

Strategies in Light® Europe

Register by 30
September for
major savings
on delegate
fees

Co-located with:



**FREE
EXHIBITION
ENTRY**

23 - 24 NOVEMBER 2016

ExCeL | LONDON | U.K

WWW.SILEUROPE.COM

#SILEUROPE

**CONFERENCE
& EXHIBITION
GUIDE**

**AN EXCLUSIVE LOOK AT THE 2016
CONFERENCE PROGRAMME**

Owned and Produced by:



Presented by:



Supported by:



Events:

Strategies in Light.



STRATEGIES IN LIGHT EUROPE

02	THANK YOU TO OUR SPONSORS AND SUPPORTERS	22	EXHIBITING AT STRATEGIES IN LIGHT EUROPE
03	WELCOME	23	COST TO EXHIBIT/CONTACTS
04	SCHEDULE OF EVENTS	24	FLOORPLAN AND EXHIBITOR LIST
05	ADVISORY BOARD	28	LED-CONNECT / INTERACTIVE FLOOR PLAN
06	CONFERENCE GRID	29	SOCIAL MEDIA
08	CONFERENCE PROGRAMME	30	HOW TO GET TO THE VENUE
16	REGISTER NOW	31	REGISTRATION FORM
17	EVENT OVERVIEW		

The PennWell LED and Lighting Network extends its thanks to the following organisations who have lent their generous support to Strategies in Light Europe.

To learn how you can sponsor an activity at Strategies in Light Europe, please contact your local sales representative on page 23.

Owned & Produced by: **PennWell®** Presented by: **Strategies Unlimited®** Supported by: **LEDs MAGAZINE**

Co-located Events **LUX live 2016** **lightspace dot london 2016**

SPONSORS:

Literature Distribution:



SUPPORTING ASSOCIATIONS:



MEDIA PARTNERS:



WELCOME



Dear Colleagues,

On behalf of Pennwell Corporation and Strategies Unlimited I would like to welcome you to Strategies in Light Europe 2016. This is the seventh iteration of the show, and my first as the Chair of the conference. Last year was the first time we co-located the show with LuxLive, one of the premier lighting trade shows in Europe, and I am very excited to keep up with the momentum of last year's successful partnership.

As you all know, the landscape of the industry is currently experiencing tremendous change. Not only have LED technologies made their way into the mainstream, but connected smart lighting technologies are the new "unknown" of the market that is causing shifts in not only how we perceive and think about light, but also how we go about the business of lighting. This new paradigm has required us to re-think the content of SIL Europe to keep the show at the forefront of the industry.

In order to keep up with these changes, the Strategies In Light Advisory Board has created an exciting new theme for this year's conference, which is divided into two tracks: 1. Dealing with A Disrupted Lighting Market, which will cover topics pertinent to the disruptive changes the industry is facing today; and 2. The Future of Lighting, which will focus more on topics that will affect the lighting industry in the future. To cover these topics, the Board and I have come up with dynamic sessions and a world-class lineup of speakers.

The Keynote and Plenary Sessions will feature top executives from OSRAM, Current by GE, The Green Investment Bank, Lighting Europe and REVO Media, and a review and forecast of the LED and lighting industry from Strategies Unlimited. Following the Keynote and Plenary sessions we will continue with the two tracks where we will cover key topics affecting the industry including: The hidden benefits of connected lighting, connected lighting and data collection, network security, new lighting business models, horticultural and agricultural lighting, and human centric lighting.

We are very excited about SIL Europe this year and learning more about how our market continues to change. I look forward to seeing all of you in London!

Philip Smallwood

Director of LED & Lighting Research,
Strategies Unlimited,
United States

SCHEDULE OF EVENTS

SUNDAY, 20
NOVEMBER
2016

Access for Space only stands over 70m2 08.00 – 20.00
Access for Space only stands 12.00 – 20.00

MONDAY, 21
NOVEMBER
2016

Access for Space only stands 08.00 – 20.00

TUESDAY, 22
NOVEMBER
2016

Access for Space and Shell Scheme stands 08.00 – 22.00
Registration 08.00 – 18:00

WEDNESDAY,
23 NOVEMBER
2016

Registration 08.00 – 21.00
Opening Keynote Session 09.10 – 10.40
Exhibition Floor Open 09.00 – 21.00
Delegate Coffee Break 10.40 – 11.00
Plenary Session 11.00 – 12.30
Delegate Lunch 12.30 – 13.30
Conference Sessions 13.30 – 17.00
Delegate Coffee Break 15.00 – 15.30

THURSDAY, 24
NOVEMBER
2016

Registration 08.00 – 17.00
Exhibition Floor Open 09.00 – 17.00
Conference Sessions 09.10 – 12.30
Delegate Coffee Break 10.40 – 11.00
Delegate Lunch 12.30 – 13.30
Conference Sessions & Conference Adjourns 13.30 – 15.00
All Exhibitor Dismantle 18.00 – 22.00

FRIDAY, 25
NOVEMBER
2016

All Exhibitor Dismantle 08.00 – 20.00

ADVISORY BOARD

2016 CONFERENCE CHAIRS:



Shonika Vijay
Analyst & Co-Chair
Strategies Unlimited, USA



Philip Smallwood
Director of LED & Lighting Research
Strategies Unlimited, USA

ADVISORY BOARD COMMITTEE 2016



Eoin Billings
Founding Director
Billings Jackson Design
UK



Aninda Dasgupta
Vice President and Global Head of Marketing &
Strategy, LED Lamps & Systems / Digital Systems
OSRAM
Germany



Dan Doxsee
Deputy Managing Director
Nichia Chemical Europe GmbH
Germany



Nick Farraway
Vice President & General Manager
Cree
UK



Ash Gupta
Managing Partner
The Gupta Partnership
UK



Zoltan Koltai
EMEA Technology Director
GE Lighting
Hungary



Michael Kramer
Managing Director
LED Linear GmbH
Germany



Verena Rathjen
CEO of Business Segment 'New Business' Trade
luminaires / Smart home
LEDVANCE
Germany



Gordon Routledge
Chairman & Publisher
Revo Media
UK



Neil Salt
Managing Director, IoT Division
Aurora
UK



Christian Schraft
President
Havells-Sylvania
UK



Robert Steele
Consultant
Strategies Unlimited
USA



Maury Wright
Editor in Chief
LEDs Magazine
USA

CONFERENCE PROGRAMME AT A GLANCE

Wednesday 23 November 2016							
09:10 - 10:40		Keynote Session					
		IoT in lighting – Is there a path to mass adoption and monetization? Geert van der Meer, Senior Vice President & CEO Business Unit Digital Systems, OSRAM, Germany Bill Rogers, Head of Strategy, The Green Investment Bank, United Kingdom Zoltan Vamos, GM of Controls at Current, powered by GE, GE Lighting, Hungary					
10:40 - 11:00		Delegate Coffee Break					
11:00 - 12:30		Plenary Session					
		Strategic Roadmap 2025 – the role of Lighting Europe in shaping key growth drivers Diederik de Stoppelaar, Secretary General, LightingEurope, Belgium Gordon Routledge, Chairman & Publisher, Revo Media, United Kingdom Philip Smallwood, Director of LED & Lighting Research, Strategies Unlimited, United States					
12:30 - 13:30		Delegate Lunch					
Track 1: Dealing with a Disrupted Lighting Market			Track 2: The Future of Lighting				
13:30 - 15:00		Session 1: The Technology Roadmap		13:30 - 15:00		Session 1: The Future of Lighting	
	13:30 - 14:00	The Application of GaN on Silicon LED Technology to High Performance Lighting Latest Developments and Trends Keith Strickland, Chief Technology Officer, Plessey Semiconductors Ltd, United Kingdom			13:30 - 14:00	What You Don't Know About Connected Lighting Kaynam Hedayat, Head Product Management and Marketing, Digital Lumens, United States	
	14:00 - 14:30	Is There Room for OLED Lighting? Norman Bardsley, President, Bardsley Consulting, United States			14:00 - 14:30	Smart Lighting, Smart Home, Smart Building and the Internet of Things: A Case Study with KNX Joost Demarest, CFO & CTO, KNX, Belgium	
	14:30 - 15:00	Why the Smart Money is on Laser Light John Peek, Senior Advisor, Soraalaser, United States			14:30 - 15:00	Title to be Confirmed Verena Rathjen, CEO of Business Segment 'New Business' Trade luminaires/ Smart home, LEDVANCE, Germany	
15:00 - 15:30		Delegate Coffee Break					
15:30 - 17:00		Session 2: The Markets and Prices Roadmap		15:30 - 17:00		Session 2: Lighting and the Evolving Smart City	
	15:30 - 16:00	Packaged LEDs Evolve to Serve Specific Lighting Applications Maury Wright, Editor in Chief, LEDs Magazine, United States			15:30 - 16:00	Case Study: Delivering Smart City Projects with Connected Streetlight Networks Will Gibson, Executive Director, Telensa Ltd, United Kingdom	
	16:00 - 16:30	Where is the Lighting Market Headed? Philip Smallwood, Director of LED & Lighting Research, Strategies Unlimited, United States			16:00 - 16:30	Smart cities - The Future of Urban Lighting? Matthias Fiegler, Smart City Vertical Strategy Manager, OSRAM, Germany	
	16:30 - 17:00	Shonika Vijay, Analyst, Strategies Unlimited, United States			16:30 - 17:00	Smart Cities, Smart Buildings and the Impact on the Lighting Industry James McKenzie, CEO, PhotonStar LED Group, United Kingdom	
17:00 - 19:00		VIP Networking Reception					

