

lighting today

OCTOBER - DECEMBER 2013

COVER STORY

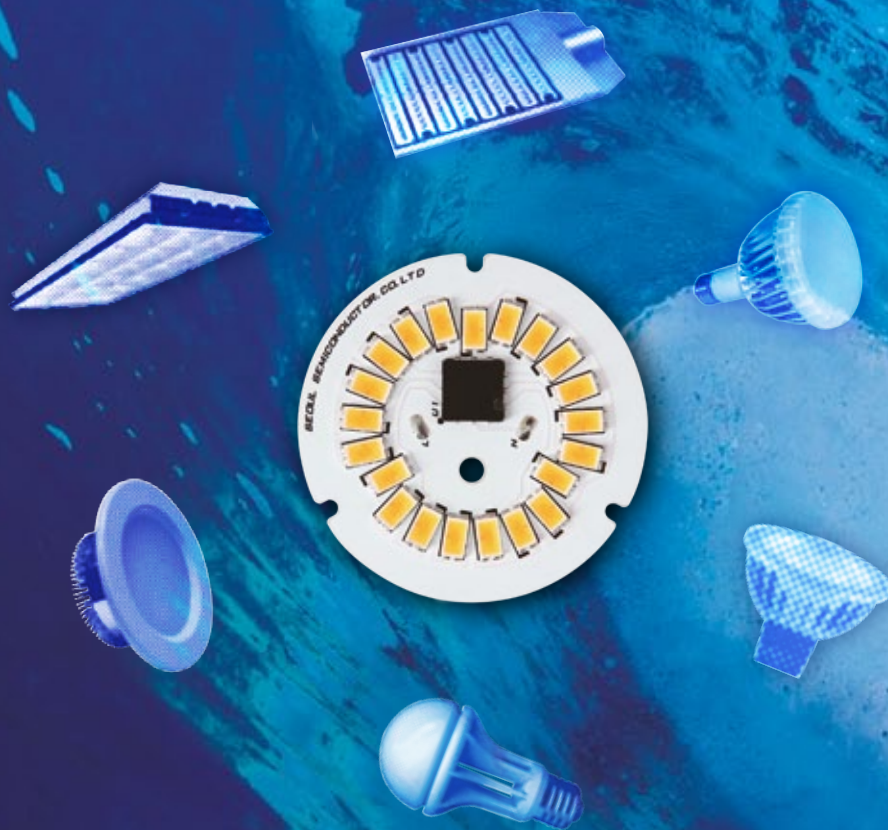
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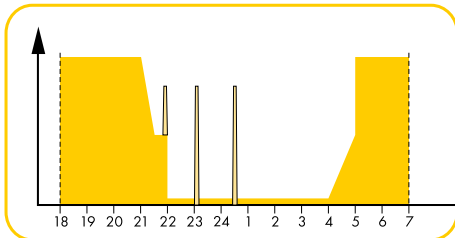
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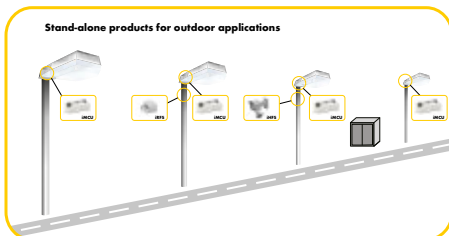
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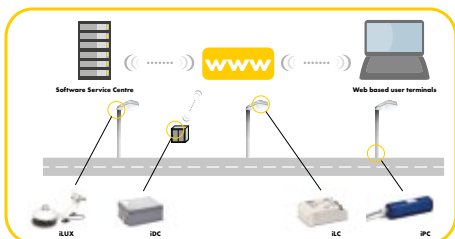


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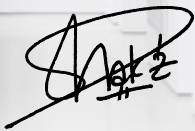
There's a simple saying that I think rings incredibly true: Change is the only constant. Whether we like it or not, everything changes. In the case of this issue of Lighting Today, we've gone for something a little different in that the cover story isn't our usual feature on architectural lighting, but rather lighting design in a ship.

I think it's a breath of fresh air – a nice move away from our usual cover stories so we are able to shine the spotlight on the art of automotive lighting, which is just as crucial in setting the right ambience and distinctive style.

In addition, as a nice round-up to the year, we have made the effort to feature as many different types of lighting design projects as possible – from a museum to a hotel to a restaurant. Do check out our special feature on the Städel Museum Extension, which was done by Licht Kunst Licht. It is an exceptional display of how artificial and natural lighting can be manipulated to transform a bare plot of land into something beautiful.

I hope these projects will inspire you while you flip through the pages, as they remind us of the importance of lighting design in the entire building process.

Enjoy!



Nur Shakylla Nadhra
Editor



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048



060



072



098

Contents

008 **Light Talk**
Lighting and Commerce By *Martin Klaasen*

010 **Lighting in the News**

030 **Show Preview**

- Light Middle East 2013
- HKTDC Hong Kong International Lighting Fair (Autumn Edition)
- EcoLightTech Asia 2013
- Luxlive 2013

038 **Show Review**
Guangzhou International Lighting Exhibition 2013

048 **Special Feature**

- *Städel Museum Extension*
- *Crestron Asia Lights Up Radisson Blu Plaza Hotel Chongqing With Intelligent Lighting System*

060 **Cover Story**
AIDamar Cruise Ship
Lighting Design by Lichtvision Design & Engineering and Partner Ship Design

072 **Lighting Façades and Landscapes**

- *The Bay Lights*
- *Dia Lights*
- *Jingdong Road*
- *Museum of History and Industry*
- *Kunming Changshui International Airport*
- *The Ryerson Image Centre*

098 **Lighting Spatial Envelopes**

- *The University Of Oregon Ford Alumni Center*
- *Highpoint Shopping Centre*
- *GAGA Restaurant*
- *Emotion Hotel*
- *Villa Cape Yamu*

124 **Lighting Controls**

- *New 0-10 Volt Dimmers Offer Improved Lighting Control For Commercial Applications*
- *Astera Launches Improved AsteraTouch Wireless Lighting Controller*

126 **illumina - Product Showcase**

- *Awash With Colour*
- *The L-PRO 72: A New Series Of LED Projectors*
- *Vibrant Lighting For Interior Spaces*
- *Zenia Senia LED Recessed Downlight Series*
- *The Pollux Led: A New Size For Compact Spotlights*
- *Venus Q60*

138 **Product Focus**

148 **Events & Expositions / Advertisers Index**

Canberra Girls Grammar
Canberra ACT - Australia

Product Features



Robust 2 LED Downlight



Taurus LED Bollard



Rado 2 LED Recessed Wall



Canberra Girls Grammar Building, located in suburb where requires well design illumination level and inviting ambient atmosphere. Pathway along the building where lit uniformly with **Taurus LED**, it projects a wide throw on pathway and serve as safe passage to incoming and outgoing visitors.

The outdoor corridor and wall textures were enhance to create more attracting detail on the building façade by the used of **Robust 2 LED** downlight recessed in canopy. To ensure a safe circulation on entrance stairs of the building, **Rado 2 LED** were installed on both side along the steps the textures and details of concrete walls that covers the steps were also revealed, thanks to the + 80% CRI LED equipped in Ligman fixtures.





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LIGHTING TODAY IS PUBLISHED BY:

TRADE LINK MEDIA PTE LTD

101 Lorong 23, Geylang #06-04
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For interest in advertising and advertorials, please attention your query via:
 fax: +65 6842 2581 / +65 6745 9517 or
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Printed by KHL Printing Co Pte Ltd

MCI (P) 034/05/2013

ISSN 2345-7147 (Print) and ISSN 2345-7155 (E-periodical)

This publication is published four times a year and is available at no charge to subscribers in the professional lighting industry who meet the publication's terms of circulations control. For subscribers who do not qualify for free subscription, copies will be made available subject to acceptance by the publisher, for a subscription fee which varies with the requester's country of residence in the following rate for annual subscription.

