

**Putting People First: The Revolution of Human Centric Lighting**

**突破性革命：以人為本的照明設計及技術**

With lighting goes beyond illumination and affect our biological processes, leading academia and lighting industry players will discuss about the trends and applications of this revolutionary concept and how it could alter and connect our life.

隨著光已超越照明的功能，並直接影響人的生理及心理，著名學者及知名公司代表將闡明此革命性的概念及其趨勢和應用如何改變人類的生活。

Date 日期 : 27 / 10 / 2017 (Friday 星期五)

Time 時間 : 2:30pm – 4pm  
上午 2 時 30 分至下午 4 時正

Venue 地點 : HKTDC SME Training Rooms B & C, Expo Galleria, 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

**Register [Here!](#)**  
 請「[按此](#)」登記

Time 時間	Programme 程序
2:15 pm – 2:30 pm	Registration 登記
2:30pm – 3pm	<p><b><u>Human-centric lighting: Its Origins and Implications</u></b>  <b>以人為本的照明：起源及應用</b></p> <p>Speaker 講者: <i>Emeritus Professor Warren Julian, AM, Architecture, Design and Planning, The University of Sydney</i></p> <p>Question and Answer Session 問答環節</p>
3pm – 3:30pm	<p><b><u>CRI - the Colour Confusion Index?</u></b>  <b>CRI - 混亂演色性指數 ?</b></p> <p>Speaker 講者: <i>Mr Fred Bass, Director, Neolite International Ltd.</i></p> <p>Question and Answer Session 問答環節</p> <div style="text-align: right;"></div>
3:30pm – 4pm	<p><b><u>Integrating Wellbeing with Smart Lighting: Illuminating a Smarter City</u></b>  <b>融合健康與智能照明：創造更智慧城市</b></p> <p>Speaker 講者: <i>Ms Yvonne Pan, Director of End-user Marketing &amp; BD, Philips Lighting Greater China</i></p> <p>Question and Answer Session 問答環節</p> <div style="text-align: right;"></div>

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知。

### About the Speakers 講者簡介

#### ***Emeritus Professor Warren Julian, AM, Architecture, Design and Planning, The University of Sydney***

Emeritus Professor Warren Julian is past-Dean, Faculty of Architecture, Design and Planning, University of Sydney; Life Fellow of the Illuminating Engineering Society of Australia and New Zealand; Editor, Lighting; past-Vice-President (Technical) CIE; Chair, Standards Australia Committee on Interior Lighting; Chair, Lux Pacifica; and author of many publications on lighting.

In 1979 he established Master of Design Science (Illumination), the first graduate level lighting design program in English. His research interest is in how people respond to the lit environment and has undertaken major studies on gloom, discomfort glare and lighting for the partially sighted. He is active in promoting lighting education and research in East and South Asia.



#### **Presentation Abstract**

After a period of rapid development, some of which produced poorly designed and poorly performing products, the solid state lighting (SSL) industry is now entering a period of relative stability with product trends appearing in the middle and upper tier suppliers. This is good news for designers, since they can now use SSL with more confidence than in the recent past.

Superimposed on these changes have been those in work and work practices in most industries; huge changes in retail from physical shops to online shopping and the pervasive use of the internet to monitor and influence people's behaviour minute-by-minute. "Smart" devices have also made people more aware of health matters (actually, not health but vanity). These have spawned so-called "smart lighting" and "human-centric lighting" to name two. This session explores the implications of human-centric lighting.

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

Fred brings more than 25 years of lighting experience to his role as a Director 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 LED products in Europe. Prior to joining Neonlite, Fred 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, Fred also represents the company with regulatory authorities such as the EU commission and the ZigBee Alliance as well as leading Neonlite's involvement as an industry partner on the United Nations U4E 'united for efficiency' programme.



#### **Presentation Abstract**

As the IES TM30-15 gains traction worldwide as a better, more consistent methodology for evaluating colour rendition, the CIE have published a research document CIE 224:2017 which adopts the same approach. The hope now is for a global standard and a new CRI that avoids confusion. Fred Bass of Neonlite explains the benefits of this new system and how it allows better understanding of human perception & preferences under artificial light.

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**Ms Yvonne Pan, Director of End-user Marketing & BD, Philips Lighting Greater China**

Yvonne Pan has been working for Philips Lighting for 10 years. She is now the End-user Marketing Leader & BD and mainly in charge of Strategic Segment Marketing, System MIP, B2B Marcom, EcoSystem partnership, and Business development.

She joined as Senior Segment Marketing Manager for Philips Lighting in Asia Pacific, since September 2007. She was responsible for developing the segment marketing strategy for Professional Lighting Business, across different Business Units. Yvonne changed her career path from marketing to sales and technical support role since July 2011 until March 2017. During this period, she has covered various functions, including International Key Account, International Specifier Key Account Program Owner, System Sales Support Team leader, End-user Sales R&H Team Leader, and System Architect Team Leader & BD. She embedded with strong business sense and in-depth knowledge, and able to approach and address business opportunities, strategically while practically.

Before joining Philips, Yvonne has 5 years marketing experience in FMCG and Consumer electronics industry. She completed her MBA degree in Lancaster University, UK in 2007.

**Presentation Abstract**

City planners face multitude of challenges, as there are many dimensions of urbanization. Utilizing the natural of LED as digital lighting, to let light go beyond illumination. To connect lighting, there's more value to be created for different applications around citizens, from indoor area, like healthcare, office, retail, to outdoor environment, e.g. road & streets. This session shares some cases about how smart and connected lighting to build around human-centric and wellbeing thinking.

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