CONFERENCE PROGRAMME AT A GLANCE

Thursday 24 November 2016					
Track 1: Dealing with a Disrupted Lighting Market			Track 1: The Future of Lighting		
09:10 - 10:40	Session 3: Data Revolution		09:10 - 10:40	Session 3: Lighting Communications Panel	
	09:10 - 09:40	The Eye in the Sky: The Breadth of Sensing we can expect in our Built Spaces, and how to make it happen Tom Griffiths, Senior Marketing Manager, AMS-TAOS, United States		09:10 - 09:25	DALI2- The Protocol for a New Generation Karsten Heinrich, CEO, Lichtvision Engineering GmbH, Germany
	09:40 - 10:10	Lighting's Role in the Big Data Future Simon Coombes, CTO, GOOEE, United Kingdom		09:25 - 09:40	Connected Lighting Under the Hood and the Technology that'll Make it Work Chris Federspiel, Director, The Thread Group, United States
	10:10 - 10:40	Speaker to be confirmed		09:40 - 09:55	Why the Bluetooth Mesh Standard is a Game Changer for Commercial Lighting Rafal Han, CEO, Silvair, United States
		09:55 - 10:10		The Third Way: Powerline Communications Comes of Age for Retrofit LED Lighting Controls Andy Heaton, CEO, enModus Ltd, United Kingdom	
			10:10 - 10:40	Q&A + Discussion	
10:40 - 11:00 Delegate Coffee Break					
11:00 - 12:30	Session 4: Security		11:00 - 12:30	Session 4: New Business Approaches	
	11:00 - 11:30	Security Best Practices for Network Powered Lighting Within Enterprises John Baekelmans, CTO, Cisco, United Kingdom		11:00 - 11:30	From Product to Platform - Bringing Lighting Manufacturers into the Age of Disintermediation Florian Schaubach, Executive Vice President Marketing, LED iBond A/S, Denmark
	11:30 - 12:00	Secure Low Power Wireless Communication for Smart Lighting Luca Lo Coco, Marketing Director, NXP Semiconductors, France		11:30 - 12:00	Supplier-Independent Lighting as a Service - the Offer Clients Can't Refuse Kaspars Osis, Chairman of the Board, RCG Lighthouse, Latvia
	12:00 - 12:30	Why LiFi is More Secure Tom Van den Bussche, President, Toric, France		12:00 - 12:30	The OEM Opportunity to Build New Customer Relationships in Lighting Ash Gupta, Managing Director, Gupta Smart Energy, United Kingdom
12:30 - 13:30 Delegate Lunch					
13:30 - 15:00	Session 5: Emerging Markets: Horticulture		13:30 - 15:00	Session 5: Lighting and its effect on Human Biology	
	13:30 - 14:00	The Horticultural Renaissance David Bajorins, Director of Operations, CSA Group, United States		13:30 - 14:00	Can You REALLY Design Human Centric Lighting? Dieter Lang, Principal Key Expert Research, OSRAM GmbH, Germany
	14:00 - 14:30	Lessons in Design of Luminaires for Animal Farming Oliver Glade, Director of Business Development, Watt24 GmbH, Germany		14:00 - 14:30	Killer App: Lighting for the REHABILITATED Workplace Shane Cohen, Global Director of Lighting, Humanscale Corp, Israel
	14:30 - 15:00	Best Practice and Potential Pitfalls Phytolux Steve Edwards, SSL Fixtures Product Line Director, Phytolux, United Kingdom		14:30 - 15:00	Human Centric Lighting in Offices Bianca van Der Zande, Senior Scientist, Philips Research, The Netherlands
15:00 Conference Adjourns					

Wednesday 23 November



09:10 - 10:40 KEYNOTE SESSION



Chair: Philip Smallwood, Director of LED & Lighting Research, Strategies Unlimited, United States

Philip Smallwood is the Research Director for the LEDs and Lighting Group at Strategies Unlimited, where he oversees the creation and completion of the group's market research reports and is the author of several of the groups worldwide lighting reports. He has been invited to speak at several lighting and LED events in the US and Europe and was quoted in several international periodicals, including The Economist, The New York Times, and The Wall Street Journal. Prior to joining Strategies Unlimited, he was the lead lighting analyst at IHS and author of the 2011 and 2012 Lighting reports. He conducted extensive research on the global lamp and luminaire markets with a particular interest in the effect LEDs are having on incumbent technologies.



Bill Rogers, Head of Strategy, The Green Investment Bank, United Kingdom

Bill Rogers has a dual role at the Green Investment Bank. As Head of Strategy he is responsible for the Green Investment Bank's corporate and investment strategy. As Managing Director of Energy Efficiency and Onshore Renewable sectors, he is responsible for the bank's investment activities in these areas. Prior to joining the Green Investment Bank, he spent 16 years in private equity and the energy sector including senior roles at Hudson, Candover and McKinsey



IoT in Lighting – Is there a Path to Mass Adoption and Monetization?

Geert van der Meer, Senior Vice President & CEO Business Unit Digital Systems, OSRAM, Germany

Education: PhD in physics and chemistry at Leiden University in 1992
Role and responsibility in current function:
CEO Business Unit Digital Systems
The BU DS is one of four Business Units of OSRAM. The BU DS globally develops, produces and sells globally a portfolio of SSL components (LED light engines, LED drivers), Light Management Systems (Controls and related building management software / Encelium), primarily to lighting fixture manufacturers and to projects.

Previous functions and experience:
Light and Energy have played a central role in my career. After finalizing my PhD on laser technology, I worked 11 years at Philips Lighting in different Management Functions.



Zoltan Vamos, GM of Controls Engineering, Current, powered by GE, Hungary

10:40 - 11:00 Delegate Coffee Break



11:00 - 12:30 PLENARY SESSION

Strategic Roadmap 2025 – the role of Lighting Europe in shaping key growth drivers



Diederik de Stoppelaar, Secretary General, Lighting Europe, Belgium

Mr. Diederik de Stoppelaar is the Secretary General of LightingEurope, the association of the European lighting industry. His aim is to drive the growth of the European lighting industry while maintaining its leadership in energy efficiency and sustainability. He focuses on digitalized lighting for information and well-being. Diederik was a key task force member in developing the Strategic Roadmap 2025. In this vision, ledification, intelligent lighting systems and human centric lighting contribute to the growing value of light to society and are based on a circular economy. Diederik was also instrumental in the founding of LightingEurope and served as Treasurer from 2011-2013.

His international career spans more than 30 years in lighting. He entered the lighting industry with various management positions at Philips Lighting where he worked for 21 years. Following responsibilities were as Chief Marketing Officer with Thorn Lighting and Regional Commercial Director with Zumtobel. For Lutron he was Vice President for Sales in EMEA and for GE Lighting he worked as Global General Manager for the Vertical Outdoor. As board member of Eucolight, Diederik sees the chance to share his Brussels and longtime market experience.



Gordon Routledge, Chairman & Publisher, Revo Media, United Kingdom

Gordon Routledge is co-founder of Revo Media Partners Ltd and has over 17 years' experience in the lighting industry gained in a wide variety of leadership roles. In 2001, he founded Lumidrive, a pioneering company in the use of high powered LEDs for illumination applications which he led until its acquisition by Dialight PLC in 2006. Gordon then developed and led the global lighting business unit. In 2009 he established an independent consultancy to provide technical, engineering and business development services to a wide range of companies within the lighting sector ranging from high tech start-ups to publicly traded companies. He studied electrical and electronic engineering and is a chartered Engineer and member of the Institute of Directors. Gordon is a serial entrepreneur and innovator and is inventor and co-inventor on 11 patents.



Philip Smallwood, Director of LED & Lighting Research, Strategies Unlimited, United States

Philip Smallwood is the Research Director for the LEDs and Lighting Group at Strategies Unlimited, where he oversees the creation and completion of the group's market research reports and is the author of several of the groups worldwide lighting reports. He has been invited to speak at several lighting and LED events in the US and Europe and was quoted in several international periodicals, including The Economist, The New York Times, and The Wall Street Journal. Prior to joining Strategies Unlimited, he was the lead lighting analyst at IHS and author of the 2011 and 2012 Lighting reports. He conducted extensive research on the global lamp and luminaire markets with a particular interest in the effect LEDs are having on incumbent technologies.

12:30 – 13:30 Delegate Lunch

TRACK 1 - DEALING WITH A DISRUPTED LIGHTING MARKET



13:30 - 15:00 SESSION 1 - THE TECHNOLOGY ROADMAP



13:30 - 14:00 The Application of GaN on Silicon LED Technology to High Performance Lighting – Latest Developments and Trends

Dr. Keith Strickland, CTO, Plessey Semiconductors Ltd, United Kingdom

Keith Strickland has over 20 years experience in senior technical roles in the semiconductor industry.

He holds a Bachelor of Science Honours degree in Physics and Electronics (1987), Masters of Science degree in Semiconductor Devices (1988) and a Ph.D. in Solid State Physics (1992) from the University of Lancaster in the UK. Keith has been instrumental in defining Plessey's roadmap and strategy in SSL.



14:00 - 14:30 Is There Room for OLED Lighting?

Dr. Norman Bardsley, President, Bardsley Consulting, United States

J. Norman Bardsley, PhD., consults for industry, government and academia on displays and solid-state lighting. He served as Professor of Physics at the University of Pittsburgh, Strategic Business Development Manager at Lawrence Livermore National Laboratory, Director of Roadmaps and Standards at the US Display Consortium and Director of Display Technology for DisplaySearch. Norman is a co-author of the SSL R&D Plan for the US DOE and acts as chief analyst for the International SSL Alliance.



14:30 - 15:00 Why the Smart Money is on Laser Light

John Peek, Senior Advisor, Sora Laser, United States

John Peek was Manager of New Lighting Technologies / Strategy & Innovation for Philips Lighting, and worked 21 years for Philips Lighting in Automotive and other sectors. He is an R&D professional who specialized at bringing innovation to the marketplace. He currently is Senior Advisor to SoraLaser, working in the area of business development for SoraLaser's laser light sources.

15:00 - 15:30 Delegate Coffee Break



15:30 - 17:00 SESSION 2 - THE MARKET AND PRICES ROADMAP



15:30 - 16:00 Packaged LEDs Evolve to Serve Specific Lighting Applications

Maury Wright, Editor in Chief, LEDs Magazine, United States

Maury Wright is an electronics engineer turned technology journalist, who has focused specifically on the LED and lighting industry for the past five years. He has broad experience in technology areas ranging from microprocessors to digital media to wireless networks, which he gained over 30 years in the trade press. Maury has experience running global editorial operations and has been instrumental in launching publication websites going back to the earliest days of the Internet. Maury has won numerous industry awards including multiple ASBPE national awards.

CONFERENCE PROGRAMME



16:00 - 17:00 Packaged LEDs Evolve to Serve Specific Lighting Applications

Philip Smallwood, Director of LED & Lighting Research, Strategies Unlimited, United States

Philip Smallwood is the Research Director for the LEDs and Lighting Group at Strategies Unlimited, where he oversees the creation and completion of the group's market research reports and is the author of several of the groups worldwide lighting reports. He has been invited to speak at several lighting and LED events in the US and Europe and was quoted in several international periodicals, including The Economist, The New York Times, and The Wall Street Journal. Prior to joining Strategies Unlimited, he was the lead lighting analyst at IHS and author of the 2011 and 2012 Lighting reports. He conducted extensive research on the global lamp and luminaire markets with a particular interest in the effect LEDs are having on incumbent technologies.



