

Seminar on “Rediscover LED – Its Technology and Application”

「LED 照明應用新趨勢」研討會

LED technologies for general lighting have undergone rapid development in the last decade. Its longer lifetimes and increasing energy efficiency highly increased its market share of the general lighting markets. In this seminar recent developments in LED technologies will be discussed. Delegates will be able to keep up to date with the latest developments in lighting – the challenges, new technologies and new research related to LED lighting.

過去十年 LED 照明技術發展迅速。LED 的長壽命和高能源效益大大提高其市場份額。在本次研討會將針對 LED 技術的最新發展，技術和研究作深入的探討。

Date 日期 / Time 時間	: 28 / 10 / 2013 (Monday 星期一) / 3pm-4:30pm
Venue 地點	: HKTDC SME Training Rooms B & C Expo Galleria, Hong Kong Convention & Exhibition Centre 香港會議展覽中心 博覽商場 香港貿發局中小企培訓室 B 及 C
Language 語言	: English (Simultaneous interpretation in Putonghua will be provided) 英語(附設普通話即時傳譯服務)
Remark 備註	: Free Admission 免費入座

Time 時間	Programme 程序
2:45pm - 3pm	Registration 登記
3pm - 3:20pm	Breakthrough of LED Technology LED 技術的突破 Mr Jean-Paul Jacob, Head of Technology, LED Lamps, Philips Lighting
3:20pm - 3:40pm	Realization of GaN on GaN for Lighting Products 活用 GaN 技術 Mr Frank Shum, Vice President, LED Lamp Products, Soraa
3:40pm - 4pm	Maximising LED Efficiency Through Chromalit Chromalit 技術: 引發 LED 最高效能 Mr Jason Posselt, Senior Director, Intematix
4pm - 4:30pm	Panel Discussion: 10 Things They Don't Tell You About LEDs 討論環節: LED 鮮為人知的秘密 Panel Moderator: Mr Ray Molony, Editor, Lux Review Panelists: Mr Jean-Paul Jacob, Solid State R&D Director, Philips Lighting Mr Frank Shum, Vice President, LED Lamp Products, Soraa Mr Jason Posselt, Senior Director, Intematix Mr Fred Bass, Director, Neonlite International Ltd Mr Mike Wilkes, Chief Consultant to CEO, CE Lighting Company Ltd Mr Gordon Routledge, Publisher, Lux Review

Remarks 備註:

- ◆ Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- ◆ Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- ◆ The Organiser reserves the right to make any changes without prior notice. 主辦單位保留任何更改之權力而不作另行通告。

Organiser 主辦機構:



Co-organiser 協辦機構:



Speaker 講者: Mr Jean-Paul Jacob, Head of Technology, LED Lamps, Philips Lighting



After his PhD degree in Applied Physics of Eindhoven University of Technology, Mr Jacob started at Royal Philips where by now he has over 15 years of international experience working across the company and the globe.

In 2004 he started in the Philips Lighting division in the area of Solid State Lighting as one of the pioneers of LED lighting for Philips. Currently he is leading the R&D team of LED lamps in Shanghai that co-shaping the LED bulb revolution with the introduction of break-through products. The track record of the Philips LED lamps team consist amongst others of the first 60W, 100W LED bulbs, winning the Lprize and introducing HUE the first personal wireless lighting solution.

Presentation Outline 演講大綱

Philips is the world's leading manufacturer and it has been setting the agenda with LED lighting adoption and development, not least with a recent breakthrough in efficacy to 200 lumens per watt. Here, Mr Jacob will outline recent developments and what we can expect from the Dutch giant in the coming years.

Speaker 講者: Mr Frank Shum, Vice President, LED Lamp Products, Soraa



Mr Shum originally joined Soraa in 2009 as VP LED Package Development where he pioneered Soraa's micro array silicon packaging technology. He then founded the Lamp team within Soraa and directed the technology and business strategy. Before Soraa, he worked in several Silicon Valley optical startups including Bridgelux, Altamar Network, SDL Inc., Radiance Design and Luximo. His designs have won numerous awards including RedDot, Architectural SSL Product Innovation Award and US Department of Energy Lighting for Tomorrow. Mr Shum has over 50 patents and patents pending.

Presentation Outline 演講大綱

US LED lamp start-up Soraa has captured the attention of the industry with high-performance gallium-on-gallium LED lamps with exceptional colour rendering and output. In this presentation, Mr Shum, Vice President, LED Lamp Products of Soraa explains the company's unique technology and its possibilities for light sources.

Speaker 講者: Mr Jason Posselt, Senior Director, Intematix



Mr Posselt is currently the Senior Director of Product Management for the ChromaLit product line at Intematix, and has more than 17 years of product development and marketing experience in solid state lighting. Mr Posselt began his career in the product development group of Hewlett Packard, focused on developing the first high power LED, later branded as Luxeon. Over his career Mr Posselt has held multiple commercial roles in solid state lighting including the areas of product marketing, market development, and business management. Before joining Intematix, Mr Posselt held the position of Vice President of Channel Marketing at Bridgelux.

Mr Posselt received his undergraduate degree in mechanical engineering from the University of Southern California and a masters degree in mechanical engineering from UC Berkeley.

Presentation Outline 演講大綱

Intematix has developed the extraordinary ChromaLit technology, a remote phosphor composite that converts blue LED light to high quality white. This in turn leads to more efficient manufacturing processes and up to 30 per cent higher system efficacy, explains Mr Posselt, Senior Director of the company.



Panel Moderator 專題討論主持: Mr Ray Molony, Editor, Lux Review

An engineer by background, Mr Ray Molony has written about lighting for over 20 years. He is the editor of Lux Review and the publisher of Lux magazine. He studied electrical and electronic engineering at Dublin City University and worked on various projects in the defence industry. He's the co-author of the acclaimed book, Light: Reinterpreting Architecture, which was published by Rotovision in 2001 and translated into numerous languages. His current obsession is reclaimed luminaires.



Panelist 專題討論嘉賓: Mr Fred Bass, Director, Neonlite International Ltd

Mr Bass brings more than 25 years of lighting experience to his role as Director of Neonlite International Ltd, the brand owner of MEGAMAN®. Mr Bass is responsible for strengthening the company's business development and leading the sales and marketing strategies for the world's leading energy-saving products in Europe.

Prior to joining Neonlite, Mr Bass held senior positions in numerous lighting companies including Group Product Marketing and R&D Director at Sylvania Lighting International Ltd. As a specialist in lighting, he also represented the company on external bodies such as the LED working group of the ELC.



Panelist 專題討論嘉賓:

Mr Mike Wilkes, Chief Consultant to CEO, CE Lighting Company Ltd

Mick Wilkes was Marketing Director of a young company in China during the time of the LED revolution and the energy saving boom times of the CFL.

He is responsible for the inventions of both the strip lamp CFL and the R7s Patented CFL and was credited with the first 1.0w LED retro fit lamp. He is now working on LED low glare and non-glare technology.

Mick was Director of the UK Lighting Association for many years and has additionally served on the UK Lighting Association Technical Committee.



Panelist 專題討論嘉賓: Mr Gordon Routledge, Publisher, Lux Review

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 Lumidrives, 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. Gordon is serial entrepreneur and innovator and is inventor and co-inventor on 11 patents.