ANNUAL SUBSCRIPTION BY AIRMAIL

Europe/America – SGD\$120,
 Asia Pacific – SGD\$70,
 Brunei/Malaysia – SGD\$55,
 Middle East – SGD\$120,
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Lighting and Commerce

We all, in some way, have a commercial tie with lighting. We either make money from lighting or pay for lighting to use it. There are the manufacturers making the lights, the resellers selling the lights, the power companies providing the energy to run the lights, those (like me) in the business of designing with and specifying lights, those buying the lights and then there are the final end users – though the last two may be one and the same. Somewhere in between there are those who supply components related to lighting, such as switches and dimmer controls, or use lights to earn money (theatre companies, for instance). The list is endless when you start digging into it. We all have a commercial stake in lighting whether we realise it or not.

Retail, events and food outlets continuously try to get hold of the public spending dollar with special offers and promotions. I had lunch outside the other day and sure enough they had a special promotion going on. In the end, nearly everything is about money – when dealing with our clients (preparing fee proposals, invoicing our clients for work done), when you need to get office supplies, when you need food or when getting from A to B - you name it, it is all about the dollars and cents.

The point that it all comes down to is the perceived value for money. We are happy to spend the money if we perceive the value to be (more than) good. But in this world where everything seems to revolve around dollars and cents, many goods and service suppliers seem to take shortcuts – all for a quick profit. Products are being “flower-talked” for the purpose of sales. But poor quality products, misleading product references and overstated product performances are often the reality – we have all seen it. The sad thing is that we often only discover this after the actual purchase or experience.

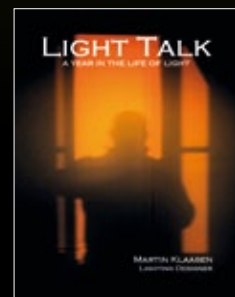
I come across it daily in my life as a lighting designer – poor manufacturer product information, overstated lighting performance specifications; you get excited when you see it but then the actual experience is disappointing, especially when it comes to new LED technology. We have learned the hard way to do our due diligence by testing the lights first before we even think of specifying them, let alone recommending them to our clients. We hope that with this the manufacturers become more open and forthright with their product information. We help in specifying their products; there is more advantage in levelling with us about quality and performance so we can create satisfied clients and end users in return!

Most of it is due to short-term thinking; in commerce, the attitude of many is to make money first and see later. This is a shame, as building long-term relationships with clients to me is of far more value than short-term profit. What is the point of seeing a client once after having extorted him or her of all possible money? A happy client will come back to you time and again. Yes, you may make a little less money the first time around, but that (with good work and delivery) is then followed with many follow up work.

One of my clients recently asked me, as we were about to sign a new project contract, whether a certain clause in regards to the quantity of deliverables we had listed was the grand total or the deliverable total per area. While it was intended as the grand total, I applied the customer building attitude by letting her know that we would deliver more at no extra costs if reasonably required. So I had a happy customer in return. The point is: it should be give and take in this world – not only take!

Yes, commerce is all about selling, selling and selling. But good sales people think long term commerce, the bad ones in short-term profits.

Follow Martin's daily blog about lighting, Light Talk, at:
<http://lighttalk.via-verlag.com>



Martin's Book, **'Light Talk, A Year in the Life of Light'**

(ISBN: 978-981-07-0120-8),

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BIVAR AND MARL INITIATE JOINT LED LIGHTING DEVELOPMENT PARTNERSHIP



Photo Credit: Marl

Tom Silber of Bivar and Adrian Rawlinson of Marl initiate LED partnership

Marl International has started a bilateral engineering partnership with California-based LED lighting manufacturer Bivar Inc. under which the two companies will combine design resources and share IP to bring innovative LED lighting and indicators to the market more quickly. The announcement marks a further stage

in the strategic alliance between Marl and Bivar, which was announced in January 2013.

Under the agreement, Marl and Bivar will share expertise, tools and teams to bring products to market jointly. The two companies will market and support these products to customers around the world through a global network of agents and distributors. The two companies have manufacturing locations on three continents. Marl has recently invested £250,000 in new automated production equipment and prototyping tools for its Ulverston, Cumbria site.

Adrian Rawlinson, Managing Director of Marl International, said: "Our new agreement allows the two companies to combine their strengths to the benefit of both sets of existing and potential customers. Both companies fully recognise the importance of becoming a global player, and the agreement is a new phase of an exciting joint strategic plan."

Commenting on the relationship, Tom Silber, CEO of Bivar, said: "Together, we will be creating innovative new lighting and indication solutions that the two companies between them can offer to the world. In addition, the dynamic nature of our collaboration also enables both organisations to encourage enquiries for custom solutions in niche product applications."

The partnership includes an engineer exchange programme, giving staff from both companies the opportunity to work on the other side of the Atlantic and broaden their experience. The benefit to customers is increased speed, design efficiency, and lighting project success.

California-based Bivar Inc. and UK-based Marl International announced an international partnership in January, creating an organisation with manufacturing facilities in North America, Europe and Asia, and a portfolio of approximately 24,000 high performance LED indication and light pipe products. Before making the January announcement, the CEOs of the two companies spent the past several years looking at how they can most effectively work together to address the growing market demand for LED-related products and solutions.

GERARD LIGHTING GROUP ACQUIRES MEGABAY

The Gerard Lighting Group (GLG), a leading lighting manufacturer and distributor in Australia, announced it has completed the acquisition of Megabay, an innovative manufacturer of high performance LED luminaires. Implementing the latest technology available and highest quality materials, Megabay provides advanced lighting solutions for the professional lighting industry.

"Our focus is to provide digital illumination tools that meet the demands of the modern world," said Jordan Tentori, General Manager of Megabay. "We are looking forward

to joining the Gerard Lighting Group and utilising its significant resources to further accelerate the delivery of superior solid-state lighting solutions to the market."

Mr Simon Gerard, CEO of Gerard Lighting Group, added: "The Megabay acquisition is consistent with our growth strategy and adds a brand and product suite of high-end LED outdoor architectural luminaires that our Group does not currently have in its offering. In addition, GLG is pleased to add the LED expertise and experience brought to the group by Jordan Tentori."



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BRIDGELUX AND FUTURE ELECTRONICS SIGN GLOBAL DISTRIBUTION AGREEMENT FOR BRIDGELUX PRODUCT PORTFOLIO

Bridgelux Inc., a leading developer and manufacturer of LED lighting technologies and solutions, has signed a global distribution agreement with Future Electronics, a world class leader and innovator in the distribution and marketing of electronic components. Under the new agreement, Future Electronics' lighting division, Future Lighting Solutions, will provide global sales, design support and fulfillment services for Bridgelux's portfolio of LED products sold through distribution.

"We are very pleased to partner with a respected global partner that will broaden our reach into the rapidly emerging markets for LED lighting," said Max Hong, Executive Vice President of Sales and Marketing for Bridgelux. "With a world-class web platform, deep lighting application knowledge and leading global distribution capabilities, Future Lighting Solutions has distinguished itself as an innovative and extremely customer-focused organisation, with strong demand creation programmes.

Combining Future Lighting Solutions' leading-edge selling, marketing and technical support strengths with Bridgelux's high performance LED technology portfolio will produce an alliance to accelerate the worldwide transformation to solid-state lighting."

"Bridgelux's innovative product offering targets the rapidly increasing demand for high quality, energy efficient internal and external LED lighting solutions for retail, commercial and residential environments," said Jamie Singerman, Corporate Vice-President, Worldwide of Future Lighting Solutions. "The partnership with Bridgelux presents Future Lighting Solutions with significant growth opportunities by delivering access to an even broader base of customers. Innovative new Bridgelux products, such as the Vero array platform, complement our SSL product line, increasing our ability to deliver design solutions across a wider range of applications and markets for our global customers."