Shonika Vijay, Analyst, Strategies Unlimited, United States

Shonika Vijay is the analyst for the outdoor and replacement LED market at Strategies Unlimited. She was a consultant in energy efficiency with ADM Associates and DNV KEMA. She conducted evaluation, measurement and verification for utility and state sponsored energy efficiency programs and studies. She completed her Bachelors in Engineering from University of Davis, California.



14:00 - 14:30 Smart Lighting, Smart Home, Smart Building and the Internet of Things: A Case Study with KNX

Joost Demarest, CFO & CTO, KNX, The Netherlands

Joost Demarest has been a:

- certification assistant since 1992 for EIB (European Installation Bus) products, forerunner of KNX
- nominated CTO/CFO at KNX since 2006
- member of KNX Executive Board, Technical Board, Certification and Interworking Group
- member of several international standardization meetings on smart home/building/metering (IEC TC 205, CEN TC247, CEN TC 294, ISO TC 205)



14:30 - 15:00 Title to be Confirmed
Verena Rathjen, CEO of Business Segment, 'New Business', Trade luminaires/Smart home, LEDVANCE, Germany

15:00 – 15:30 Delegate Coffee Break



15:30 - 17:00 SESSION 2 - LIGHTING AND THE EVOLVING SMART CITY



15:30 - 16:00 Case Study: Delivering Smart City Projects with Connected Streetlight Networks
Will Gibson, Executive Director, Telensa Ltd, United Kingdom

Will Gibson has amassed more than 25 years' experience managing and founding technology companies. In 1991 he founded Transmit International, a fax broadcast services company, sold to Xpedite Systems in 1995. After a period in the venture capital industry, he founded and was Managing Director of Radiant Networks growing it to 130 people and raising £35m in venture funding. He founded Telensa with Tim Jackson in 2005. Will was educated at Oxford University.

CONFERENCE PROGRAMME



16:00 - 16:30 Smart Cities, Smart Buildings and the Impact on the Lighting Industry

Dr. James McKenzie, CEO, PhotonStar LED Group plc, United Kingdom

James McKenzie- Co-founder of PhotonStar LED Group plc, and member of the UK Lighting Industry Federation Technical Committee. James not only has an excellent technical knowledge with a strong background in LEDs, but also through his involvement with the Lighting Industry Federation has knowledge and some influence over new legislation and guidelines. James is an experienced presenter and has previously lectured at Brunel University. James routinely presents at SEPNET, Cleantech investors forum, EuroLEDs and others covering a broad range from photonics technology, green investment and lighting.



16:30 – 17:00 Smart Cities - The Future of Urban Lighting

Matthias Fiegler, Smart City Vertical Strategy Manager, OSRAM, Germany

15+ Years of international experience across several industries in Product Management, Business Strategy and Application Engineering. Matthias orchestrates the planning process for the Vertical Markets Segment "Smart City", defines the product portfolio and go-to-market strategy whilst monitoring implementation and execution. He also runs portfolio gap analysis and drive completion of the solution offering by means of internal portfolio measures, strategic partnerships, and M&A.

TRACK 2- THE FUTURE OF LIGHTING



13:30 - 15:00 SESSION 1 - THE FUTURE OF LIGHTING



13:30 - 14:00 What You Don't Know About Connected Lighting

Kaynam Hedayat, Head Product Management and Marketing, Digital Lumens, United States

Kaynam Hedayat leads product management and marketing for Digital Lumens, where he is focused on expanding the company's product and service offerings. Kaynam joined Digital Lumens from wireless power leader WiTricity, where he served as the Vice President of Product Management and Marketing, responsible for defining and driving product strategy. He is also author of several standards in the area of computer networks and service assurance, and holds 9 patents.



Thursday 24 November

TRACK 1 - DEALING WITH A DISRUPTED LIGHTING MARKET



09:10 - 10:40 SESSION 3 - THE DATA REVOLUTION



09:10 - 9:40 The Eye in the Sky: The Breadth of Sensing we can expect in our Built Spaces, and how to make it happen

Tom Griffiths, Senior Marketing Manager, AMS-TAOS, United States

Tom Griffiths is Senior Marketing Manager for Sensor Driven Lighting at ams AG. He has spent the last 16 years as a strategic consultant, communicator and evangelist immersed in LEDs, LED lighting, and the associated markets, including his roles as the founder and publisher of well-recognized industry publications LIGHTimes, Solid State Lighting Design and CompoundSemi Online. Tom's background prior to those successful endeavors included 15 years of staff level marketing and sales management within the board level embedded computer industry. He holds BA and MA degrees in Economics from the University of California.



09:40 - 10:10 Lighting's Role in the Big Data Future
Simon Coombes, CTO, GOOEE, United Kingdom

Simon co-founded Gooee & serves as Chief Technology Officer, responsible for architecting and designing all layers of the Gooee operating platform and leads the engineering teams based out of San Francisco and London.

Simon has been a passionate technologist and maker from an early age and has built up skills across a wide range of development, software engineering and prototyping principles. He is very familiar with a wide range of development frameworks and languages, and has a solid understanding of web and mobile architecture, cloud infrastructure and interoperability.

Before joining Gooee, Simon worked at Aurora Lighting from 2010 in the capacity of Group Technology Director and led the Business Systems, IT and Technology teams where he oversaw various enterprise scale projects. Prior to Aurora, Simon was a Software Engineer & Consultant serving the Financial, Military, Publishing and Distribution sectors.

10:10 - 10:40

Additional Speaker to be Confirmed

10:40 - 11:00 Delegate Coffee Break



11:00 - 12:30 SESSION 4 - SECURITY



11:00 - 11:30 Security Best Practices for Network Powered Lighting Within Enterprises

John Baekelmans, CTO, Cisco, United Kingdom

John Baekelmans is Chief Technology Officer inside Cisco's Internet of Things Solutions group and is currently driving a new, global business around the 'Digital Ceiling' which will revolutionize the Smart Building space. John has spent 21 years at Cisco where he held various leadership positions within Engineering, Services and the M&A departments and has authored numerous US and European patents. John was also the co-founder of a Belgian residential solutions startup called Fifthplay. Before joining Cisco, John designed, implemented and operated large PBX networks at Siemens. John obtained a Masters degree in Computer Science from the University of Antwerp, Belgium and is a former Cisco Certified Internetwork Expert (CCIE). In his spare time, he is engaged in Belgium's National fast response rescue team to assist in global disasters and also leads Cisco's Disaster Response team for EMEA. He loves to ski, is an advanced scuba diver and currently lives in London.



11:30 - 12:00 Secure Low Power Wireless Communication for Smart Lighting

Luca Lo Coco, Marketing Director, NXP Semiconductors, France

Luca manages the World Wide Marketing, Customer support and Business development team of Product Line RF Connectivity Solution with objectives of growing the sales and profitability and winning market share and maximizing customer satisfaction. He is responsible for, amongst other things, driving the sales growth and product margin of Silicon Tuner and Zigbee RF4CE product portfolio, defining an innovative / forward looking products roadmap, creating customer intimacy and maximizing customer satisfaction and identifying and managing strategic market opportunities.



12:00 - 12:30 Why LiFi is More Secure

Tom Van den Bussche, President, Toric, France

Tom Van den Bussche is the president of TORIC, an LED-centric company focusing on next generation lighting technologies. Since 2000 he has been active in LED lighting, beginning at Philips where as head of the SSL project department he developed several of the current SSL solutions. In 2010 Tom became Marketing Director EMEA, first with Bridgelux, and then with Lumileds until he started TORIC in 2014. He holds a master's degree in engineering and economics.

12:30 - 13:30 Delegate Lunch



13:30 - 15:00 SESSION 5 - EMERGING MARKETS: HORTICULTURE



13:30 - 14:00 The Horticultural Renaissance

David Bajorins, Director of Operations, CSA Group, United States

David Bajorins is currently the Director of Operations at CSA Group; a multinational safety and certification company. David has more than 18 years of experience in optical product development. Mr. Bajorins holds B.S. in Laser Optical Engineering and MS from University of Arizona in Optical Sciences. Mr. Bajorins is a published author and holds twelve US Patents with numerous others pending.



14:00 - 14:30 Lessons in Design of Luminaires for Animal Farming

Oliver Glade, Director of Business Development, Watt24 GmbH, Germany

Education: Dipl. Engineer in electrical engineering at the South Westphalia University of Applied Science in Germany in 2004. Worked at BAG electronics on the product management of electronic drivers for fluorescent lamps. In 2010 he took over the online sales dept. before assisting to develop it into watt24, an award-winning B2B shop platform for lighting components, in 2012. In the function of director business development he identified specific lighting requirements of industrial livestock farming and started the development of extreme LED luminaire for stables 3 years ago. Now he is working on improving these luminaires for the best possible combination of animal welfare and economic efficiency.



14:30 - 15:00 Best Practice and potential pitfalls Phytolux

Steve Edwards, SSL Fixtures Product Line Director, Plessey Semiconductors Ltd, United Kingdom

Steve Edwards trained as an engineer at British

Aerospace and worked on various Government defence projects before moving into the private sector as Technical Director for a UK LED white light company. In 2011 he formed Phytolux LED and developed a range of high performance horticultural lighting solutions with the help of Rothamsted Research. The company now works with over 75 organisations in the UK and Northern Europe that include the industry's top universities, research institutions and commercial growers. Phytolux signed a licensing agreement with Plessey Semiconductors Ltd in April 2016 with Steve continuing to develop the horticultural lighting development as SSL Fixtures Product Line Director.

TRACK 2 - THE FUTURE OF LIGHTING



09:10 - 10:40 SESSION 3 - LIGHTING COMMUNICATIONS PANEL

This session begins with 15 minute scene setting presentations from each of the speakers followed by a 30 minute panel discussion



09:10 - 09:25 DALI2- The Protocol For a New Generation

Karsten Heinrich, CEO, Lichtvision Engineering GmbH, Germany

Karsten Heinrich Born and located in Berlin. Attended the Technical University of Berlin.

Working in parallel at LichtWerk as Laser Show Designer. Later moved to Laser Animation, developing PCAOM laser colour controls. With 1999 started at LichtVision GmbH as head of development. Since 2015 CEO of the hived off Lichtvision Engineering GmbH.



09:25- 09:40 Connected Lighting Under the Hood and the Technology that'll Make it Work

Chris Federspiel, Director, The Thread Group, United States

Chris Federspiel is a director of the Thread Group, a nonprofit market education group offering product certification and promoting Thread's use in connected products for the home.

Chris is Director for Research & Development at OSRAM with the responsibility for the Lightify wireless products. He has 15 years of software experience in various industries (IT Services, Telco, Energy and Lighting).

