

lighting today

APRIL - JUNE 2014

COVER STORY

maggie's

CANCER CARING CENTRE

Newcastle, United Kingdom

INSIDE

*Exclusive interviews with
Lutron Electronics and
Lladró South East Asia*





The Grove Precinct Square Western Australia

Product Features



Janet LED
Underwater lighting

The Grove Precinct, situated in Western Australia, built and funded by Australian Government for Green Program incorporating the newest innovative and sustainable design. Ligman lighting was proud to be a part of this project especially on the Landscape emphasis which adds another edge of attraction aside from much modernized building technology.

The water feature along the entrance which engraved by reminders of this place were able to highlight and creating patterned lighting effect using the Ligman LED Underwater lighting "Janet" that gives more distinct outlook and preserved the water clarity. Thanks to the Ligman Lighting LED technology that provide 80+% CRI and low power consumption which in the end Ligman Lighting fixtures are in line with ECO friendly solutions.

light+building

Hall : 5 / Stand no : C90
30 March – 4 April 2014





LiCS Indoor Intelligent Light Management System

Save up to 55% of energy: With the light management system LiCS. Offices, schools, hotels, hospitals, airports and many other commercial segments can benefit from the LiCS Indoor System. This highly efficient light management system lets you adjust lighting levels to suit individual tastes, achieve huge energy and cost savings as well as increase convenience thanks to automated processes.



- **DALI-based system**
- **3 lines**
for different applications
- **Simple configuration**
without a PC or a higher-level bus system
- **3 MultiSensors**
in very small casings
- **Extender**
for extension of the system

www.vossloh-schwabe.com

DEAR READERS,

We are all moving onwards into the 2nd Quarter of 2014, and for some of us, life may just be getting a little more hectic – at the office, at home, or even during that occasional business trip. Everywhere we go, we experience different moods and feelings. Besides the element of interior design, lighting has come a long way to play a part in evoking certain emotions in us; setting the ambience and to illuminate our lives in the best possible way.

In this issue of Lighting Today, we explore deeper into how the use of light can help us feel different in various settings. For instance, appropriate office lighting can boost employee's work concentration and productivity; on the other hand, hotel ambience lighting can make guests feel welcomed and relaxed. We have featured a couple of different interior lighting projects, ranging from office lighting to hotel and museum lighting designs.

Also in this issue are a series of new lighting products, which are of the latest technology! Don't forget to check out the Show Preview sections as well for information about the upcoming lighting shows around the world.

Enjoy the issue!



*Jo-Ann Elicia Teo
Editor*



LED BULB
UP TO
90%

SAVE FOR THE FUTURE

TIME TO SAVE MORE

Long life more than 25 times* of traditional lamp

Saving Energy up to 90%*

Cost saving at the same brightness

Change to LED for our bright future



LED PAR30



LED MR16



LED Candle



LED Bulb



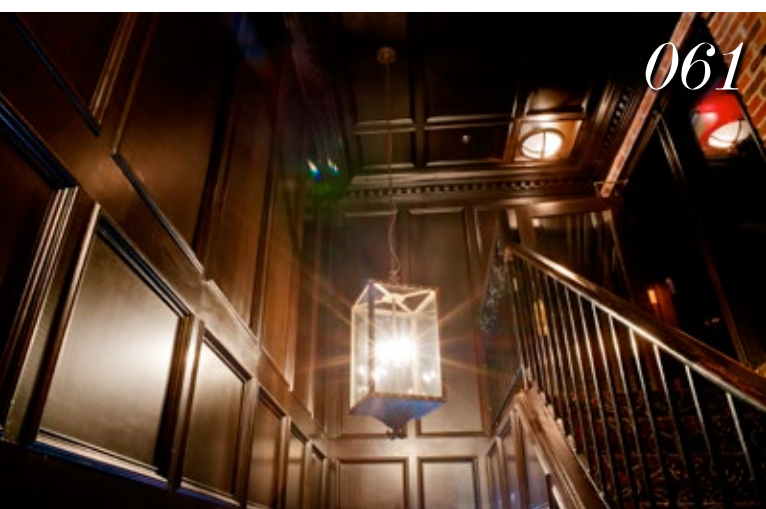
LED T8

*Compare between LED bulb 4W VS incandescent 40W

Lighting & Equipment Public Company Limited,
539/2 16-17 Fl., Gypsum Metropolitan Tower, Sri Ayudhaya Rd.,
Rajthevee , Bangkok 10400 , Tel. 02 248 8133, www.lighting.co.th



more than light



Contents

008

Light Talk

Playing with Light By *Martin Klaasen*

010

Lighting in the News

030

Show Preview

- Light + Building 2014
- LED expo Thailand
- Guangzhou International Lighting Exhibition