LED LINEAR AWARDED "INNOVATOR OF THE YEAR 2013"



Photo Credit: LED Linear

LED Linear GmbH accepting their award

LED Linear GmbH was awarded the "Innovator of the Year 2013" award by the Top 100 jury during a festive occasion in Berlin. This makes LED Linear one of the top three German innovators in 2013. The jury, made up of Germany's best known business managers, university professors and entrepreneurs including renowned business consultant Professor Dr. Roland Berger, had been convinced by the rapid and spectacular development of the company's turnover.

Founded in 2006, the company showed a growth in sales of 700 percent between 2008 and 2012, and a growth of 730 percent in the total number of employees, which is even more impressive as the company only consisted of six employees in 2009. Since participating in the Top 100 survey, the company's number of employees has risen from 50 to 70.

The company from the lower Rhine has been manufacturing LED technology for the world market since 2006. It

is nowadays not possible to imagine the market for luminaires without LED Linear's innovative linear lamps and fixtures. In the fields of quality, design, look and feel, LED Linear has set new standards. Its numerous design and innovation awards reflect the high standards applied to providing high-quality products at reasonable prices.

Jury member, Manfred Gotta, emphasised: "The company's history almost sounds like an economic fairy tale – from a garage company to a strongly developing driver of innovation. The company's convincing strategic master plan and the founder's distinctive entrepreneurial thinking, as well as the methodological competence and a large network of innovative partners, have made this fairy tale come true. LED Linear can be considered as one of the active shapers of a fast changing market."

"We are proud of having achieved through our employees a market share with an export ratio of up to 80 percent within a few years alongside a brand that is both innovative and strong in design," explained Managing Director, Dr. Michael Kramer. Additionally, the top-management works closely with the heads of departments and a selection of business partners to further develop product ideas. This is reflected in the 25 percent of last year's turnover achieved with new product releases.

(Continues on Page 14)



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(Continues from Page 12)

The Top 100 award is based on academic research on the firm conducted by Professor Nikolaus Franke and his team from the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. This year, these innovation experts have examined a total of 245 companies. The findings of this research are made available to the participating firms in the form of a benchmarking report that reveals their potential and provides practical tips that can be applied immediately. Managing Director, Carsten Schaffarz, said: "This success is the result of a dedicated team performance of management and staff, and shows that we are heading in the right direction. We will use those results to further optimise our innovation management."

In addition to LED Linear, a further 102 firms in a total of three categories based on size will be receiving the Top 100 award. They include 51 German market leaders and 21 global market leaders. Roughly two-thirds of these firms are family-owned businesses. All of these companies together generated a total revenue of approximately €13.5 billion in 2012. The Top 100 leading innovators reinvested around 10 percent of this



Photo Credit: LED Linear

Proud of the company's success are the two CEOs: Dr. Michael Kramer and Carsten Schaffarz

revenue directly in research and development (R&D), whereas German small and medium-sized enterprises (SMEs) in aggregate spent only 1.4 percent on R&D.

Consequently, the award-winning firms are more successful: they generate 42.6 percent of their revenue from products and services that they have only brought to the market in the last three years, while the corresponding figure for German SMEs as a whole is at a much lower 8.9 percent. This meant that 86 of the Top 100 firms (83.5 percent) have generated growth that has outperformed the respective industry average – by almost 15 percentage points on average – over the past three years.

LG CHEM TO DEBUT 55 LM/W BENDABLE AND 80 LM/W RIGID OLED LIGHT PANELS

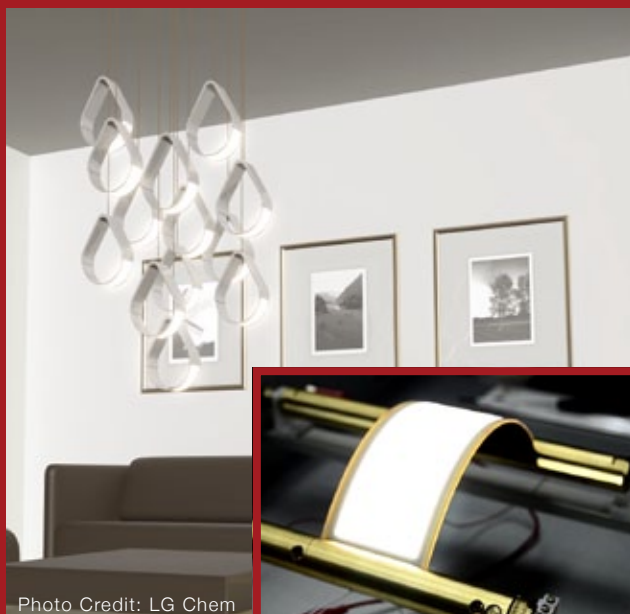


Photo Credit: LG Chem

LG Chem's OLED Light Division has announced that it will launch a new line-up of OLED light panels over the second half of 2013. LG Chem's portfolio will provide customers with various size options in configurations of 53x55mm, 100x100mm, 140x140mm, and 200x50mm. All of these panels will have an improved efficacy of 55~60lm/W and a CRI above 90. In addition to the previous LG Chem panels that were available in the colour temperature of 4000K, the whole line-up will also be available in 3000K, expanding the CCT options for customers as well.

By the fourth quarter, LG Chem will release the world's first mass produced flexible (bendable) thin-glass type panels (210x50mm, 55lm/W). Also to be launched is the standard 100x100mm rigid panel with an efficacy of 80lm/W, which makes these OLEDs good enough for application in functional lighting.

LG Chem's OLED new panels are expected to open the door for developing new applications, as well as unprecedented luminaire designs. And more importantly, they will bring OLEDs a step closer to being applied to the general lighting of today.

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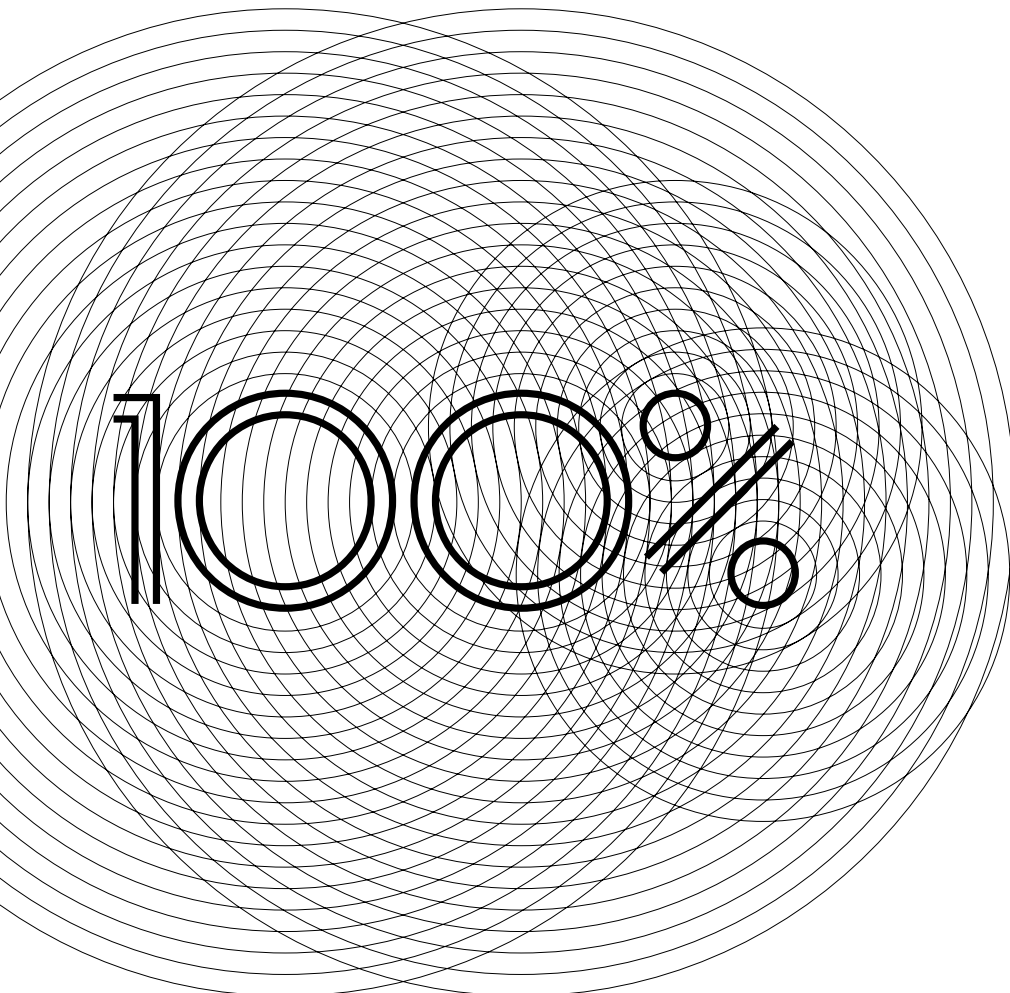
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SORAA'S BREAKTHROUGH LED LIGHTING TECHNOLOGY SPURS EXPANSION OF GLOBAL SALES TEAM



