

**Seminar on “Lighting for a Connected World”**  
**「照明讓世界連接起來」研討會**

Luminaire manufacturers need to prepare for a future in which their products are smart, multifunctional and connected – or lose out. The next generation of luminaires will do more than simply illuminate a space. Fitted with sensors and connected to networks, they will monitor, measure and control our world.

面對市場激烈的競爭，照明產品生產商必須把產品提升至智能、多功能及相連。新一代照明產品將不局限於把空間照亮，而是具備感應裝置，並與網絡連接，從而監管、量度及控制世界。

- Date 日期 : 27 / 10 / 2014 (Tuesday 星期一)  
 Time 時間 : 2:30pm – 4pm  
 下午 2 時 30 分至 4 時  
 Venue 地點 : SME Training Room B&C, HKCEC  
 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 service 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
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:50pm	<b>How to Make your Luminaire Smart</b> <b>如何把照明產品智能化</b> <i>Mr Simon Coombes, Chief Technology Officer, Gooee</i>
2:50pm – 3:10pm	<b>Smart, Simple, Accessible: the Future of Connected Lighting</b> <b>照明新趨勢：智能、簡單、相連</b> <i>Mr Fred Bass, Director, Megaman International Division, Neonlite International Limited</i>
3:10pm – 3:30pm	<b>New Frontiers in LED Lighting : Today and the Coming Decade</b> <b>現下和未來十年：LED 照明新領域</b> <i>Mr Max Yue, Sales Director - Cree Lighting (APAC)</i>
3:30pm – 4pm	<b>Panel Discussion: Is the Luminaire Dead? 討論環節：傳統獨立操作的照明產品被淘汰了嗎？</b> Does the move to connected luminaires mean the death of the traditional standalone fixture? Our panel of industry experts debate the implications of the move to smart systems. 相連照明產品的流行是否意味著傳統獨立操作的照明產品已被淘汰？專題講者將探討智能系統的影響。 <i>Panel Moderator: Mr Robert Bain, Managing Editor, Lux Review</i> <i>Panelists: Mr Neil Salt, Chief Marketing Officer &amp; Chief Product Officer, Aurora Group</i> <i>Mr Fred Bass, Director, Megaman International Division, Neonlite International Limited</i> <i>Mr Max Yue, Sales Director - Cree Lighting (APAC)</i> <i>Mr Gordon Routledge, Publisher, Lux Review</i>

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. 主辦機構保留任何更改之權利而不作另行通告。

Organiser 主辦機構: Co-organiser 協辦機構:

*About the Speakers* 講者簡介:

**Mr Simon Coombes, Chief Technology Officer, Gooee**

Simon Coombes is the Chief Technology Officer for Gooee and is responsible the full technology stack, from ICs to communications, through to the cloud and scalable data management.

Prior to joining Gooee, Simon was the Technology Director for the Aurora Group where he not only gained a great deal of experience with solid state lighting, but led various enterprise scale projects focusing on data, interoperability and complex process management. With a strong engineering background, he has been a passionate technologist and early adopter from an early age and has built up a wide range of skills across application architecture, software engineering, system integration and technology prototyping.

Prior to Aurora, Simon was a Technology Consultant serving the financial, military, publishing and distribution sectors working with a range of SME and Blue Chip companies.



**Mr Fred Bass, Director, Megaman International Division, Neonlite International Limited**

With over 25 years in the lighting industry Mr Bass brings a wealth of experience in all lighting technologies to his role as director of Neonlite International Ltd. Neonlite are the brand owners of Megaman now enjoying its 20<sup>th</sup> anniversary year. 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 lighting products in Europe. Mr Bass has recently overseen the launch of MEGAMAN® International. A new division created to assist lighting professionals with complex international projects.

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 and a qualified electrical engineer he continues to be impressed by the technical revolution that solid state lighting brings.



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**Mr Max Yue, Sales Director - Cree Lighting (APAC)**

Max joined Cree Lighting in 2012 and is responsible for growing lighting biz in Asia Pacific region. Cree is an industry leader in fully-integrated innovator of LED chips, components and complete lighting systems. Cree is continuously advancing state of the art LED lighting products to provide highly efficient lighting that is of superb quality and reliability.

Max comes from a technical background graduated with an electrical & electronics engineering. He has more than 10 years of experiences in LED lighting industry and has been pioneering many LED products for general lighting market since then. Originated from Malaysia, Max has spent a few years in Shanghai setting up a LED business unit with his former company and then moved on to base in Hong Kong for more than 7 years now.



**Mr Robert Bain, Managing Editor, Lux Review**

Robert has been writing about lighting for Lux and Lux Review for about two years. He began his journalism career a decade ago in the Bahamas as a reporter for the country's main daily newspaper, where he interviewed everyone from refugees to the prime minister. Before joining Lux he was deputy editor of Research, the monthly magazine of the Market Research Society.

He studied languages at the University of Edinburgh and speaks German and French, plus a little Danish. He also has a postgraduate diploma in magazine journalism from Harlow College.



**Mr Neil Salt, Chief Marketing Officer & Chief Product Officer, Aurora Group**

Neil Salt is Chief Marketing Officer and Chief Product Officer for Aurora Group.

Neil is responsible for the global creative direction and management of the Group's branding and marketing strategies, along with overseeing the ideation and development of Aurora's global product portfolio.

His track record of success spans the entire product, marketing and technology mix, having run revenue-generating campaigns across a full suite of print and digital mediums. As a founding director and board member, Neil has been fundamental in the expansion of the product portfolio around the globe and has played a key part in innovating and marketing the range across all channels.

Prior to Aurora, Neil was the Communications Manager for Dixons Group, later founding an early-stage digital design firm and visual marketing production business.



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

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