038

Special Feature

- Interview with *Lutron Electronics*
- Interview with *Lladró*

042

Lighting Showcase

First International Finance Centre

046

Cover Story

Maggie's Cancer Caring Centre

052 **Lighting Façades and Landscapes**

- *Tudor Style Deck Lighting*
- *The Cairns Institute Building*
- *Sakura Bridge*

061

Lighting Spatial Envelopes

- *Dula-Werke Headquarters*
- *Randolph Sculpture Gallery*
- *St. Regis Shenzhen*
- *Ruth's Chris Steak House*
- *Audi Minato Mirai Showroom*
- *Giordano at Living World Mall*

084

Lighting Controls

Cree Reinvents Lighting Controls with the Push of One Button

086

illumina - Product Showcase

- *GYLED's Energy-Saving Industrial and Projection Lights*
- *Landscape Lighting with ACME arc Building Washes*
- *Landscape Lighting for Every Perfect Outdoor Setting*
- *Illuminating Spaces with AZ e-lite*
- *B.lux launches its fluorescent version of David Albad's Classic Ilde lamp*

098

Product Focus

106

Events & Expositions / Advertisers Index

Energy-saving light controls for Green facilities



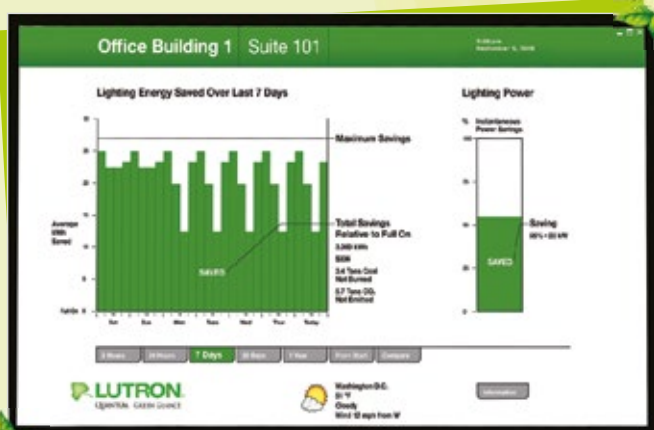
Simple Solution

- Save up to 60% energy by switching off unnecessary light
- Reliable wireless communication between occupancy sensor and switch
- 10-year battery life for sensors



Retrofit Solution

- Sense with wireless occupancy and daylight sensors
- Conserve energy with PowPak™ load controllers
- Adjust with Pico® wireless control
- Require no new wiring. Reduce installation cost



Total Light & Energy Management Solution

- Monitor, control and report lighting energy usage within a building
- Total control of electric light and daylight for maximum comfort and productivity
- Seamless integration with BMS (building management system)



Wireless Occupancy Sensor



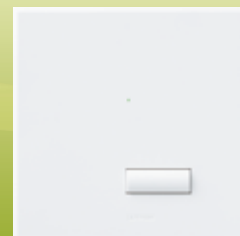
Wireless Daylight Sensor



PowPak™ Dimming Module



Pico® Wireless Control



RF Switch



On the Cover: Maggie's Cancer Caring Centre
Picture Credits: Speirs + Major, James Newton
Cover Design by Siti Nur Aishah

OTHER TITLES BY TRADE LINK MEDIA PTE LTD

Southeast Asia Building
Southeast Asia Construction
Security Solutions Today
Bathroom + Kitchen Today
Lighting Audio Visual Asia

www.tradelinkmedia.biz

DISCLAIMER!

All advertisers and contributors must ensure all promotional material and editorial information submitted for all our publications, must be free from any infringement on patent rights, copyrights laws in every jurisdiction. Failure of which, they must be fully liable and accountable for legal consequences (if any) that may arise.

The editor reserves all right to omit, amend or alter press releases submitted for publication. The publisher and editor are unable to accept any liability for errors or omissions that may occur in this process, although every effort has been taken to ensure that all information is correct at the time of going to press. Edited articles or stories are returned to contributors for check on facts at the sole discretion of the editor. No portion of this publication may be reproduced in whole or part without written permission of the publisher. The editor reserves all rights to exclude or refuse submissions at any time without prior written or verbal notice if contributing parties do not provide complete text and supporting images at a minimum of 300 dpi in .jpeg and .tiff format.