A surge in demand for Soraa's full visible spectrum GaN on GaN LED MR16 lamps has led the company to appoint two new leaders to its sales organisation: George Stringer and Nick Faraway. Stringer joins the company as Senior Vice President of North America Sales and Faraway joins as Senior Vice President of International Sales. Both will report to Tom Caulfield, President and COO of Soraa.

"Our GaN on GaN LED lamps are widely regarded as the best in the world in terms of brightness and colour rendering. This has fuelled sales growth over the past year and created the need to expand our sales organisation," said Caulfield. "Both George and Nick bring energy, ingenuity and industry insight to help us chart a successful course for the company in the coming years."

A highly recognised sales leader throughout the lighting industry with a history of success in building top sales talent and innovating sales processes, Stringer comes to Soraa following 16 years with Acuity Brands Lighting in a variety of senior level sales and sales management roles. His last

role at Acuity was as Vice President and General Manager for Corporate Accounts, Renovation, and Government, where he revitalised the National Account organisation by introducing a new strategic vision and turning it into a high performance sales channel. He brings to Soraa considerable expertise in all sales channels and motions; direct, distribution, manufacturer's representatives, and national and regional accounts.

"Response to Soraa's products from the marketplace has been extraordinary and I'm excited to be part of its seasoned and professional management team," said Stringer.

An internationally recognised lighting expert with over 30 years of global industry experience, Nick Faraway brings a wide range of expertise in lamps, fixtures and applications to the Soraa team. He previously held senior executive roles at Sylvania, Thorn and Zumtobel Lighting, working through all channels from international project specification to general wholesale distribution and retail. He led the successful bid teams on several prominent international projects, including London Heathrow Airport Terminal 5 and Wembley International Football Stadium.

"Soraa maintains a rare agility that consistently outperforms the competition, not only in the inventiveness and quality of its products, but in their ability to manoeuvre within the marketplace to create new business opportunities. I'm thrilled to join the company at such an exciting time," said Faraway.

RENSSELAER RESEARCHERS POINT TO ELECTRON LEAKAGE AS ROOT OF LED EFFICIENCY DROOP

Rensselaer Polytechnic Institute researchers have identified the mechanism behind a plague of LED light bulbs: a flaw called "efficiency droop" that causes LEDs to lose up to 20 percent of their efficiency as they are subjected to greater electrical currents. Efficiency droop, first reported in 1999, has been a key obstacle in the development of LED lighting for situations, like household lighting, that call for economical sources of versatile and bright light.

In a paper recently published in *Applied Physics Letters*, the researchers identified a phenomena known as "electron leakage" as the culprit. "The research offers the first comprehensive model for the mechanism behind efficiency droop, and may lead to new technologies to solve the problem," said E. Fred Schubert, the Wellfleet Senior Constellation Professor of Future Chips at Rensselaer, Founding Director of the university's National Science Foundation-funded Smart Lighting Engineering Research Center, and senior author on the study.

"In the past, researchers and LED manufacturers have made progress in reducing efficiency droop, but some of the progress was made without understanding what causes the droop," said Schubert. "I think now we have a better understanding of what causes the droop and this

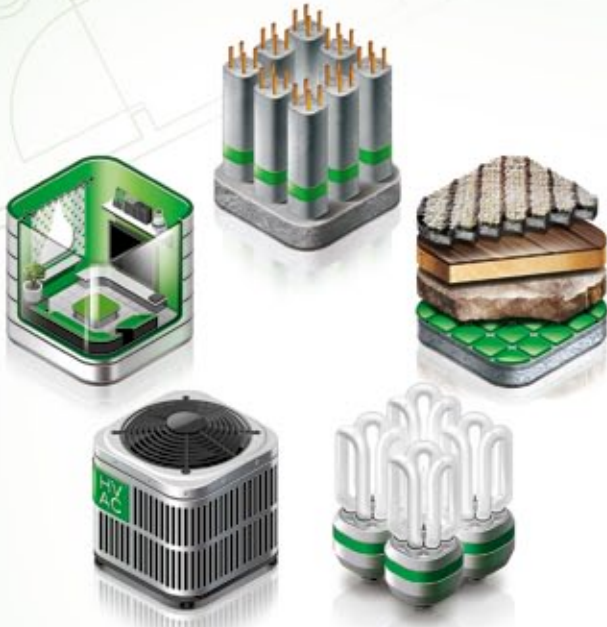
opens up specific strategies to address it."

Light-emitting diodes take advantage of the fact that high-energy electrons emit photons, i.e. particles of light, as they move from a higher to a lower energy level. The light-emitting diode is constructed of three sections: an "n-type" section of crystal that is loaded with negatively charged electrons, a p-type section of crystal that contains many positively charged "holes" and a section in between the two called the "quantum well" or "active region".

David Meyaard, first author on the study and a doctoral student in electrical engineering, explains that electrons are injected into the active region from the n-type material as holes are injected into the active region from the p-type material. The electrons and holes move in opposite directions and, if they meet in the active region, they recombine, at which point the electron moves to a lower state of energy and emits a photon of light. Unfortunately, researchers have noticed that as more current is applied, LEDs lose efficiency, producing proportionally less light as the current is increased.

Meyaard said the team's research shows that, under the "high current regime", an electric field develops within the

(Continues on Page 14)



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(Continues from Page 12)

p-type region of the diode, allowing electrons to escape the active region where they would otherwise recombine with holes and emit photons of light. This phenomenon, known as “electron leakage”, was first proposed more than five years ago, but Meyaard said the team’s research is the first incontrovertible evidence that it is the cause behind efficiency droop. Meyaard said the team identified the electric field as it began to build up, and showed that, after a sufficiently strong field is built up, the electrons escape out of the active region.

“We measure excellent correlation between the onset of field-buildup and the onset of droop,” said Meyaard. “This is clear evidence that the mechanism is electron leakage, and we can describe it quantitatively. For example, in one key result reported in the paper, we show the onset of high injection and the onset of droop and you can see that they are very nicely correlated. And that was just not possible in the past because there was really no theoretical model that described how electron leakage really works.”

Schubert said their work shows that because electrons have a greater “mobility” than holes, the diode is made

from disparate types of carriers.

