

## The Latest Development of Smart Lighting 智能照明的最新發展

Smart lighting in the age of IoT is set to be the next technological revolution in the lighting industry after LEDs. What the opportunities and what are the challenges? Our experts will share their insights on how smart lighting enhances user experience.

在物聯網時代，智能照明被視為是繼 LED 後照明業的下個科技革命。那它又會帶來哪些機遇與挑戰呢？專家將就此作深入探討和評估，分析智能照明為用家帶來的各項便利。

Date 日期	: 27 / 10 / 2016 (Thursday 星期四)
Time 時間	: 2:30pm – 3:30pm 下午 2 時 30 分至 3 時 30 分
Venue 地點	: HKTDC SME Training Rooms B & C, Expo Galleria 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)

Time 時間	Programme 程序
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:50pm	<b>An Overview of the Development of Smart Lighting and Human Centric Lighting</b> 智能照明之科技發展概況 <i>Mr Ivan Lin, Director, TrendForce / Editor-in-Chief, LEDinside</i> LEDinside 總編輯 林昌明先生
2:50pm – 3:10pm	<b>Smart Lighting – KISS: Keep it Simple &amp; Smart</b> 智能照明之簡單便利 <i>Mr Fred Bass, Director, Neonlite International Ltd</i>
3:10pm – 3:30pm	<b>From Lighting to Smart Lighting and IoT</b> 從照明到智能照明及物聯網 <i>Ms Kellen Yang, Sales &amp; Marketing Director of IoT Business Unit, Leedarson Lighting Holdings Pte Ltd</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。

**About the Speakers (祇提供英文版本)**

**Mr Ivan Lin, Director, TrendForce / Editor-in-Chief, LEDinside**

Ivan Lin previously worked at PChome Online and Cite Group, and has 12 years of experience in the field of media and technology/industry research.

In addition to providing analytical coverage on the green energy and new technology industries, Ivan Lin covers new media markets and has been known to participate in various open sourced projects.

In March 2007, Ivan Lin joined the global market research firm, TrendForce, covering subjects related LEDinside, EnergyTrend and other content business developments.



**Mr Fred Bass, Director, Neonlite International Ltd**

Fred brings more than 25 years of lighting experience to his role as one of the Directors of Neonlite, the brand owner of MEGAMAN®. Fred is responsible for strengthening the company's business development and leading the sales and marketing strategies for the world's leading energy-saving products.

Fred's passion and expertise for lighting has gained him recognition as a specialist in the industry. His interest was first instilled at a young age by his father who as an architect, taught him how to use light and space to define the built environment. Since then, Fred has had experience with many types of lighting including lamp making, stage lighting and professional lighting in both exterior & interior applications. His passion in lighting comes from working with designers and helping them to realize their vision. He finds the challenge of balancing high quality lighting with low energy sources invigorating which continues to inspire his long-standing career in the lighting industry.

Fred keeps in touch with international directives, for example, by following the work of European Commission. Also as one of Neonlite's representatives on both the Zigbee Alliance and Thread Group Fred is fully involved with developments on the company's Smart Lighting offering.

Prior to joining Neonlite, Fred held senior positions in many lighting companies including Group Product Marketing and R&D Director at Sylvania Lighting International Ltd where he was responsible for directing the design and development of fixture product across the group.

Fred graduated in Electrical & Electronic Engineering from Leeds Beckett University in 1981.



**Ms Kellen Yang, Sales & Marketing Director of IoT Business Unit  
 Leedarson Lighting Holdings Pte Ltd**

Ms Kellen Yang joined Leedarson in 2007 and has served as Marketing Manager, Product Management Manager, Deputy Technical Director, Strategic Marketing Manager and now Sales & Marketing Director for IoT Business. Lighting is a key device in IoT. As the world's leading LED Lighting manufacturer, Leedarson has taken that experience and expertise and evolved into an IoT product manufacturing powerhouse. Kellen Yang has 10 years of experience in lighting (Within the 10 years, 3 years mainly in IoT) and leads the team to evolve from Lighting to Smart Lighting and to IoT.