PUBLISHER

Steven Ooi steven.ooi@tradelinkmedia.com.sg

EDITOR

Jo-Ann Elicia Teo lighting@tradelinkmedia.com.sg

GROUP MARKETING MANAGER

Eric Ooi eric.ooi@tradelinkmedia.com.sg

MARKETING MANAGER

Felix Ooi felix.ooi@tradelinkmedia.com.sg

GRAPHIC DESIGNER

Siti Nur Aishah siti@tradelinkmedia.com.sg

HEAD OF GRAPHIC DEPT/ADVERTISEMENT

COORDINATOR

Fawzeeah Yamin fawzeeah@tradelinkmedia.com.sg

CIRCULATIONS EXECUTIVE

Yvonne Ooi yvonne.ooi@tradelinkmedia.com.sg

INTERNATIONAL MEDIA REPRESENTATIVES

[CHINA/HONG KONG]

Ms. Judy Wang

General Manager

Worldwide Focus Media Co., Ltd

Unit 04, 7/F Brightway Tower

No. 33 Mong Kok Road

Kowloon, Hong Kong

Phone: +852-3078 0826

Mobile : +86-13810325171

judy@worldwidefocus.hk

[KOREA]

MCI

Rm. 103-1011, Brown Stone, 1330,

Baeseok-dong, Goyang-si, Gyunggi-do,

Korea 410-907

t. +82 2 730 1234 f. +82 2 732 8899

CALL FOR SUBMISSIONS

Press releases, proposals for stories, and product development literature should be submitted by email to the editor at:

lighting@tradelinkmedia.com.sg

LIGHTING TODAY IS PUBLISHED BY:

TRADE LINK MEDIA PTE LTD

101 Lorong 23, Geylang #06-04

Prosper House Singapore 388399

For interest in advertising and advertorials, please attention your query via:

fax: +65 6842 2581 / +65 6745 9517 or

direct call: +65 6842 2580

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,

Japan/Australia/New Zealand – SGD\$120

ANNUAL SUBSCRIPTION BY SURFACE MAIL

Singapore – SGD\$28 (Incl 7% GST Reg No.: M2-0108708-2)

To our customers Visio devote herself to delivering the enjoyment of light!

See us at Light + Building 2014
Hall 10.1
Booth no. D69C



V Pad Vivid Smart White



V Pad Vivid (RGBW)



V Pad Vivid (Quad-Color)



Eco-Building Wash Series

ACMETEC HOLDINGS LIMITED

Website: www.acme.com.cn

E-mail: arcsales@acme.com.cn



Playing with Light

the need for hands-on practical experience

Playing with light is an integral part of being a lighting designer. We don't just design from behind our desks, we physically engage with our "tools". Regardless how much experience you have with lighting and lighting design, it has become imperative in our job nowadays to "touch and feel" the lighting equipment that we intend on using and play around with it to fully understand how the lighting will interact with the space and the lighting effects it will create. This is even more relevant in the age of LED technology. With the technology evolving at such breakneck speed, what you think you know today may not be relevant tomorrow!

It has reached a stage in our practice now that we avoid specifying any lighting product that we have not seen or tested first. That is easier said than done. Easy when you talk about small little down lights or spots, a bit more difficult when you talk about street lights or big floodlights. Yet there is too much at stake nowadays to just assume it will be OK. Even the big, established and reputable manufacturers are struggling to keep up with the Formula-1 speed at which the technology is developing. Add to that challenges of the inter connectivity between the LED technology and the controls that we need to adjust and create our lighting effects - and you can imagine how we are all trying to stay up right on grounds that seem to move fast forward under our feet.

The new trendy code word is VMU, or Visual Mock Up, to indicate the need to set up a practical test to assess the quality and performance of the lighting that is planned or specified for the use in a project in a as real as possible environment, often the actual site itself. In some of our projects, we are now including this as an integral part of our services in the initial service proposal and later to sign contractual agreement with our client. This is important as to make the client realise right from the beginning how important it is to make and allow for time to carry out these VMU's.

