.
to 11:00 a.m.

Technology Seminar: LED Market Potential

Tom Shottes, President and CEO, OSRAM Opto Semiconductors

The LED lighting market is experiencing tremendous growth and generating strong interest from contractors and end-users alike.

White LEDs are established in current

applications such as automotive and consumer

electronics. They offer pioneering opportunities in the general

lighting market sector. As North American President and CEO of

one of the largest LED manufacturers and a key supplier to the

industry, Mr. Shottes offers his vision of the future.



11:00 a.m.
to 12:00 p.m.

Lessons From the Trenches – A Panel Discussion

Moderator: Alix Paultre, Editor-in-Chief, ECN

Cary Eskow, Director Avnet LightSpeed; Bob Sagebiel, Technical

Marketing Manager– Lighting, Arrow Electronics; Jamie

Singerman, Vice President, Future Electronics; Ron Weber,

Manager Business Development, Tyco Electronics

The panel will discuss the wide range of design and application “surprises” that have contributed to the learning process associated with adopting a new technology to an established application.