“If the holes and the electrons had similar properties, there is a symmetry; both would meet in the middle, where the quantum well is, and there they recombine,” said Schubert. “What we have instead is a material system where the electrons are much more mobile than the holes. And because they are very mobile, they diffuse more easily; they also react more easily to an electric field. Because of that asymmetry, or disparity, we have a propensity of the electrons to ‘shoot over’ and to be extracted from the quantum well. And so they don’t meet the hole in the active region and so they don’t emit light.”

Meyaard and Schubert said the team has now turned their attention to developing a new structure for LEDs based on the model, which they look forward to introducing.

The paper, published in the 27 June edition of Applied Physics Letters, is titled “Identifying the cause of the efficiency droop in GaInN light-emitting diodes by correlating the onset of high injection with the onset of the efficiency droop”.

XICATO NAMES MARTIN LYNCH AS EVP OF OPERATIONS



Photo Credit: Xicato

Martin Lynch, Executive VP of Operations at Xicato Inc.

Company focuses on experience, leadership, and customer excellence as its presence expands.

Xicato, a leading provider of LED modules for retail, hospitality and specialty lighting environments, announced its appointment of Martin Lynch as Executive Vice President of

Operations for the growing company. Reporting to Xicato CEO Menko de Roos, Lynch will leverage his global operations, engineering and advanced technology experiences to ensure Xicato’s customer support remains world class as the company grows its operations worldwide.

“With manufacturing on two continents and a global base of professional lighting customers, Lynch’s experience and proven leadership in operations will greatly support our market and growth objectives for the coming years,” said Menko de Roos.

During a 10-year career with Maxtor, Lynch held the position of Vice President of Engineering at the Server Products Group where he led the manufacturing and engineering turnaround of the Enterprise Division, producing Maxtor’s first and second generation 15K enterprise products, as well as led seven desktop products into mass production. His career has also included leadership positions as the Senior Vice President

of Operations and Programme Engineering at Overland Storage and as Executive Vice President of Operations at 2Wire, where he built the company’s operations group from the ground up, and developed and managed the product introduction and manufacturing processes that supported 50 percent growth in company valuation over three years.

Lynch joins Xicato as the company is introducing its Vibrant Series of light that increases the brilliance and richness of lit objects and spaces, which is particularly important in retail and hospitality applications. The Vibrant Series, along with the company’s Standard Series and Artist Series, comprise a portfolio of high quality light for the professional lighting industry. Earlier this year, the company introduced the lighting industry’s first and only five-year colour consistency warranty, backed by Munich RE, and increased confidence that with the right technology the quality, consistency and longevity of the light could be assured.



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AL USZYNSKI NAMED CEO OF TRAXON TECHNOLOGIES NAFTA AND HEAD OF ENCELUM SALES

Al Uszynski has been named CEO of Traxon Technologies NAFTA and head of Encelium sales in the Americas region, effective 24 July 2013. In a dual role, he will report to Mike Mastroiannis, CEO of Traxon Technologies Ltd. and Tim Lesch, Senior Vice President and General Manager of NAFTA sales, services and logistics, Osram Sylvania.

Uszynski will be based in East Rutherford, New Jersey. He comes to Traxon and Encelium with an extensive background in the LED lighting and controls industries, featuring an outstanding track record of significant revenue growth.

Throughout his 20-year career, Uszynski has held sales leadership positions at multiple lighting and controls companies throughout North America. Most recently, he held the position of Area Vice President – Northeast at Cooper Lighting, where he drove sales of Commercial & Industrial, national accounts, energy, specification and controls.

Prior to that role, Uszynski spent 18 years driving specification sales and marketing initiatives with high performance lighting and controls products at other lighting industry manufacturers, including Hubbell Lighting and Lutron Electronics.

Traxon and Encelium's management team is pleased to have Uszynski on board. "We have put careful consideration into looking for someone who would be the right fit for this role," said Lesch. "Al's exceptional track record in the LED lighting and controls industries, combined with his motivation and passion made him the clear choice to lead Traxon and Encelium during this exciting time in our industry."

Uszynski is equally excited to join the Traxon and Encelium teams. "I am thrilled to be given the opportunity to lead Traxon and Encelium, joining an already robust team of established, innovative industry leaders, and I am looking forward to expanding our presence in the North American region."

PHILIPS, RENSSELAER, OSRAM SYLVANIA, AND OTHER EXPERTS TO PRESENT AT 'LEDs & THE SSL ECOSYSTEM' EVENT



The 14th edition of the Smithers Apex LEDs conference and exhibition will take place 28-29 October 2013 in Boston, MA.

Philips Lighting, Rensselaer Polytechnic Institute and Osram Sylvania are just a few of the key industry players who will look into the future of LED lighting at Smithers Apex's LEDs & the SSL Ecosystem 2013: Phase II the Path to Profit.

The 14th annual conference and exhibition will take place at the Omni Parker House Hotel in Boston, MA, and will cover future applications, sensing and automation, emerging technologies, the future of design, metrics and more.

John Lewinski, head of US events for Smithers Apex, says of the event: "Through more than 30 presentations from lighting designers, researchers, investors and visionary organisations, LEDs & the SSL Ecosystem will provide attendees with a road map for a profitable path to the integrated lighting systems of the future. Most importantly, attendees will secure the relationships and partnerships

with industry leaders across the value chain needed to make the lighting systems of the future a reality.

By relocating this year to the Northeast, we have access to one of the most innovative research, design and manufacturing hubs in the world. LEDs and the SSL Ecosystem will provide all attendees with the resources needed to take advantage of the many opportunities that are rapidly developing as LED technologies move into new applications."

Attendees at LEDs 2013 will hear from the end users, designers and manufacturers moving the lighting industry forward including Acuity Brands, Associated Grocers of New England, Bain Capital Ventures Black Coral Capital, Canaccord Genuity, DesignLights Consortium, Northeast Energy Efficiency Partnerships, Digital Lumens, Dr. Chips Consulting, LLC, io Lighting, a division of Cooper Lighting, Leading Edge Design Group, Lighting Research Center, Rensselaer Polytechnic Institute, MIT Media Lab, Noveda Technologies, OSRAM SYLVANIA, Pacific Northwest National Laboratory, Philips Lighting and TÜV SÜD.

Other organisations presenting include Available Light, Braemar Energy Ventures, ByteLight, Cree/Rudd Lighting, Emerald Ventures, EPOS Design, IHS, iLumi Solutions, Philips Color Kinetics, Pride Industries, Public Service of New Hampshire, Purdue University, Semiconductor Equipment and Materials International (SEMI), and Tempo Industries.

This year's agenda was shaped by an advisory committee of industry thought leaders at the forefront of SSL innovation and applications chaired by Chips Chipalkatti, Managing Director, Dr. Chips Consulting, LLC and formerly Osram, and including Jason Chesley, TÜV SÜD America, Dr. Neil Cameron, Emerald Technology Ventures, Jon Linn, Northeast Energy Efficiency Partnerships, Dr. Nadarajah Narendran, Lighting Research Center, Rensselaer Polytechnic Institute, Kent Larson, MIT Media Lab, Brian Chemel, Digital Lumens, and Govi Rao, Noveda Technologies.