CONFERENCE PROGRAMME



09:40 - 09:55 Why the Bluetooth Mesh Standard is a Game Changer for Commercial Lighting

Rafal Han, CEO & Co-Founder at Silvair, Silvair, United States

Rafal Han Experienced entrepreneur, investor and advisor specializing in cutting edge technologies for a connected world. Previously involved in multiple successful technology startups, including one of the world's leading beacon makers Estimote. Today he is the CEO and cofounder of Silvair, a company providing a complete smart lighting platform and driving development of the Bluetooth Mesh standard within the Bluetooth Special Interest Group.



09:55 - 10:10 The Third Way: Powerline Communications Comes of Age for Retrofit LED Lighting Controls

Andy Heaton, CEO, enModus Ltd, United Kingdom

Andy Heaton is the founder and CEO of enModus, a UK based, VC funded technology start-up. Andy has over 30 years' experience in technology companies, both in the UK and US, from world leading semiconductor companies to small start-ups. enModus was founded in 2010 by Andy and some like minded technology veterans with one goal in mind; to develop a world beating powerline technology for Smart Buildings.

10:40 - 11:00 Delegate Coffee



11:00 - 12:30 SESSION 4 - NEW BUSINESS APPROACHES



11:00 - 11:30 From Product to Platform - Bringing Lighting Manufacturers into the Age of Disintermediation

Florian Schaubach, Executive Vice President Marketing, LED iBond A/S, Denmark

Florian Schaubach Upon graduating with a Masters Degree in Marketing, Florian entered the Lighting Industry in 2006. Working in various positions in Marketing and Sales over the past 10 years, he continues to be fascinated and challenged by the new opportunities that LEDs bring to manufacturers, specifiers and users alike. Florian currently serves as Executive Vice President of Marketing for LED iBond A/S.



11:30 - 12:00 Supplier-Independent Lighting as a Service - the Offer Clients Can't Refuse

Kaspars Osis, Chairman of the Board, RCG Lighthouse, Latvia

Kaspars Osis is Electricity Demand Side Entrepreneur (selected among Forbes' 30 Under 30 in 2015 in Latvia). In addition to being a co-founder of RCG Lighthouse, Kaspars is also a Chairman of the Energy Committee at Latvian Chamber of Commerce and Industry.



12:00 - 12:30 The OEM Opportunity to Build New Customer Relationships in Lighting

Ash Gupta, Founder, Gupta Smart Energy, UK

Ash Gupta is a respected Marketing man with a classical international business grounding in Ford, which he joined as a graduate trainee in 1969. Over the next 10 years he made his mark helping establish the Ford of Europe Transportation Office where innovative transport systems were born.

He developed "Dial-A Ride", Britain's 1st demand-actuated public transport system, Ash went on to be part of the Small Car Product Planning team that developed the Ford Fiesta, the auto industry's fastest 0 - Million selling vehicle. He went on to European roles Co-ordinating the Pan-Europe launch for Fiesta, & controlling Advertising & Sales Promotion across EMEA.

12:30 - 13:30 Delegate Lunch



13:30 - 15:00 SESSION 5 - LIGHTING AND ITS EFFECT ON HUMAN BIOLOGY



13:30 - 14:00 Can You REALLY Design Human Centric Lighting?

Dieter Lang, Principal Key Expert Research, OSRAM, Germany

Dieter Lang Dieter Lang studied physics and computer science and is working in OSRAM research since 1984. He is responsible for research in the field of Human Centric Lighting since 2003. Before he was doing research and development on HID lamps. He is convenor of standards committee FNL 27, Effects of Light on Humans, at DIN - German Institute for Standardization and member in some other standards committees.

CONFERENCE PROGRAMME



14:00 - 14:30 Killer App: Lighting for the REHABILITATED Workplace

Shane Cohen, Global Director of Lighting, Humanscale Corp, Israel

Shane Cohen has 20 years of experience in premium product development, Shane Cohen specializes in solutions designed to enhance the human experience. His background includes product innovation and branding strategies for leading global manufacturers and a consistent track record for introducing and producing acclaimed tools for quality living. Shane holds 37 utility and design patents, and currently applies his expertise at Humanscale, a pioneer in ergonomic workplace design, where he serves as Global Product Director of Lighting.



14:30 - 15:00 Human Centric Lighting in Offices

Dr. Bianca van der Zande, Senior Scientist, Philips Research, Netherlands

Bianca van der Zande is Senior Scientist at Philips Research and topic owner for Human Centric Lighting. Bianca and her team connect in-depth knowledge on user needs, lighting application and science to create evidence-based lighting solutions for optimal vision, wellbeing and performance. She translates the human benefits of "see better, feel better and function better" into credible value-to-customer propositions. Bianca has over 10 years of experience working within lighting and research where she developed new light propositions across a broad range of application areas ranging from nursing homes to schools or offices to homes. Part of the work includes early validation of the ideas and solutions with consumers as well as validation of the product in the field with customers. Examples are light solutions to support children in their concentration during lecturing, sharper vision and more eye comfort, biorhythm support for Alzheimer patients, and comfortable office environments. Before entering the human centric lighting domain Bianca worked on new technologies for retardation layers used in liquid crystal displays and she holds a PhD in Physical and Colloid Chemistry.



REGISTER NOW
EARLY BIRD DEADLINE: 30 SEPTEMBER 2016

What's Included in your registration	2-Day Conference	1-Day Conference	Exhibitor 2-Day Conference Additional Delegate*	Visitor
EarlyBird Individual Rate	£595	£325	£280	Free
Full Individual Rate	£695	£360	£280	Free
Early Bird Group Rate (2 or more people)	£476	n/a	n/a	n/a
Full Group Rate (2 or more people)	£556	n/a	n/a	n/a
Keynote / Plenary	Y	Y	Y	Y
Conference Sessions	Y		Y	
Exhibit Floor Access	Y	Y	Y	Y
Delegate Lunch Wednesday & Thursday	Y	For day registered	Y	
Online Access to Conference Presentations	Y			

*must be an exhibiting company

FREE ENTRY TO THE EXHIBITION

Entry to the exhibition is free of charge, but you still need to register and be supplied with an attendee badge. To avoid the queues, register now and make the most of your visit.

EARLY BIRD DISCOUNTS

Register as a conference delegate before **30 September 2016** to take advantage of discounted early bird delegate rates - **save up to £100!**

GROUP DISCOUNTS

Do you know more people who want to attend? 2 or more of you can register as a group for even more savings!



3 WAYS TO REGISTER:



Visit www.sileurope.com and register on the registration page of our website



Scan your completed registration form on the back of this document and email registration@pennwell.com



Fax your completed reg form to:
+1 918 831 9161

QUESTIONS?

T: (888) 299-8016 or
+1 (918) 831-9160

F: (888) 299-8057 or
+1 (918) 831-9161

UK T: +44 1992 656 717
Email: registration@pennwell.com

EVENT OVERVIEW

Strategies in Light Europe brings together manufacturers, designers, technologists, marketers, and financiers from some 83 countries.

Colocated with LuxLive, Strategies in Light Europe comprises 2 days of high level conference sessions, plus an exhibition floor featuring the leading suppliers in the LED lighting Industry.

Reflecting today's constantly evolving Lighting market, Strategies in Light Europe highlights cutting-edge solutions for advancing Europe's lighting market, featuring a state-of-the-art technical program devised and delivered by a toptier line up of International lighting experts addressing these key topics:

- The Internet of Things
- Horticultural and Agricultural lighting
- Security
- Connected lighting
- Emerging Markets
- Human-centric issues
- SSL Technology Trends
- New Business Approaches and much more

Never before has any combination of events brought together this comprehensive range of key individuals, joining lighting specifiers, manufacturers, designers and the end user market.

This winning partnership makes the sessions yet more appealing and relevant, while the location eases networking across Europe and beyond.

WHO ATTENDS

As an exhibitor or sponsor of Strategies in Light Europe, you will have the opportunity to meet **OVER 7,800** qualified senior management and executive decision makers who have the authority to purchase, or influence the purchase of, world-class products and services.

These include:

- LED manufacturers
- LED distributors
- Suppliers of equipment & materials to the LED industry
- LED system manufacturers
- Lighting architects
- Automotive lighting suppliers
- End User of LED products
- Lighting installer
- Lighting product manufacturers
- Lighting system designers
- LED product designers
- Corporate R & D staff

- Government regulators
- Electric utility demand-side analysts
- Financial analysts, investment bankers, and venture capitalists
- Manufacturers of LED test and measurement equipment

Visitors use Strategies in Light Europe to:

- Encounter new technologies and developments
- Keep up to date with industry developments
- Source new products/suppliers
- Network with industry peers and colleagues

AT A GLANCE STATISTICS



83 More than 7,800 registered attendees from 83 countries across both events

36 Strategies in Light Europe conference sessions

256 Strategies in Light Europe delegates

42 Strategies in Light Europe exhibitors

57% Over 57% of exhibitors polled regarded the Strategies in Light Europe as successful in meeting their objectives

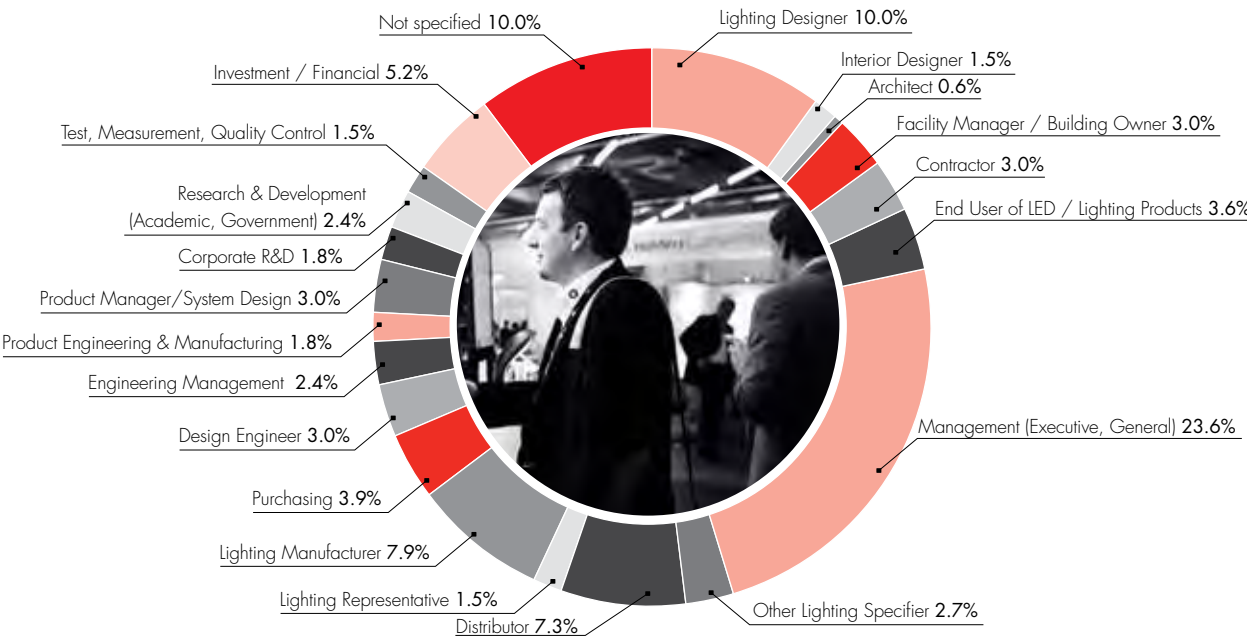
66% Over 66% of attendees polled used Strategies in Light Europe to keep up to date with industry developments