It has been a normal practice to build mock up rooms (MUR's) for hotel guestrooms as the design is multiplied throughout the hotel for each room. Now it is becoming more and more a standard practice to that for many other applications, interiors and exteriors, such as for façade and landscape lighting, office lighting, lobbies, toilet areas and so on. It is amazing what you learn from doing these mock ups. But this starts generally right in our own office. We have a continuous stream of suppliers coming in and out of our office on a nearly daily basis, all carrying generally their latest products or special product versions that we are interested in. In general we request all of these to be wired up so we can visually assess the lighting effects right there and then with our own professional eye. We know what we are looking for and we also know when we have a "beauty" in our hand. Likewise we straightaway know and can see when a supplier is out of his or her depths and the product does not achieve anywhere near expectation or promise.

Interestingly, there are quite a number of fairly ignorant sales people around. In their desire to sell LED products, believing that this has to be the answer to everybody's needs, come down on you as if you are a child in a school class, telling you why you have to buy their product. You should listen to some of the sales talk around... "if you haven't switched to LED yet, you are well behind times!" These sales people would be well off to listen to professionals like ourselves and take to heart some of the experiences we feed back to them! Unlike these sales people, who generally are very narrow-minded on their own product range, we are in a position to test, compare and evaluate the results! In fact some of these sales people would do well engaging themselves in some playing with light as well rather than just blindly following a sales script that has been passed on to them by their manufacturer's sales and marketing team!

While I may sound harsh, the reality is that there are a lot of LED suppliers out there desperately trying to convince you that their product is the best, having no clue whether that is the case or not. We do our due diligence by playing with their products to ascertain ourselves that the reality matches up with the sales talk. We do that for ourselves and for the benefit of our clients but most of all playing with light is more fun in the process!

Go and play with some lights and see for yourself!

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),

To order a hard copy →

email: lighttalk@kl.design.co

or log into the website at www.kl.design.co/media/lighttalk

To purchase the book → Kinokuniya bookstore →

Ngee Ann City, Singapore

A soft copy of the book is now available for download
from Martin's blog site.



THE TENDER TOUCH OF LIGHT

Representing major brands like:



PROJECT IMAGE
Lighting System • Luminaries

Project Image Pte Ltd

12 Tagore Drive #04-01, Habitat Warehouse
Singapore 787621

Tel: 6452-0242 Fax: 6753-5515

Email: sales@projectimage.com.sg

Website: www.projectimage.com.sg



RCS ENTERS THE LED LIGHTING MARKET

RCS Ltd., an established distributor in the cellular phone and electronics market, announced today that they have entered the LED lighting market. The company now services buyers and sellers of LED lights worldwide both through their online platforms, and with their experienced staff of sales professionals. RCS Lighting brokers stocks of the most cutting edge LED technology for all applications keeping companies supplied at the lowest prices.

RCS lighting provides full service brokerage, including locating the cheapest stocks, ensuring quick delivery and handling all legal and tax import/export requirements. The LED market is now truly global as RCS Lighting operates globally in sixteen different languages with branches in 6

countries and contacts in 68.

“Given the similarities in the marketing structure between our current businesses and LED lighting it was a sound decision to enter the lighting market,” said Rami Feller, President of the RCS Group. “Our large and experienced sales and logistics teams already in place; provide a competitive advantage for anyone looking to buy or sell stocks of LED lighting.”

RCS currently employs 30 sales professional and over 15 logistics experts and boasts a commitment to providing high quality service including expedient deliveries of all needed stocks at the lowest market prices.

acdc OPENS US DIVISION LED BY VEIT MUELLER



acdc, internationally renowned specialist manufacturers of architectural LED lighting solutions, is delighted to announce that as of February 2014, **acdc | Corp**, the newly created North American division of **acdc**, will be open for business. To ascertain a smooth transition, Inter-lux, who has been the distributor of

acdc products, will be fulfilling orders placed before the end of February 2014.

acdc Corp will be headed up by Veit Mueller, former President of Selux Corp and has been created to focus on the specific needs of American and Canadian specifiers.

Gareth Frankland, CEO for **acdc**, commented: “Today’s announcement forms part of our continuing growth strategy. There is absolutely no doubt about the importance of the North American marketplace in terms of domestic and international lighting specifications and projects. We are hugely excited about the opportunities this market offers and are absolutely committed to delivering an exceptional level of service to the region, coupled with our innovative and revolutionary portfolio of architectural LED luminaires.”

Gareth continues: “We are extremely privileged to have Veit on board with us. We have worked with Veit for a number of years and believe that with his experience, knowledge and reputation; along with his understanding of **acdc** and our philosophy, he is the ideal person to lead this endeavor for us.”