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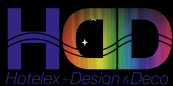
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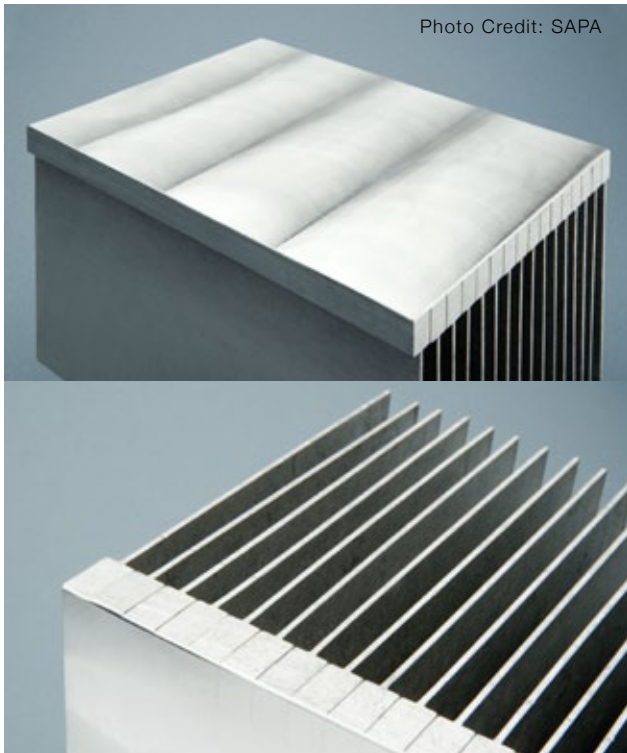
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SAPA DESIGNS MODULAR HEAT SINKS TO ACHIEVE THERMAL EFFICIENCY IMPROVEMENT OF EIGHT PERCENT



Sapa Extrusions North America has announced a breakthrough method in manufacturing high ratio air-cooled extruded aluminium heat sinks that are approximately eight percent more thermally efficient than the industry standard.

Created by Sapa's North American Technical Center (NATC)—an internal research, design and development center that works to provide innovative solutions and products—the heat sink design leverages Sapa's expertise in aluminium extrusion manufacturing and Friction Stir Welding (FSW) technology, a technique that joins flush metal surfaces through the mechanical action of a rotating tool.

The patent pending new method utilises a modular concept that enables maximum flexibility with fin geometry, fin ratio and heat sink footprint. Not only does this method allow for the production of large-scale heat sinks of up to 20 inches in width, it is also well-suited for serial production, making these types of heat sinks a competitive product in the marketplace.

"This has been an exciting process, as we're now able to achieve heat sink ratios in excess of 40:1 where we were previously restricted to ratios of 16:1 based on extrusion limitations," said Steve Jackson, Business Development Manager of Thermal Management at Sapa Extrusions North America. "As a result, we're able to offer customers an improved product that will provide cost savings, a decrease in lead time and a solution that meets a range of requirements."

In order to develop the manufacturing method, Sapa conducted a study comparing the Sapa NATC designed FSW aluminium heat sink to a heat sink with bonded fins. The study involved experimental testing to benchmark thermal performance of both extruded aluminium heat sinks during forced convection.

Sapa plans to use this new method to manufacture heat sinks for the power and LED street light markets.

PHILIP MARSHALL APPOINTED TO PHOTONSTAR LED GROUP BOARD



British designer and manufacturer of smart LED lighting solutions, PhotonStar LED Group, has appointed Philip Marshall as a non-executive director with immediate effect. Marshall most recently served as the President and Chief Executive Officer at GE Lighting EMEA, the \$600 million turnover division of General Electric specialising in lighting solutions.

In this role, he led the infrastructure development across the entire region for GE's lighting business, which included transitioning the business to an energy solutions provider, encompassing LED technologies.

Marshall holds a Bachelor of Arts Degree from Thames Valley University, and is a qualified Chartered Management Accountant. Also, PhotonStar's Chief Financial Officer, Russell Banks, who joined the Group in April 2013, has been appointed to the board with immediate effect.

James McKenzie, Group Chief Executive, commented: "We are very pleased to welcome Marshall to the Board. He has a strong industry background and brings valuable experience in technology commercialisation and strategy at an exciting time for our business."



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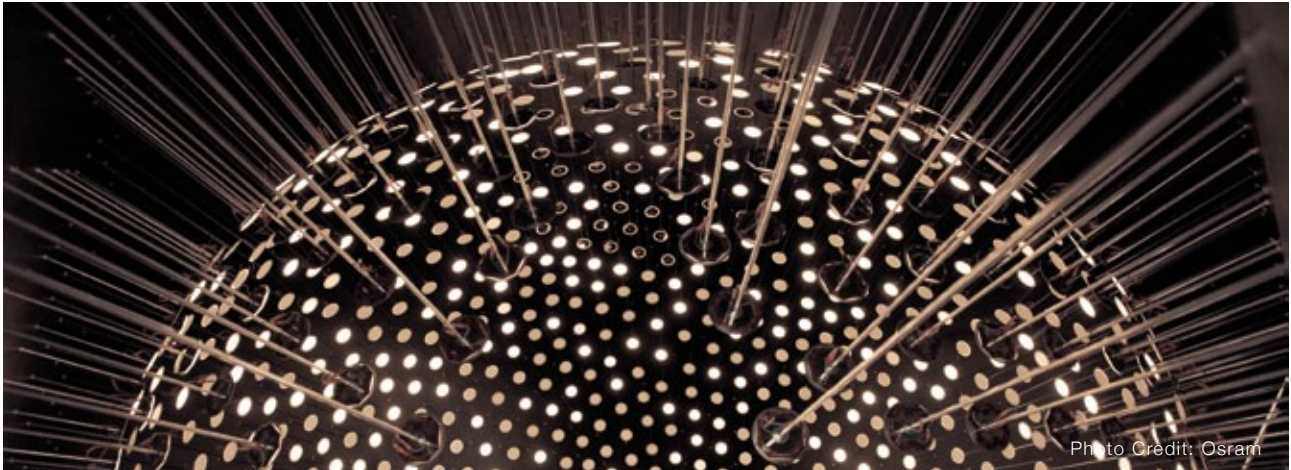
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OLYMP PROJECT AIMS TO MAKE OLED AS EFFICIENT AS LED



The main aims of the common project are to improve the efficiency and service life of organic light emitting diodes (OLEDs). In addition, production costs have to be minimised to ensure that OLEDs can be successful in the general lighting mass market. In the past years, the participating companies have achieved innovative advantages that are intended to be expanded as part of the funded project.

With OLYMP (Organic Light emitting sYstems based on energy and cost-efficient Materials and Processes), the Federal Ministry for Education and Research is supporting an association of German companies that have achieved leading positions in the sector and aim to bring OLED technology to maturity for the volume market.

“We want to offer customers OLEDs that have superior energy efficiency compared to traditional light sources,” said Ulrich Eisele, head of the OLED sector at Osram. Research has been specifically carried out to achieve efficiency values greater than 100 lm/W and to increase operational lifetimes. OLED, in the mid-term, should become as efficient as related LED technology. And in the long term, OLED should be pliable and as transparent as glass panels.

The successes of past funded projects – combined with intensive research – have brought OLED technology to a level that enables OLED panels to be integrated into high quality designer luminaires. Current OLED panels, however, are too expensive for a wider spectrum of use (for example, as part of general lighting). Manufacturing costs intended to be reduced by new forms of materials

– among other factors – are essential conditions that dictate prices.

From Concept To Luminaire

The association of companies follows a complete approach that covers all value creation levels, from organic materials that enable an OLED to illuminate, to OLED panels, to finished luminaires. The technological advantage achieved by participating companies is also intended to be maintained and expanded upon.

OSRAM GmbH is formulating concepts for increased efficiency of OLED panels. Its subsidiary, Osram Opto Semiconductors, is project coordinator and benefits from wide expertise in the field of OLED manufacture. Organic functional materials have been developed by Merck KGaA. BJB GmbH & Co. KG is researching base-lampholder concepts, and LEDON OLED Lighting GmbH & Co. KG is developing high-integration modules in which OLED panels are equipped with driver electronics. Trilux GmbH & Co. KG is responsible for the development of new OLED-based luminaires. The funded project is running until 1 September 2015 and has a total value of 34 million euros.