66% Over 66% of attendees polled used Strategies in Light Europe to network

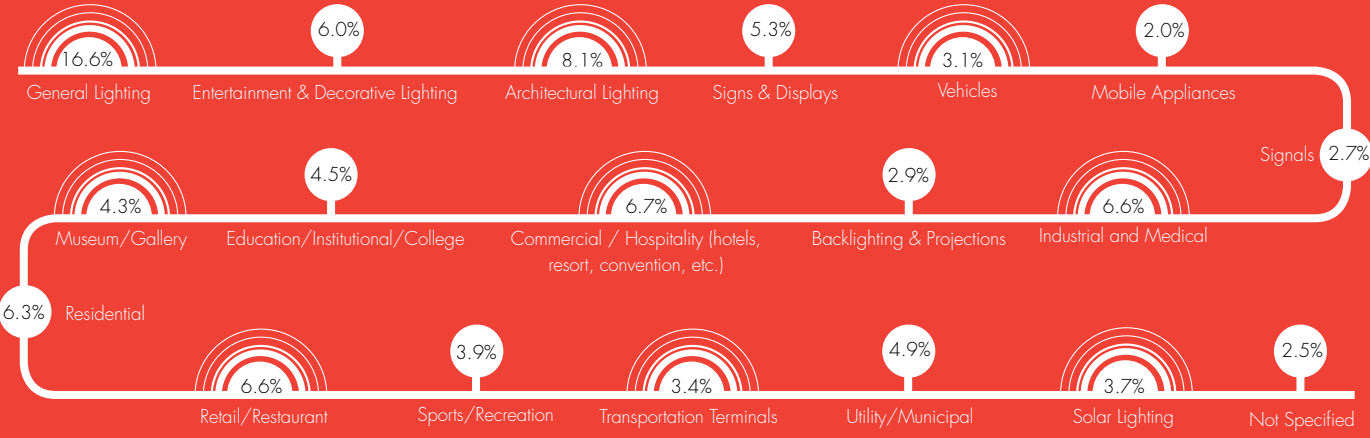
COUNTRIES REPRESENTED

- ✓ Afghanistan
- ✓ Algeria
- ✓ Antarctica
- ✓ Argentina
- ✓ Australia
- ✓ Austria
- ✓ Bangladesh
- ✓ Belarus
- ✓ Belgium
- ✓ Brazil
- ✓ Bulgaria
- ✓ Canada
- ✓ China
- ✓ Costa Rica
- ✓ Croatia
- ✓ Cyprus
- ✓ Czech Republic
- ✓ Denmark
- ✓ Egypt
- ✓ Estonia
- ✓ Fiji
- ✓ Finland
- ✓ France
- ✓ Germany
- ✓ Ghana
- ✓ Greece
- ✓ Guatemala
- ✓ Hong Kong
- ✓ Hungary
- ✓ Iceland
- ✓ India
- ✓ Indonesia
- ✓ Iraq
- ✓ Ireland
- ✓ Israel
- ✓ Italy
- ✓ Japan
- ✓ Kenya
- ✓ Korea, South
- ✓ Kuwait
- ✓ Laos
- ✓ Latvia
- ✓ Lebanon
- ✓ Liechtenstein
- ✓ Lithuania
- ✓ Malaysia
- ✓ Mexico
- ✓ Monaco
- ✓ Montenegro
- ✓ Morocco
- ✓ Netherlands
- ✓ New Zealand
- ✓ Nigeria
- ✓ Norway
- ✓ Oman
- ✓ Pakistan
- ✓ Philippines
- ✓ Poland
- ✓ Portugal
- ✓ Qatar
- ✓ Romania
- ✓ Russian Federation
- ✓ San Marino
- ✓ Saudi Arabia
- ✓ Serbia
- ✓ Singapore
- ✓ Slovakia
- ✓ Slovenia
- ✓ South Africa
- ✓ Spain
- ✓ Sri Lanka
- ✓ Sweden
- ✓ Switzerland
- ✓ Taiwan
- ✓ Thailand
- ✓ Tunisia
- ✓ Turkey
- ✓ Uganda
- ✓ Ukraine
- ✓ United Arab Emirates
- ✓ United Kingdom
- ✓ United States
- ✓ Wallis And Futuna Islands