Veit commented: “I am delighted to have the opportunity to serve the North American lighting community by making the first class **acdc** products and service directly available. An extremely dedicated team, a very fresh approach to looking at challenges and many years of experience combining the strength of European and American teams will be an ideal basis for this expansion of **acdc**.”

Gareth concludes: “We are very pleased to be able to make this announcement and welcome Veit to the **acdc** family. Together, we believe that the future for **acdc** is very, very bright.”

CREE SHATTERS EFFICIENCY BENCHMARK WITH FIRST 200 LUMEN-PER-WATT LED LUMINAIRE

Cree, Inc. raises the performance bar again with the demonstration of the first 200 lumen-per-watt (LPW) LED concept luminaire, which is more than twice the efficiency of the best linear fluorescent luminaires. The latest Department of Energy (DoE) projections* had estimated that this level of luminaire efficiency would not occur until after 2020, but Cree’s latest innovation has made this possible six years sooner than projected. The prototype leverages Cree’s vertical integration with innovations in LED chips, optics, materials technology and novel system design to deliver unprecedented performance.

The 3,200 lumen concept luminaire delivered greater than 200 LPW at 80 CRI at thermal equilibrium while remaining within the ANSI color specification

for 3000K. The innovations behind the concept luminaire will enable Cree to deliver increased performance in LED luminaire applications at a lower cost to accelerate LED adoption.

“Demonstrating the industry’s first 200 lumen-per-watt luminaire once again illustrates Cree’s leadership in LED lighting,” said Norbert Hiller, Cree executive vice president, lighting. “The innovation required to achieve this record performance will usher in a new era of increased performance, quality and affordability for our LED lighting customers.”

Sources: *DoE Solid State Lighting Research and Development Multi-Year Program Plan, 2013



IWASAKI

LED LIGHTING

LEDiOC

Floodlighting

400W type provides a light output equal to 1000W metal halide lamp. Ideal for sports (golf) grounds and lighting of open spaces.



400W Type



200W Type



LEDiOC

LEDiOC FLOOD NEO 40W, 60W, 80W, 100W

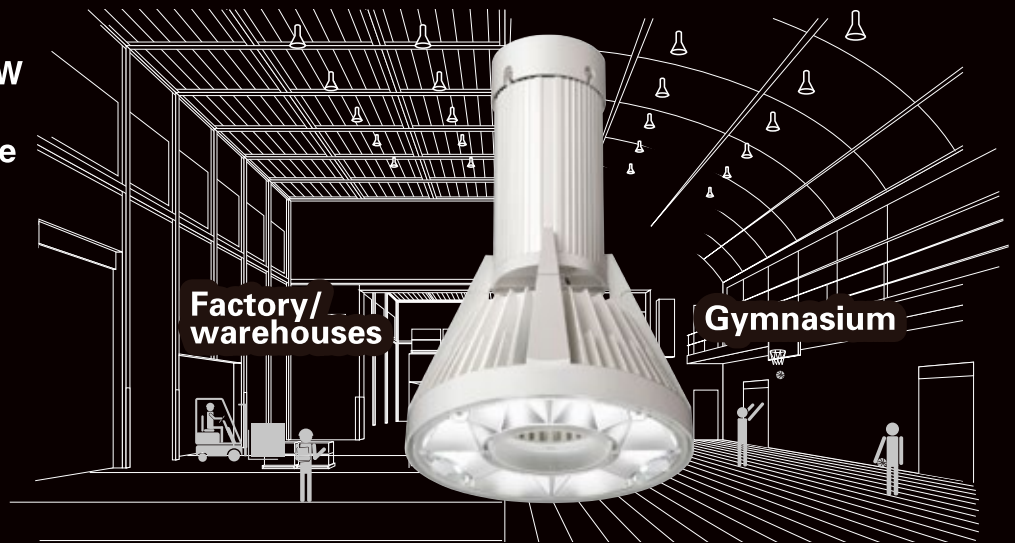
Compact and light weight
60,000 Hours
Reduce maintenance cost

Mercury Free
Low Insect attraction

LEDiOC LEDiOC High Bay

High Bay (dimnable)

Available to replace the 400W metal halide lamps and recommended to replace like factories, warehouses, and gymnasiums.