OLED – Light In Its Most Modern Form

OLEDs, as with LEDs, are semiconductors that convert electric current to light. While LEDs emit point light from a tiny luminous chip, OLED panels are luminous surfaces produced by vapourising various organic plastics onto a substrate material. The luminous layer of an OLED is around 400 nanometres thick, corresponding to one hundredth of a human hair. OLEDs, according to base material, appear reflective, neutral white or transparent in switched-off state.

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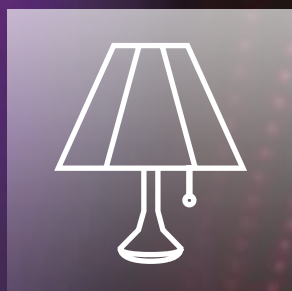
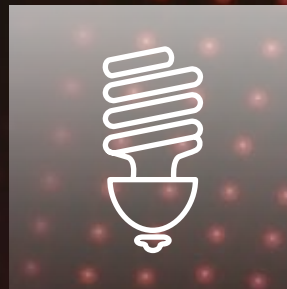
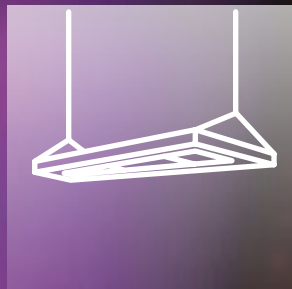
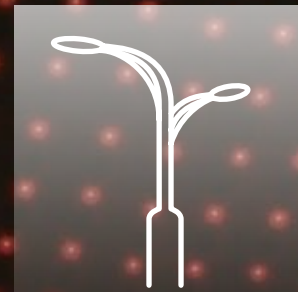
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LUMENPULSE ESTABLISHES NEW ENTITY IN SOUTHEAST ASIA

In collaboration with Singapore-based Technolite, Lumenpulse establishes a new Southeast Asian venture.

Lumenpulse Inc. has established a new independent commercial entity, Lumenpulse Southeast Asia (SEA), with Singapore-based Technolite. A leading innovator and manufacturer of high-performance, architectural LED-based lighting solutions for commercial, institutional, and urban environments, Lumenpulse SEA will cover the regions of Singapore, Hong Kong, Vietnam, Thailand, Indonesia, and Malaysia. Lumenpulse SEA will be helmed by Michael Chia, Managing Director of Technolite.

"This latest development confirms that both Lumenpulse and Technolite share the same vision in terms of providing high-quality LED luminaires with an unbeatable level of service," said Chia. "This independent Lumenpulse entity has its own sales, marketing and technical teams. This means we can give the clients in our market direct access to dedicated Lumenpulse specialists, complete with enhanced communications, support and services."

"We have expanded into this region to give it even greater attention and focus," stated Lumenpulse President and CEO François-Xavier Souvay. "Technolite brings over 20 years of experience and in-depth technical knowledge to this venture; their unmatched expertise was a key factor in creating Lumenpulse SEA."

"Lumenpulse SEA is essential to our growth strategy," said Gorm Teichert, Lumenpulse's Executive Vice President of International Sales. "It is the specification hub both in Hong Kong and in Singapore, serving the larger Asia-Pacific region."

In July 2012, Technolite and Lumenpulse entered into a strategic partnership. Lumenpulse luminaires have since been used in major architectural projects in Southeast Asia, including the majestic Gardens by the Bay in Singapore, the four-storey Louis Vuitton First Maison at Plaza 66 in Shanghai, and Tiffany & Co in Kuala Lumpur's City Center.

Lumenpulse SEA operations are effective immediately.

KLIK SYSTEMS HAVE ANNOUNCED THE LAUNCH OF THE KLIKLED+ RANGE TO COUNTER AUSTRALIA'S HIGH ELECTRICITY PRICES



Photo Credit: Klik Systems

Klik Systems, the Sydney-based manufacturer of linear lighting that has been a leader in the Australian market for over 30 years, has announced a definitive new catalogue along with an extensive new range of LED offerings.

The launch coincides with reports over the last 12 months that Australia's electricity prices are spiralling, particularly in New South Wales. KlikLED+ may be the solution to this pressing issue.

This new range can be used in all Klik Systems profiles, transforming them into the most cost-effective energy-



Photo Credit: Klik Systems

efficient linear lights with no loss of performance or style.

Fitted with solid-state components manufactured by leading names such as Cree, Klik's LED boards have been custom designed at Klik's HQ in Sydney to the highest standards, and provide the highest quality dot-free and shadow-free illumination. Clients have the choice of Zhaga boards too should they require them, and the LED+ range boasts seamless connection between boards.

"We can now supply LED linear lighting that offers the same lumen package as that of the old T5 fluorescents; however, LEDs are significantly cheaper to run and have low maintenance costs, so our energy efficient offering has become even more attractive," said Cliff

Hadley, Marketing Manager at Klik Systems.

The savings to the environment are consistent with Klik's ethos and come in response to widespread enquiries for cost-effective LED lighting solutions.

The flagship KlikLED+ range is available in a variety of colours, including 3000K, 4000K and 5000K and also offers RGB and RGB/W. Control of the system can be achieved by either DALI 0-10V, DMX, or DMX-RDM.

Boards are available in 100mm increments, so Klik Systems can proudly retain their long-held reputation as a manufacturer of bespoke solutions for any project at any length.

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MODULEX LAUNCHES NEW SHOWROOM IN SINGAPORE WITH GRAND OPENING PARTY



Photo Credit: ModuleX



Photo Credit: ModuleX



Photo Credit: ModuleX



Photo Credit: ModuleX

On 18 June 2013, ModuleX, a major Japanese professional lighting fixture manufacturer with a successful history of over 40 years in Japan and many Asian countries, hosted ModuleX Night 2013 – the grand opening party of a new showroom along Teck Lim Road in Singapore.

Inspired by the theme of illumination, the event brought together over 400 guests of varying profiles, such as architects, interior designers, developers and business owners from all over the world.

CEO of ModuleX, Mr Goro Terumichi, kick started the celebration with a speech. Guests were then entertained by various live demonstrations, such as the art of Japanese flower arrangement "Ikebana", a Japanese tea ceremony called "Sado", and a lighting demonstration using ModuleX lighting solutions.

About the ModuleX brand

ModuleX is a brand of professional lighting solutions; it has a successful history of over 40 years in Japan and many Asian countries with numerous installations serving a wide variety of markets and applications.



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Light Middle East

7th – 9th October 2013

Dubai International Convention and Exhibition Centre,
Dubai, UAE



Photo Credit: Light Middle East

Set to take place in Dubai later this year, Light Middle East 2013 will feature a wide range of energy-efficient lighting systems, the latest innovative product lines, and cutting edge lighting designs and technology that will impact the future of the lighting industry.

Epoc Messe Frankfurt, organiser of the region's definitive trade gathering for lighting and design, expects the 2013 edition of Light Middle East to be even more successful than the last one. This is an exhibition where architects, lighting designers, property developers, distributors and wholesalers, facility managers, as well as government and municipality representatives come together to do business and discuss best practices.

With regional economies enjoying steady growth and reviving for tunes of the real estate and construction industries, demand for the latest lighting systems is

expected to continue on an upward trend.

"We are seeing that demand for the most innovative and cutting edge lighting solutions has really started to penetrate the industry in this region. We are particularly seeing a continuing trend for more energy-efficient systems – ones that project the future in their technological advances and aesthetics," said Ahmed Pauwels, CEO of Epoc Messe Frankfurt. "These trends, which are increasingly impacting the industry, will also be evident at Light Middle East 2013."

The growing emphasis paid by governments across the region towards green building practices and energy efficiency is expected to further power demand for ecologically friendly lighting solutions. Light Middle East is an annual event that provides a backdrop for the industry to come together and help further drive these

trends and developments.