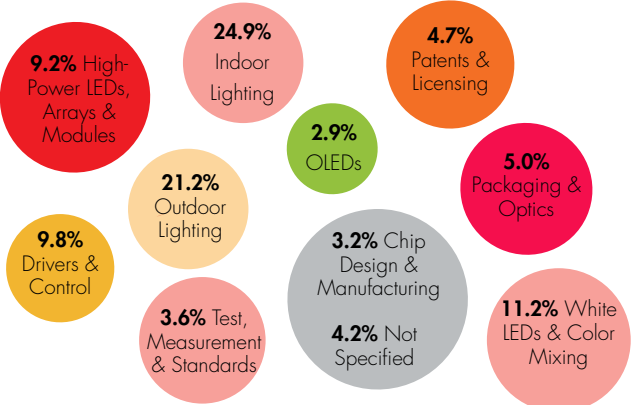
STRATEGIES IN LIGHT EUROPE 2015 ATTENDEE STATISTICS
JOB FUNCTION



ATTENDEE BY NATURE OF BUSINESS

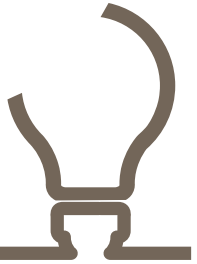


TECHNOLOGY INVOLVEMENT

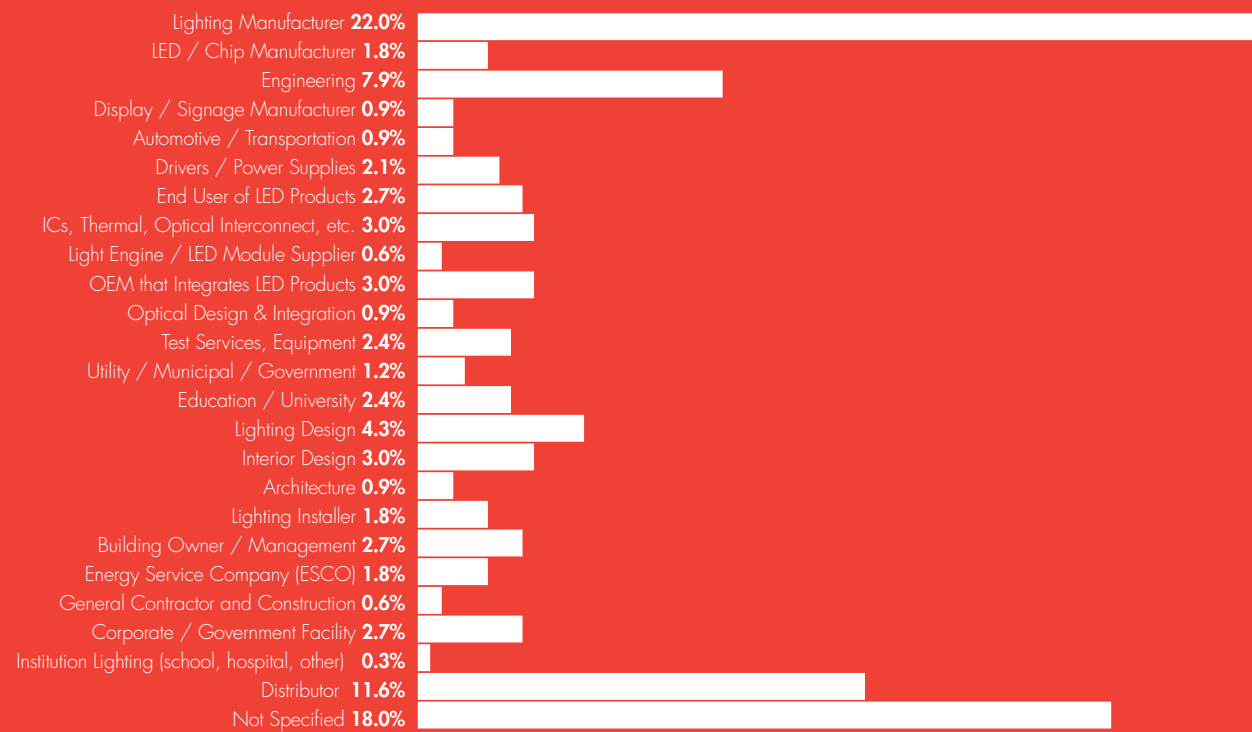


SECTORS OF INTEREST

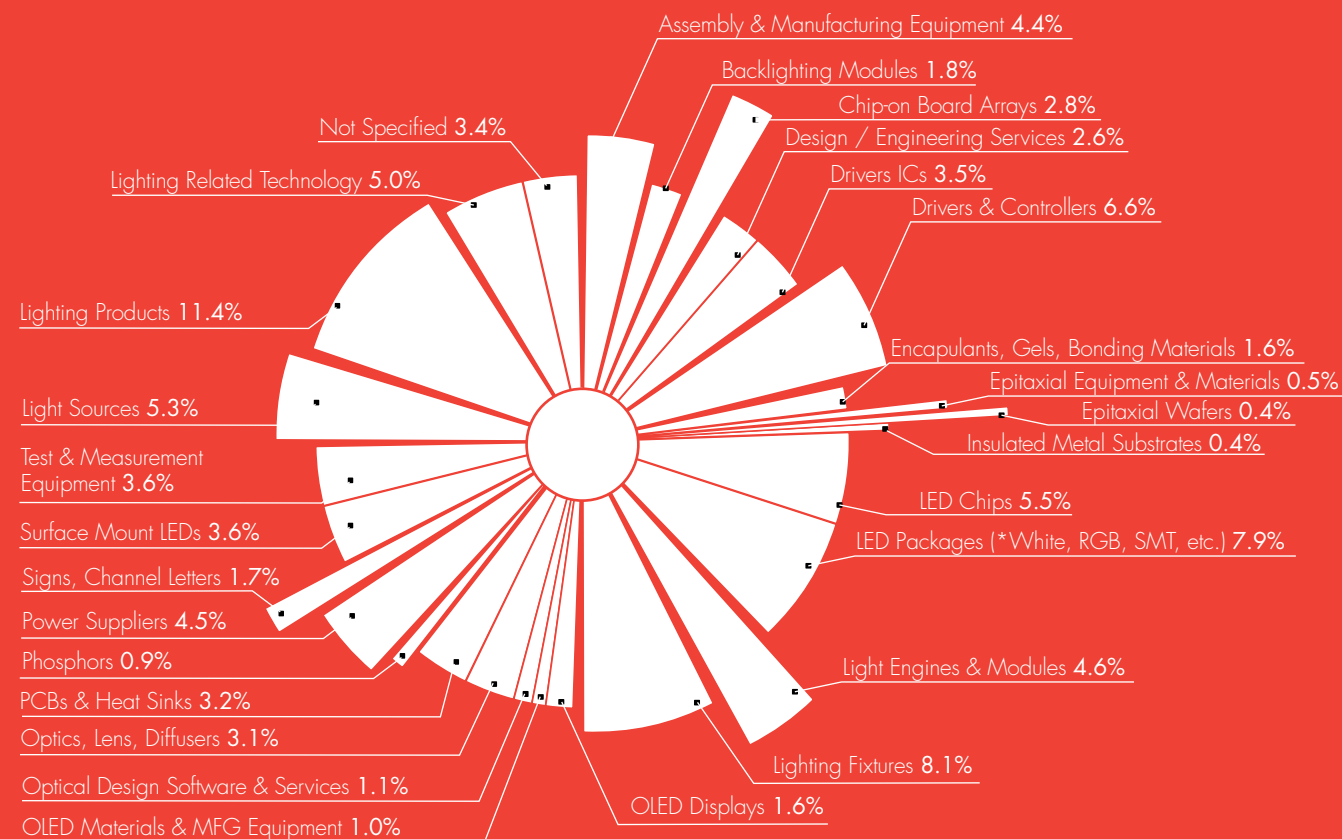
Applications	11.4%
Business	14.5%
Design Techniques / Hand-on	7.8%
Energy Efficiency & Sustainability	10.5%
Events News & Reports	5.0%
Financial	4.8%
Market Research	12.1%
Products	17.5%
Technology	16.5%



ORGANISATION TYPE DESCRIPTION



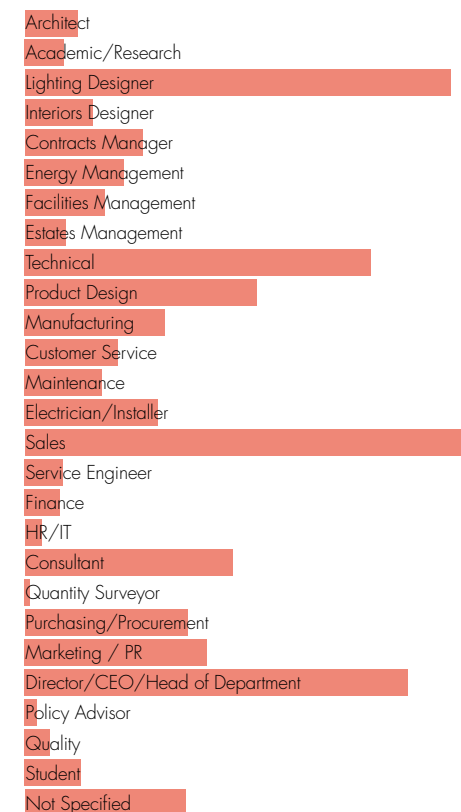
PRODUCTS PURCHASED OR SPECIFIED



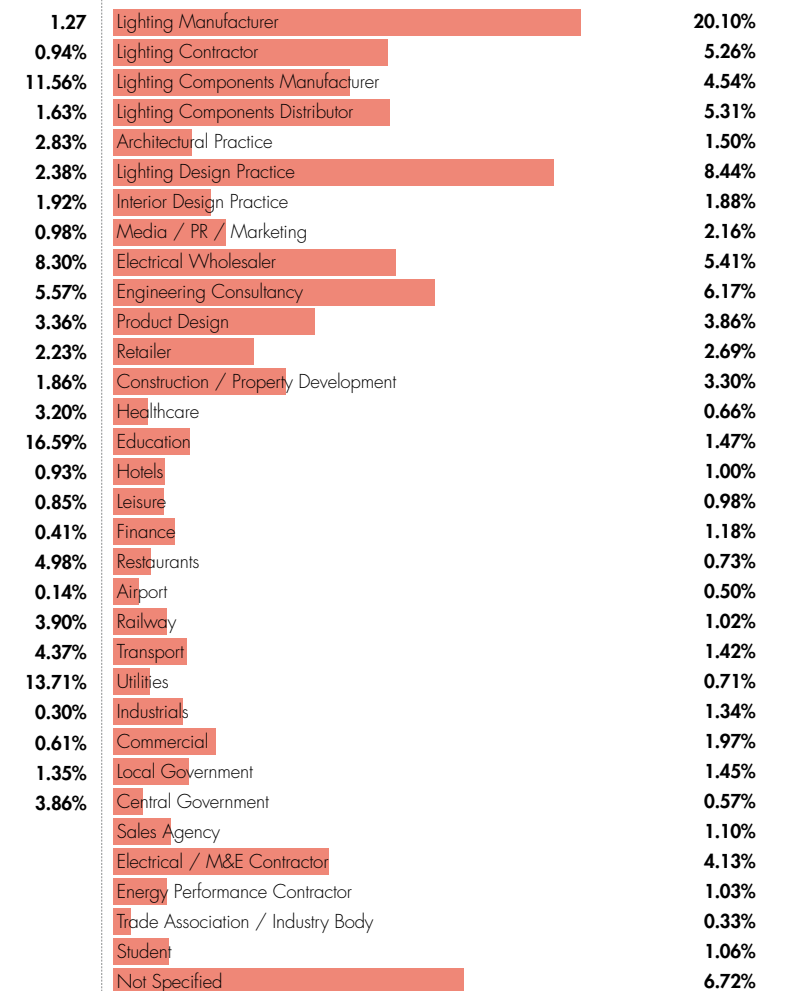
LUXLIVE 2015 ATTENDEE STATISTICS



JOB FUNCTION



ORGANISATION TYPE



EXHIBITING AT STRATEGIES IN LIGHT EUROPE



Join these leading companies in making Strategies in Light Europe a vital business platform for promoting your products and services and generating new leads. Reaching Europe's most qualified buyers and specifiers, exhibiting at Strategies in Light Europe provides face-to-face access to your specific target market



WHY EXHIBIT?

Strategies in Light Europe and co-located LuxLive, represent Europe's largest gathering of Lighting professionals under one roof.

Strategies in Light Europe delivers C-level management, Designers, Technologists, Marketers and Financiers all eager to learn about the latest lighting innovations.

Stay ahead of the game, exhibit at Strategies in Light Europe, and showcase your products to a worldwide audience of influential decision-makers.

Together with crucial conference content addressing the key issues, Strategies in Light Europe is the essential event for you and your customers.



COST TO EXHIBIT

Option 1: Exhibit Space Only (Raw Space Only)

Exhibit space only rate is £362 per sqm.

Exhibit Space Only Includes:

One (1) Individual 2-Day conference registration and two (2) exhibit staff passes with each 3m x 3m unit.

Option 2: Shell Scheme Package

The Shell Scheme Package rate is £389 per sqm.

Shell Scheme package includes:

Exhibit space, shell scheme walls and fascia board, stand number and company name (20 letters per open aisle side), carpet.

Option 3: Shell Scheme PLUS Package

The Shell Scheme Plus Package Rate is £444 per per sqm.

Shell Scheme PLUS package includes:

Exhibit space, shell scheme walls and fascia board, stand number and company name (20 letters per open aisle side), carpet, one (1) track with 3 spotlights, one (1) electrical socket 1km, one

(1) table, two (2) chairs, one (1) Individual 2-Day conference, registration, and two (2) exhibit staff passes with each 3m x 3m unit.

Note: Other discounts may apply. All discounts are taken at the time of signing and apply to raw space only.

Note: Electrical requirements must be ordered and paid separately

RAISE YOUR COMPANY'S PROFILE, DRIVE TRAFFIC TO YOUR BOOTH & ACHIEVE TANGIBLE RESULTS

When you book a booth at Strategies in Light Europe, enhance your investment with targeted sponsorship packages that take advantage of the worldwide reach of our publications, e-newsletters and sister events.

Together these elements provide the essential differentiators that drive traffic to your booth and justifies your investment.

For further information on exhibiting and sponsorship please contact your PennWell LED and Lighting Network expert

International

James Pountney

+44 (0) 20 3283 4387

+44 (0) 7860 775 623

james.pountney@luxreview.com

Italy:

Giorgio La Ferla

T: +39 02 581 10007

E: la.ferla@paralleli.eu

Germany/Switzerland/Austria:

Johann Bylek

+49(0) 89-90480-143

johannb@pennwell.com

USA East Coast and Europe:

Katrina Frazer

+1 (603) 891-9186

katrinaf@pennwell.com

USA West Coast:

Tim Carli

+1 (650) 946 3163

tcarli@pennwell.com

OTHER CONTACTS

Senior Conference Manager

Amy Nash

T: +44 (0) 1992 656 621

E: AmyN@Pennwell.com

Exhibitor Services Manager:

Takudzwa 'Tkay' Shana

+44 1992 656 715

TakudzwaS@Pennwell.com

Operations Manager:

Kelsey Grisham

+1 (918) 831-9180

+1 (918) 671-5709 (mob)

kelseyg@Pennwell.com

Marketing Team Lead:

Crispin Coulson

+44 1992 656 646

crispinc@pennwell.com



EXHIBITOR LIST

Exhibiting As	Booth	Exhibiting As	Booth
3F Filippi SpA	L29	Finest Printed Circuit Board Limited	S7
Abacus Lighting Ltd	K36	Flex Connectors Limited	L36
Acal BFi UK Ltd	M45	Fluence Technology Co.,Ltd.	S16
All LED Ltd	N26	Forma Lighting Italia	D32
Anyhope Technology Limited	S9	Fourth Wall Design Solutions Ltd	N46
Applelec	D22	Fulham Europe	C16
Arrow Central Europe GMBH	T40	GAP Lighting	C12
Artistic Licence Engineering Ltd	P30	GloboLED	F19
ARTS-Energy	B11	GOOEE	R36
Astute Lighiting	L46	GUANGZHOU ACEVEL ELECTRONIC TECHNOLOGY CO.,LTD.	T16
Aurora Lighting Ltd	H2	GVA Lighting Inc.	B26
Avnet Silica	R10	Hacel Lighting Ltd	E38
B.E.G (UK) Ltd	J82	Hager Ltd	P40
Beckhoff Automation Ltd	P8, R47	Hamilton Litestat	G7
Bentham Instruments	S15	HANGZHOU LIANLI ELECTRTIC CO LTD	U21
Binder UK	K46	Harvard Technology Ltd	K2
BIRMINGHAM ALUMINIUM LIMITED	P22	Helos Lighting	N51
Brightgreen	E29	Helvar Ltd	H36
BRIGHTLX OPTICS LTD	S4	Hergy Lighting Technology Corp.	T9
Bri-Tek Technologies Ltd	P48	Hochiki Europe	B1
BSI Group	B10	Holders Components Ltd	N16
Carclo Optics	S1	Holdled opto co.,ltd	S20
Casambi Technologies	N48	HOLOPHANE EUROPE LTD	H16
Chess Wise	T51	Hylec APL	B2
China Exhibition World Co Ltd	U1, U3, U7, U9, U11, U15, U17, U19, U21	HYTRONIK UK	L20
		Illuma Lighting	N1
		Illuxtron International	G40
CITEL-2CP	R49	iLumTech	R52
CoeLux	C42	INSTRUMENT SYSTEMS GMBH	R4
CR LIGHTING TECHNOLOGY CO.,LTD.	M52	IR-TEC International Ltd.	G11
CS-Electronics (UK) Ltd	R16	Jishan Europe Limited	R15
cTech Ltd	K47	KHATOD OPTOELECTRONIC S.r.l.	R24
CU Phosco Lighting	G26	Kingfisher Lighting Ltd.	G16
DALIPRO	S19	Klus	R35
DANLERS Limited	P26	Kosnic Lighting Ltd	M2
DELO INDUSTRIAL ADHESIVES	P82	LED Flex	C21
Dextra Group Plc	H20	Led Linear UK	C38
Easi	C14	Ledil Oy	L48
Edward Ray International Ltd	B40	Leds ON	L47
eldoLED	J16	LEDS-C4	E22
Electro Cirkel B.V.	M36	LEELUX INDUSTRY CO., LTD	P50
Elektronik Cihazlar Sanayi ve Ticaret AS	B6	Light Efficient Design	K1
ELS	S36	Light Engines Europe Ltd	L28
Energima LED UK Ltd	N40	Light Tec	T15
EnOcean GmbH	R28	Linea Light Group	A34
EPES LIGHTING CO LTD	U11	LitelP	P20
Farola Ltd.	S10		

EXHIBITOR LIST

● Strategies in Light Europe ● LuxLive

As of 10 August 2016

Exhibiting As	Booth	Exhibiting As	Booth
Liteplan	B4	Robe UK Ltd	B16
LPA Excil Electronics	E8	Samsung	N36
Lumenia d.o.o	M48	Saturn LED	K16
LUX-TSI Limited	C4, C6	Segula (UK) LTD	B20
Marshall's	C30	Selux Lighting	E25
Merrytek Technology Co., Ltd	L40	SHENZHEN BANQ TECHNOLOGY CO LTD	U1
Metway Electrical Industries Ltd.	R19	Shenzhen Fluence Technology Co.,Ltd.	S16
Micro Modular System	S2	SHENZHEN GUANKE TECHNOLOGY CO LTD	U3
Moda Light	C24	Shenzhen holdled opto co.,ltd	S20
Momentum Circuits	J46	Shenzhen Sunrise Technology Co.,Ltd	S17
MX Lightforce	S23	Shine Opto	R25
NIBA ILLUMINAZIONE SRL	L2	SNC Opto Electronic Co., Ltd	R6
Nichia Europe B. V.	L12	Solutions Lighting	J48
NICOLAUDIE EUROPE	B12	Soraa	E7
NINBO FORLAND LIGHTING TECHNOLOGY CO LTD	U17	Spirit Circuits	M46
NINGBO FEITUO ELECTRIC APPLIANCE CO., LTD.	T17	Steinel (UK) Limited	P16
NINGBO WELL MADE ELECTRICAL CO., LTD.	S3	Stretch Ceilings Ltd	K48
NINGO NEW ORIENTAL ELECTRICAL INDDEV.CO. LTD	U9	Stumpe Glas GmbH	R20
Nobile Italia SpA	E42	Sunpower Technology LLP	N32
Nordic Power Converters	P1	Sunrise Technology Co.,Ltd	S17, U17
Northcliffe Lighting UAB	H40	Tci Telecomunicazioni Italia s.r.l.	M26
NVC Lighting Limited	J40	Telematics Wireless	P42
OEM Systems Group	L30	Thermaco Limited	S8
One Electrical Ltd	N20	Thorlux Lighting	L27
Optical Coating Technologies Ltd.	M50	Three-Proof Lighting Technology Co., Ltd.	T24
Optis Northern Europe	R11	Tii Technologies	P2
OSRAM Ltd.	F38	Trilux Lighting Ltd UK	J36
Pal Lighting	J2	UK LED Ltd	E1
Panasonic Electric Works UK	S2	Urbis Schreder	D4
Pharos Architectural Controls Ltd	C23	Uvox Ltd	S21
Plessey Semiconductors Ltd	M8	Verbatim Ltd UK	P38
Prime Light Electrical Ltd	K8	Vestel Ticaret A.S	H8
Printed Systems Limited	M16	Vexica	B36
Pro-Lite Technology Ltd.	T2	Viribright Lighting Ltd.	N8
Pro-Railing	K50	Vossloh-Schwabe Deutschland GmbH	K52
PUK ITALIA GROUP s.r.l.	C20	V-TAC (UK) Ltd	F4
QSSI Lighting and Electrical Products	F42	Wago	R51
QVIS LIGHTING LTD	G36	Xiaman Holly Lite Co., LTD	T4
Radiant Architectural Lighting Ltd	C37	Zhaga Consortium	S24
Rako Controls Ltd	C32	ZHEJIANG CH LIGHTING TECHNOLOGY CO., LTD.	T22
Recolight	N31	ZHENJIANG ZHENDONG ELECTROLUMINESCENCE CO LTD	U15
Reggiani SpA Illuminazione	E48		
Ricomani Ltd	L16		
RIESESTAR LIGHTING CO LTD	U19		





MAKE THE **RIGHT CONNECTIONS** AT STRATEGIES IN LIGHT EUROPE WITH LED-CONNECT BUSINESS MATCHMAKING

LED-Connect business matchmaking is a free service from PennWell's Lighting Group that enables you to plan and enhance your visit to Strategies in Light Europe. Equipped with a list of contacts and pre-arranged meetings, you can connect with the people you want to meet and who want to meet you.



MAKE THE MOST OF YOUR TRIP WITH A CONFIRMED AGENDA

From the comfort of your desktop or mobile device, LED-Connect enables you to:

- Create and enhance your personal event profile that others can see
- Select in advance, your target list of Strategies in Light Europe attendees from LED-Connect
- Create lists of persons of interest and see those who are interested in you
- Use multiple search options to find contacts
- View contact profiles
- Receive and send meeting requests
- Communicate with contacts
- Set up meetings
- Make more effective use of your time at the show

For further information, please visit www.led-connect.com

INTERACTIVE FLOOR PLAN - BUILD AND ENHANCE YOUR EVENT EXPERIENCE

Strategies In Light Europe and LuxLive provide attendees with enhanced floor plan interactivity. This unique floor plan environment allows you to navigate your way through the exhibit hall aisles to learn all about exhibitors' products and services offered before, during and after the show floor is open—without leaving your desk.

Information on-Demand

Get instant access to detailed exhibitor information, including:

- Press releases
- New products / services
- Show specials / contests / giveaways
- Watch product videos
- Connect with your favourite brands' social networks

It's Quick. It's Easy

- STEP 1** Go to the event website www.sileurope.com and select the live floorplan
- STEP 2** Create a login and start your exhibitor listing search
- STEP 3** Build your 'MY EXPO PLAN'
- STEP 4** Add or Remove listings as you go
- STEP 5** Review detailed information for companies with Enhanced Exhibitor Listings.
- STEP 6** Once plan is complete, print from your desk (or on the exhibit floor).

HELPFUL FEATURES

INSTANT LISTINGS

Instant Listings available by the click of the mouse on any booth when viewing the floor plan.

VIEW / EDIT YOUR PLAN

View / Edit your plan anytime from the Strategies in Light Europe or LuxLive sites

PRINT YOUR PLAN

Print your plan straight from the exhibit floor. Forgetting to print is no longer an issue.



HAVE QUESTIONS? For more information, contact: a2z Help Desk: eventmap@a2zinc.net

SOCIAL MEDIA

SOCIAL MEDIA INVOLVEMENT

Engage yourself in the Strategies in Light Europe social channels. Don't just follow us, but get involved in conversations and post information about your products - provide followers with an 'insiders' look at what will be showcased.

- LinkedIn is a perfect avenue for you to engage fellow industry professionals and start conversations before you even get to the event. We encourage you to post questions, ideas and industry hot topics to our Group.
- Tweet about your products on our Twitter page and use the hashtag - #SILEurope
- 'Like' us on Facebook and share your updates on our wall and use our hashtags below
- If you are a speaker, post details or updates about your session/s and link them back to your session details on the conference page on your personal social sites
- Retweet/Share/Repost from our event channels to yours
- Images are KEY - Post images of your products and personnel attending the show.
- If you an exhibitor, download the Registration Banner Ads from our exhibitor marketing toolkit and post them on your channels as an image

in

f



#SILEUROPE



HOW TO GET TO THE VENUE

Strategies in Light Europe

LUX live 2016

QUICK GUIDE

GETTING TO EXCEL IS EASY!

BY TUBE

1 Take the Jubilee Line to Canning Town

2 Change onto a Beckton-bound DLR Train

3 Alight at Custom House for ExCeL

BY CABLE CAR

Arrive in style and take the Emirates cable car to ExCeL from the O2 Arena at North Greenwich tube. Single tickets cost £4.40

BY CAR

ExCeL is at One Western Gateway, Royal Victoria Dock, London. Enter E16 1DR in your Sat Nav. There is parking for 3,700 cars and it costs £15 daily

BY AIR

London City Airport is five minutes from ExCeL by taxi



Strategies in Light Europe

LUX live 2016

Strategies in Light Europe & LuxLive 2016

23 November - 09:00 - 21:00 | 24 November - 09:00 - 17:00

BOOKING YOUR HOTEL

DOVETAIL FOKS is the official housing company for Strategies in Light Europe & LuxLive 2016.