EYE LIGHTING ASIA PACIFIC PTE LTD

21 Kaki Bukit Place, Eunos TechPark, Singapore 416199

Tel: 6742 3611 Fax: 6743 5202 Email: support@eyelighting.com.sg

GOOGLE AND SOLARAID ANNOUNCE RESEARCH PARTNERSHIP TO EXPLORE THE IMPACT OF SOLAR TECHNOLOGY ON POVERTY ALLEVIATION IN AFRICA



Google has announced their continued support of international development charity SolarAid and their work distributing solar lights in rural Africa, by funding a two year evaluation on the impact of solar lights on poverty alleviation.

In June 2013 the charity won a Google Global Impact Award for using technology to make the world a better place, faster. Pico-solar lights provide clean, safe light for families living without electricity in rural communities. Light extends the productive working day for students to study at night and for businesses to stay open. It also has health and economic impacts; reducing the indoor air pollution caused by burning fuels like kerosene for light and enabling families to save a big proportion of the household income previously spent on kerosene, candles or batteries.

There is huge potential for solar lights to improve people's standard of living in Africa and Google have agreed to fund a \$650,000 two-year Randomised Control Trial study (RCT) into the impact of solar lights on poverty alleviation.

SolarAid's social enterprise SunnyMoney is the largest distributor of solar lights in Africa. As leading experts in the sector the charity's Director of Research & Impact Kat Harrison will manage the study in collaboration with an external research partner. SolarAid established their impact and research department in 2012 in order to provide evidence to fuel discussions with governments, policy-makers and practitioners. Kat explains: "We've now got a great deal of quality data that helps showcase the impact of our work but despite being such an important field, there is not a lot of empirical evidence out there on the links between solar lighting and poverty alleviation. This hinders our, and the sector's, ability to advise on policy, make recommendations to governments and to fully explain just what an impact a pico-solar light can have".

The Google funded RCT will be the first large scale



research project for pico-solar lights of its kind and provide invaluable information for SolarAid and the off-grid lighting sector.

Jacqueline Fuller, Director of Google.org, explains why Google funded the study: "Research is an incredibly powerful tool in the fight against poverty. SolarAid has committed to rigorously assessing their programs and openly sharing their findings -- and not just the rosy ones -- to make sure they're making a big impact in people's lives. We're excited to further support their mission."

SolarAid and Google will be sharing updates on the research throughout the two years: "We're excited to embark on this study and have a real commitment to keeping people engaged and updated along the journey as that's the best way to raise awareness of the work, encourage interaction with the process and make sure results are shared and used to inform policy and practice" says Kat.

You can follow these updates at <http://solar-aid.org/solar-study/> and email Elly White (elly.white@solar-aid.org) if you would like to be kept informed.



GYLED

New Lighting, New World

LED 
**INDUSTRIAL
 LIGHTS**



F2519GK

33/45/55/65/80
90/100/110W



Y160GK

11/22/33/45W



Y240GK

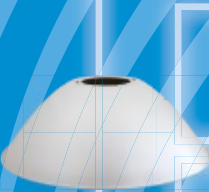
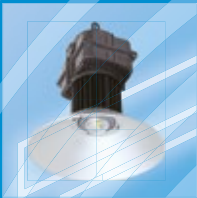
11/22/33/45/55/65
80/90/100/110W

530Y290GK

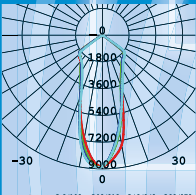


135/165/180/200/220W

Powerful



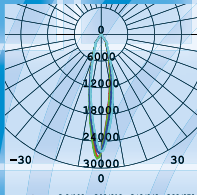
AL520



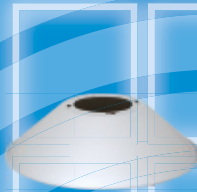
Lumen Output: C:0/180 C30/210 C60/240 C90/270
cd
Average Beam Angle(10%):110.6°



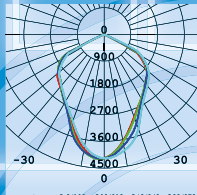
AL460



Lumen Output: C:0/180 C30/210 C60/240 C90/270
cd
Average Beam Angle(10%):53.9°



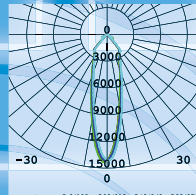
AL406



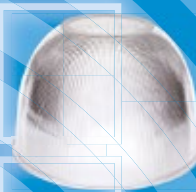
Lumen Output: C:0/180 C30/210 C60/240 C90/270
cd
Average Beam Angle(10%):127.9°