The global lighting market is expected to generate revenues of a whopping Eur 110 billion (AED 529.3 billion) by 2020, according to Osram-commissioned research recently conducted by McKinsey & Co. The research was conducted across seven countries whereby a lighting market model was developed to estimate the size of the global lighting market through to 2020.

It is a market that is being fuelled by the worldwide growth in population as well as rising urbanisation in today's societies. The research also indicates the tremendous significance of the emergence of LED technology for the lighting industry. New developments and innovations are set to change the face of the industry as a whole.

A large number of leading international brands are expected to turn up at Light Middle East 2013. Exhibitors will be looking to further cement their presence in the regional markets given the trade fair's well-reputed regional footprint. Amongst these are Astra Lighting, Beneito & Feure, Philips Lighting Middle East and Turkey, GE Lighting, iGuzzini, ACDC, ERCO, BlueRhine, Cariboni Group, Global Light & Power and Panlux - to name a few.



Mr. Osama Swalmy, Sales Manager, Home Automation Division of Al Maz-roui, says: "Light Middle East is the leading trade fair for the lighting industry in the region and is regarded as a dependable indicator of the developments and trends that are currently shaping the industry globally."

Light Middle East 2013 will also feature Light Insight Arabia – a comprehensive programme of conferences and workshops. Highly acclaimed by lighting industry professionals, designers and consultants, the interactive forums, instructional workshops and seminars will throw fresh light on key industry issues and trends.

The 2012 edition of Light Middle East was extremely successful and featured 220 exhibitors from 22 countries showcasing over 350 international brands to 4557 trade visitors from 72 countries. The 2013 edition will take place from 7–9 October at the Dubai International Convention and Exhibition Centre.

For more information on the Light Middle East 2013 exhibition, please visit www.lightme.net.

show preview

HKTDC Hong Kong
International Lighting Fair
(Autumn Edition)

27th – 30th October 2013

Hong Kong Convention and Exhibition Centre
Hong Kong, China



Photo Credit: HKTDC

Being the largest autumn lighting event in Asia, the 15th edition of the HKTDC Hong Kong International Lighting Fair (Autumn Edition) will be held from 27-30 October this year at the Hong Kong Convention and Exhibition Centre. The event is expected to attract close to 2300 global exhibitors who will showcase their latest and finest lighting fixtures, including a first-time exhibitor from Israel.

This highly successful event seems to be attracting more and more participants each year. There was a record-breaking number of nearly 2300 exhibitors from more than 37 countries at the 2012 event. These bright businesses attracted more than 36,000 buyers and generated substantial interest from exciting high-growth markets in emerging countries, including Brazil, Russia, India, China, South Africa, and the South East Asian region.

Green for Growth

One of the leading market trends is for products that not only satisfy environmental regulations but also give consumers the opportunity to do their bit to be green. According to a survey conducted during the spring edition of the HKTDC International Lighting Fair 2013, 96 percent of all respondents identified LED as the primary focus for the lighting industry in years to come.

This finding echoes the popularity of the LED & Green Lighting Zone at the fair, which featured more than 800 exhibitors. The zone caters to all kinds of LED and environmentally friendly lighting products, including commercial lighting, residential lighting, advertising lighting, and lighting for retail and architectural use.



Sparkling Styles

Lighting continues to play an integral part of the building design world, with the fair attracting architects and designers who want to check out the latest lighting ideas for creating the right mood and feel. Hall of Aurora is the fair's lighting brand zone, specially dedicated to the brightest and best styles on offer in the world of premium lighting. Well-known names such as ASFOUR, BJB, Citizen, CREE, EGLO, EVERLIGHT, Fulham, Fumagalli, MEGAMAN, Neo-Neon, OPTILED, Philips, Seoul Semiconductor, Viri Bright and Vossloh-Schwabe have already committed to joining the Hall of Aurora.

The fair is zoned thematically so buyers can easily find the product category of their choice and source from specialist suppliers grouped together. The well-developed line-up of product zones include Commercial Lighting, Household Lighting, Outdoor Lighting, Lighting Accessories and Parts & Components, Trade Services & Publications, and the well-received Advertising Lighting and Smart Lighting & Solutions launched last year.

Trend towards Small-Order

The Small-Order Zone will return this year to showcase products meant for ordering in small quantities of 50 to 1,000 pieces. This is in view of the prevailing trend of smaller-sized orders with higher frequency and shorter delivery lead times in order to minimise inventory.

Adding Flairs to the Fair

The fair features a range of seminars on topics that will be highly informative and beneficial to industry players, such as the latest market developments, technological innovation, regulatory updates and design trends.

Exhibitors can submit their best products in the My Favourite Lighting Products Award 2013. Buyers can have their say by voting for their favourite lighting product in three categories: Architectural/Commercial Lighting, Decorative Household Lighting and Outdoor Lighting. The winning products will be on display at the fairground throughout the fair period.

For more information, please visit:
www.hktcdc.com/hklightingfairae

show preview

EcoLightTech Asia 2013: The International Trade Show for Green Technologies and Innovations in Lighting

13th – 15th November 2013

Plenary Halls, Queen Sirikit National Convention Center
Bangkok, Thailand

For the first time since its inception, the EcoLightTech Asia 2013 will take place in Bangkok, Thailand. More than 100 leading entrepreneurs from around the world, such as Sylvania, Konica Minolta, OSRAM, Racer Electric, and GE Lighting, will attend the event held at the Queen Sirikit National Convention Center. The show is expected to attract around 5000 to 8000 visitors from countries such as China, Taiwan, India, Philippines, Myanmar, and Indonesia.

The event will consist of three concepts:

1. Eco – Energy efficiency and environmental friendliness
2. Light – Lighting exhibition
3. Tech – The best and latest innovation and technologies from around the world all freshly and comprehensively presented

Mr Panithan Bumrasarinpai, Senior Vice President of N.C.C. Management and Development Co. Ltd. and Acting General Manager of N.C.C. Exhibition Organizer Co. Ltd. (NEO), reveals: "The event offers the participating entrepreneurs, as well as local and international buyers a chance to conduct business in one-on-one meetings or matchings. Furthermore, exhibitors can enhance their distribution channels via prospective agents or joint ventures. Overseas visitors are welcome to participate in a field trip to visit leading and award-winning green buildings in Bangkok. Any enterprise that seeks the opportunity in lighting technology can also learn and gain from the event."

Eco Light Technology: The Latest Trend in Green Energy

With a multitude of advancements in lighting technology, new and



cutting-edge inventions have entered workplaces, households, automobiles, and even commercial buildings. A shining example is the use of energy-efficient lights, also known as eco-friendly lights, which helps lessen greenhouse gas emissions in the environment and cuts down consumers' monthly electricity bills, as these products consume less energy.

Eco Light Technology is an energy-efficient innovation developed for the industry, especially for construction and real estate. In addition to reducing production costs, eco-friendly technology can be applied in various areas and on several surfaces. An example of an eco-friendly technology is the LED, which helps reduce electricity costs by 15 to 70 percent and helps business owners reach their breakeven point within two years.

Another example is the OLED – one of the latest technologies in the market – a glowing nano-plastic similar to transparent films that can be adjusted and bent in any

shape and is perfect for a wide variety of interior decorations to best serve the growing needs of the construction and real estate industries.

Today, the market boasts several types of energy-saving lights and it can only grow from here. Worldwide trends and studies reveal that the global lighting market will have revenues of approximately US\$ 150 billion by the year 2020.

With global urbanisation, along with the important issue of climate change, many companies and governments are responding with environmentally friendly regulations that promote energy efficiency. The lighting industry has also jumped on the bandwagon, with events such as the EcoLightTech Asia looking to pursue production and enhancement of more energy efficient lighting products and technologies.

For more information of EcoLightTech Asia, please visit www.ecolighttech.com.