They are here to assist you with your accommodation requirements for the event, please reach out to Dovetail Foks for assistance at:

Dovetail Foks
101 St Martin's Lane
London, WC2N 4AZ

T: +44 (0) 20 7025 1515
DDI: +44 (0) 20 7025 1519
E: events@dovetailfoks.com

Due to the high demand for hotel accommodation for this event we are advising exhibitors and visitors to make their bookings early.

BOOKING YOUR HOTEL Online:
Please visit:
www.sileurope.com/travel-info

T: +44 (0) 20 7292 2320
Quote Special Reference Code: **MRN9H**

For assistance with your hotel booking please email Jessica@HotelMap.com with your requirements, phone number and Special Reference Code **MRN9H** and she will get back to you to discuss your hotel options.



2016 CONFERENCE & EXPO REGISTRATION FORM

Strategies in Light Europe

Co-located with: LUX live 2016

23 - 24 November 2016

ExCeL, London, UK

4 WAYS TO REGISTER

1. Online: Visit www.sileurope.com and register on the registration page of our website.

2. By Fax: Fax your completed reg form to: +1 918 831 9161 or toll free (US only): +1 888 299 8057

3. By Mail: Strategies in Light Europe Conference & Exhibition Registration, P.O Box 973059, Dallas, TX 75397 -3059

4. By Email: Scan your completed registration form and email to: registration@pennwell.com

First name

Surname

Title/Position

Company

Address

Address 2

City

State

Country

Zip/Postal Code

Telephone

Fax

Email

Registration confirmation will be sent via email, if a unique email address is provided above.

PLEASE COMPLETE THIS SECTION TO RECEIVE AN ADMISSION BADGE

1. PLEASE INDICATE YOUR JOB FUNCTION (SELECT ONE)

Lighting Designers/Specifiers

16 ☐ Lighting Designer

17 ☐ Interior Designer

15 ☐ Architect

22 ☐ Facility Manager/Building Owner

20 ☐ Contractor

23 ☐ Landscape Architect

04 ☐ End User of LED/Lighting Products

03 ☐ Management (Executive, General)

97 ☐ Other Lighting Specifier

Supply Chain

21 ☐ Distributor

24 ☐ Lighting Representative

25 ☐ Lighting Manufacturer

09 ☐ Purchasing

01 ☐ Management (Executive, General)

99 ☐ Other Chain Supply

Product/System Design and Development

14 ☐ Design Engineer

05 ☐ Engineering Management

07 ☐ Product Engineering & Manufacturing

08 ☐ Product Manager/System Design

02 ☐ Corporate R&D

27 ☐ Industrial Designer

10 ☐ Research & Development (Academic, Government)

12 ☐ Test, Measurement, Quality Control

28 ☐ Management (Executive, General)

Miscellaneous

26 ☐ Investment/Financial

98 ☐ Other

2. WHAT BEST DESCRIBES YOUR ORGANIZATIONS ACTIVITY? (SELECT ONE)

Technology

12 ☐ Lighting Manufacturer

08 ☐ LED/Chip Manufacturer

17 ☐ Engineering

02 ☐ Display/Signage Manufacturer

18 ☐ Automotive/Transportation

04 ☐ Drivers & Power Supplies

06 ☐ End User of LED Products

19 ☐ ICs, Thermal, Optical Interconnect, Etc.

10 ☐ Light Engine/LED Module Supplier

14 ☐ OEM that Integrates LED Products

15 ☐ Optical Design & Integration

16 ☐ Test Services, Equipment

07 ☐ Utility/Municipal/Government

05 ☐ Education/ University

Lighting

20 ☐ Lighting Design

21 ☐ Interior Design

01 ☐ Architecture

22 ☐ Landscape Architecture

11 ☐ Lighting Installer

23 ☐ Building Owner/Management

24 ☐ Energy Service Company (ESCO)

25 ☐ General Contractor and Construction

26 ☐ Corporate/Government Facility

27 ☐ Institution Lighting (school, hospital, other)

03 ☐ Distributor

98 ☐ Other

3. WHAT APPLICATIONS ARE YOU INVOLVED IN? (CHECK ALL THAT APPLY)

01 ☐ General Lighting

02 ☐ Entertainment & Decorative Lighting

03 ☐ Architectural Lighting

04 ☐ Signs & Displays

05 ☐ Vehicles

06 ☐ Mobile Appliances

07 ☐ Signals

08 ☐ Industrial and Medical

09 ☐ Backlighting & Projections

16 ☐ Commercial/Hospitality (hotels, resort, convention, etc.)

17 ☐ Education/Institutional/College

18 ☐ Museum/Gallery

10 ☐ Residential

11 ☐ Retail/Restaurant

12 ☐ Sports/Recreation

13 ☐ Transportation Terminals

15 ☐ Utility/Municipal

19 ☐ Solar Lighting

98 ☐ Other

4. WHAT PRODUCTS DO YOU PURCHASE OR SPECIFY? (CHECK ALL THAT APPLY)

01 ☐ Assembly & Manufacturing Equipment

02 ☐ Backlighting Modules

03 ☐ Chip-on Board Arrays

04 ☐ Design/Engineering Services

05 ☐ Displays

06 ☐ Drivers ICs

07 ☐ Drivers & Controllers

08 ☐ Encapsulants, Gels, Bonding Materials

09 ☐ Epitaxial Equipment & Materials

10 ☐ Epitaxial Wafers

11 ☐ Insulated Metal Substrates

12 ☐ LED Chips

13 ☐ LED Packages (*White, RGB, SMT, etc.)

14 ☐ Light Engines & Modules

15 ☐ Lighting Fixtures

16 ☐ OLED Displays

17 ☐ OLED Materials & MFG Equipment

18 ☐ Optical Design Software & Services

19 ☐ Optics, Lens, Diffusers

20 ☐ PCBs & Heat Sinks

21 ☐ Phosphors

22 ☐ Power Suppliers

23 ☐ Signs, Channel Letters

24 ☐ Surface Mount LEDs

25 ☐ Test & Measurement Equipment

26 ☐ Light Sources

27 ☐ Lighting Products

28 ☐ Lighting Related Technology

29 ☐ Interconnect & Cabling

99 ☐ None of the above

5. WHAT TECHNOLOGIES ARE YOU INVOLVED IN? (CHECK ALL THAT APPLY)

01 ☐ Patents & Licensing

02 ☐ White LEDs & Color Mixing

03 ☐ Packaging & Optics

04 ☐ High-Power LEDs, Arrays & Modules

05 ☐ Drivers & Control

06 ☐ Test, Measurement & Standards

07 ☐ Chip Design & Manufacturing

08 ☐ OLEDs

09 ☐ Indoor Lighting

10 ☐ Outdoor Lighting

98 ☐ Other

6. WHAT TYPE OF INFORMATION ARE YOU INTERESTED IN?

01 ☐ Applications

02 ☐ Business

11 ☐ Design Techniques/Hand-on

03 ☐ Energy Efficiency & Sustainability

04 ☐ Events News & Reports

06 ☐ Financial

07 ☐ Market Research

08 ☐ Products

10 ☐ Technology

Would you like to receive (or continue receiving) FREE electronic issues of LEDS Magazine?

☐ Yes

☐ No

SIGNATURE

DATE

To view PennWell's privacy policy visit www.pennwell.com/index/privacy-policy.html

2016 CONFERENCE & EXPO REGISTRATION FORM

Strategies in Light Europe



23 - 24 November 2016

ExCeL, London, UK

4 WAYS TO REGISTER

- 1. Online:** Visit www.sileurope.com and register on the registration page of our website.
- 2. By Email:** Scan your completed registration form and email to: registration@pennwell.com
- 3. By Fax:** Fax your completed reg form to: +1 918 831 9161 or toll free (US only): +1 888 299 8057 UK: +44 1992 656 717
- 4. By Mail:** Strategies in Light Europe Conference & Exhibition Registration, P.O Box 973059, Dallas, TX 75397 -3059

REGISTRATION FEES

Early Bird Registration must be paid on or before 30 September 2016

2 DAY CONFERENCE:

Includes Conference (23 - 24 November), Conference Proceedings, Exhibition, lunch and coffee breaks and Lunches.

- ☐ **Early Bird Individual Rate** Paid on or before 30 September 2016 £595
- ☐ Paid After 30 September 2016 £695
- ☐ **Early Group Rate (2 or more people)** Paid on or before 30 September 2016 £476
- ☐ **Group Rate (2 or more people)** Paid After 30 September 2016 £556

SINGLE DAY CONFERENCE:

Includes Conference access only for the specific date registered for Exhibition, lunch and coffee breaks only for the specific date registered for.

Wednesday 23 November 2016

- ☐ **Early Bird Rate** Paid on or before 30 September 2016 £325
- ☐ Paid After 30 September 2016 £360

Thursday 24 November 2016

- ☐ **Early Bird Rate** Paid on or before 30 September 2016 £325
- ☐ Paid After 30 September 2016 £360

EXHIBITOR 2 DAY CONFERENCE, ADDITIONAL DELEGATE – (MUST BE EXHIBITING COMPANY)

Includes conference (23 - 24 November), Conference Proceedings, Exhibition, lunch and coffee breaks.

- ☐ Register before or at the event £280

☐ ENTRY TO EXHIBITION - Includes access to Exhibit Floor. Does not include lunches.

Register before event to beat the queues on the day. FREE

- ☐ **CHEQUE ENCLOSED** (in UK funds only. Payable to PennWell)
- ☐ **WIRE** (Wire instructions will be provided on invoice)
- ☐ **CREDIT CARD:**
- ☐ MASTERCARD
- ☐ VISA
- ☐ AMERICAN EXPRESS
- ☐ DISCOVER

Please add all selections and total here:

Add 20% UK VAT:

TOTAL DUE:

CREDIT CARD NUMBER:

EXPIRATION DATE:

FULL NAME: (As it appears on card)

CARD HOLDER SIGNATURE:

£ _____

£ _____

£ _____

Payments must be received by published date in order to receive early registration discounts. Cancellations must be received in writing before 30 September 2016 in order to receive a refund, minus £100 administrative charge. After 30 September 2016 refunds are not available. Substitutions may be made at anytime by contacting the registration office in writing.

WWW.SILEUROPE.COM