



Where the Electronics Industry Connects

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EDS offers unique venue for LED and supporting device manufacturers, reps, distributors...

EDS EXPANDS TO INCLUDE FOCUS ON SUPPLY CHANNEL FOR EMERGING SOLID STATE LIGHTING INDUSTRY

CHICAGO (October 22, 2008) — Recognizing the unique role that the electronics channel can play in developing the supply chain for the evolving lighting industry, EDS is planning to expand its annual conference to include a focus on solid state lighting technology that promises to advance the interaction between component manufacturers, sales representatives and distributors. The annual EDS conference is scheduled for May 12 – 14, 2009 at the Paris/Bally's Hotel complex in Las Vegas.

EDS management in cooperation with NEDA, the National Electronic Distributors Association, conducted a market research analysis of the role EDS could play in integrating the emerging supply chain for solid state lighting with the existing networks in the electronics industry. The study indicated that although certain trade shows service the solid state lighting industry, none offers the unique and synergistic venue that EDS provides by coordinating all levels of the electronics supply chain.

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EDS EXPANDS TO INCLUDE FOCUS ON SOLID STATE LIGHTING SUPPLY CHAIN, PG. 2

“In addition to its traditional role as the primary networking venue for the overall electronics industry, EDS offers a number of benefits for LED manufacturers, as well as for suppliers of complementary products, such as inverters, thermal management solutions or LED driver ICs, and integrators of solid state lighting technologies,” said Gerald M. Newman, executive vice president. “Many leading electronics manufacturers and distributors already attend EDS, making it ideal for increased interaction with all the potential players in the solid state lighting channel.”

As part of its expanded focus on solid state lighting, the EDS conference will host a Solid State Lighting Applications showcase as part of the exhibition show floor. Manufacturers of LEDs and supporting components, solid state lighting designers, technology integrators, as well as distributors specializing in the LED market, will be invited to display new technologies, conduct product demonstrations, and hold seminars to exchange information.

EDS has served as the premier conference and networking event for the electronic distribution supply chain since 1937, bringing together top-level executives and decision makers from the industry’s leading manufacturers, distributors and representatives of passive components, interconnects and electromechanical products. According to recent estimates, more than \$50 billion worth of electronic components are sold through distributors in North America each year.

EDS is operated on a non-profit basis under the sponsorship of the Electronic Components, Materials & Assemblies Association (ECA), the Electronic Representatives Association (ERA) and the National Electronic Distributors Association (NEDA). For more information about EDS 2009, please visit www.edsconnects.com, call +1-312-648-1140, or mail: 222 S. Riverside Plaza, Suite 2160, Chicago, IL, USA 60606.

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