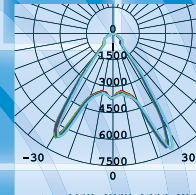
AL365



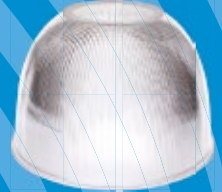
Lumen Output: C:0/180 C30/210 C60/240 C90/270
cd
Average Beam Angle(10%):82.3°



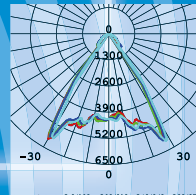
PC16



Lumen Output: C:0/180 C30/210 C60/240 C90/270
cd
Average Beam Angle(10%):88.7°



PC19



Lumen Output: C:0/180 C30/210 C60/240 C90/270
cd
Average Beam Angle(10%):97.4°



**Light+Building—International Trade Fair
 for Architecture and Technology**

Location: Frankfurt Exhibition Center, Germany.

Date: March 30- April 4, 2014

GYLED Booth No.: C67, Hall 10.1

**The 115th Session of China Import and
 Export Fair**

Address: No.380, Yuejiang Zhong Road, Guangzhou, China

Date: April 15 to 19, 2014

GYLED Booth NO.: 12.2 F02-03 E40-41

**GYLED provides OEM
 services with the support of
 its professional R&D and
 technical departments.**

SHANXI GUANGYU LED LIGHTING CO.,LTD.

www.gyledlighting.com
 www.gyledlight.com
 Email: sales@gyledlighting.com
 sales@gyledlight.com

Sales Center (Beijing)
 Tel: 86 10 62153917
 Fax: 86 10 62153948
 Mob: 86 13071132516

NEMA PUBLISHES WHITE PAPER LSD 68 REMOTE PHOSPHOR DEVICES USED IN LED LAMPS, ENGINES AND LUMINAIRES

The National Electrical Manufacturers Association (NEMA) published white paper NEMA LSD 68 Remote Phosphor Devices Used in LED Lamps, Engines and Luminaires.

This document facilitates development of testing and certification procedures that will allow the qualification of pump or source devices, pumped conversion materials / remote phosphors, and reflective materials independently. Then, qualification of the remote phosphor system (pump + conversion material + mixing chamber material, if applicable) does not require testing of each combination of pump device, conversion material, and mixing chamber material. This can simplify the testing required to qualify for ENERGY STAR®.

Presently, programs such as ENERGY STAR require testing of each complete remote phosphor system at system level. Although the most accurate approach to qualify remote phosphor systems for use in products may be to measure total system lumen and color maintenance at the system/product level, the amount of time and cost to test each product combination is prohibitive. Replacement of system-level testing by independent component-level testing is widely expected to be a fully adequate replacement, which will accelerate the introduction of new products and the adoption of solid-state lighting.

NEMA LSD 68-2013 Remote Phosphor Devices Used in LED Lamps, Engines and Luminaires may be downloaded at no cost on the NEMA website.

OSRAM IS THE FIRST CHIP MANUFACTURER TO SWITCH THE FABRICATION OF RED AND YELLOW LEDs TO 6-INCH WAFERS

Osram Opto Semiconductors is keeping pace with the constant growth of the market and switching its fabrication of red, orange and yellow light emitting diodes to 6-inch wafers. The German high-tech company is therefore extending the fabrication of all large-wafer LEDs to the indium-gallium-aluminum-phosphide (InGaAlP) material system and therefore expanding its production capacity. The company began switching fabrication of blue LED chips back in 2011.

The latest switch involves chips for LEDs intended for an extremely wide range of applications. Red and yellow LEDs are used in virtually every sector: as turn indicators, brake lights and interior vehicle lighting in the automotive sector, in displays, for projection, for signage and for color mixing systems in general illumination. Osram Opto Semiconductors is one of the pioneers in switching production. The Regensburg based company was the first manufacturer to switch all LED colors worldwide to 4-inch wafers many years ago and is now continuing this approach with 6-inch wafers.

Continual Market Growth

"The demand for light emitting diodes in red, orange and yellow continues to grow. We are keeping pace with this demand by being the first manufacturer in the world to switch fabrication to 6-inch wafers – thereby also expanding our capacity", said Aldo Kamper, CEO of Osram Opto Semiconductors. "The switch will involve all product families and was



Photo Credit: Osram

A view of the clean room: The assembly system transporting a 6-inch wafer; 4-inch wafers can be seen on the left.

initiated at the start of the year", he added. The red, yellow and orange chips will be fabricated at the company headquarters in Regensburg. InGaN chips for blue, green and white LEDs are also produced there, as well as in Penang, Malaysia.

Osram As An Innovation Driver

Experience from 6-inch wafer production so far has flowed directly into the current process – as have the results from the projects funded by the German Federal Ministry of Education and Research (the "GallEff" project and the "Greight" project for scaling indium-gallium-nitride wafers). Osram Opto Semiconductors is therefore pursuing its platform strategy and is already looking to the next stage in development as part of its research activities, namely even larger wafer diameters and alternative substrates. Highly promising projects are already under way in the laboratories of the high-tech company and in other more general funded projects. Osram Opto Semiconductors is therefore demonstrating its powers of innovation not only in product developments but also in production technologies and processes.

LED Lighting Total Solutions Professional Provider

In 2014, the exhibition hall 2.1 B09 guangzhou welcome to visit our booths



Star Hotel



Theatre



Brand Store



Shopping Mall & Supermarket



Office Lighting



Factory



Street Lighting



Landscape Lighting



Metro Platform



Metro Compartment



Metro Lighting Box



Airplane Lighting

EATON SPONSORS OUTDOOR LIGHTING DESIGN AWARD FOR THE 2014 IES ILLUMINATION AWARDS PROGRAM

Power management company Eaton has announced that its Cooper Lighting division is sponsoring the Outdoor Lighting Design Award for the 2014 Illuminating Engineering Society's (IES) Illumination Awards program. The Outdoor Lighting Design Award recognizes excellence in lighting design and application in all aspects of exterior lighting.

"Eaton is committed to celebrating leaders in lighting design, who are driving all facets of the industry forward," said Mark Eubanks, president, Eaton's Cooper Lighting division. "By supporting the IES awards program, we aim to help improve the sustainability, reliability and overall function of outdoor lighting."

The Outdoor Lighting Design Award celebrates

achievements in aesthetics, applied technical acumen, creative solutions to demanding site conditions and advancements to the industry in outdoor lighting applications. The goal of the program is to further the understanding, knowledge and function of outdoor lighting as a critical aspect of the built environment.

The IES Illumination Awards provide a unique opportunity for public recognition of professionalism, ingenuity and originality in lighting design based upon the individual merit of each entry judged against specific criteria. The Outdoor Lighting Design Award is one of five award categories.

For more information on the IES Illumination awards, visit www.ies.org/ia.

INTEMATIX INTRODUCES CHROMALIT LINEAR REMOTE PHOSPHOR FOR LED LIGHTING



Photo Credit: Intematix Corporation

Intematix Corporation, a leading manufacturer of phosphor solutions for LED lighting, today announced the commercial availability of ChromaLit® Linear, a remote phosphor offering uniform luminance over any length, high flux density and a sleek, white off-state finish. This product received the Lux Award by Lux Magazine for Light Source Innovation of the Year and recognition by the Illuminating Engineering Society (IES) in its Progress Report featuring the most promising new lighting products.

Remote phosphor is a lighting system architecture where a separate phosphor component is powered by blue LEDs. LED lighting applications use this architecture and the increased light extraction it enables to reduce LED component count and costs. Lighting uniformity and consistency are also improved and supply chains are simplified.

Linear light sources are in widespread use for illuminating commercial and industrial applications worldwide. Office lighting and other commercial applications have been challenging for white LEDs previously because of the need to diffuse the point sources, reducing system efficacy. The ChromaLit Linear product delivers naturally uniform, high quality light with conversion efficacy of up to 215 lumens per radiant watt or up to 163 lumens per system watt when used with the most efficient blue LEDs available.

"ChromaLit Linear transforms industry thinking about LED linear lighting and remote phosphor," said Julian Carey, Senior Director of Strategic Marketing at Intematix. "We can forget about low efficacy and pixelation because this product enables high light output, smooth uniformity, white off-state and new

possibilities for applications from under-cabinet to troffers to high bay lighting."

The ChromaLit Linear remote phosphor solution offers flexibility of length. Surface lumen density scales from 500 to 2500 lumens per linear foot and the system presents new design directions not possible with fluorescent and white LEDs. Intematix has also changed how designers think about remote phosphor because ChromaLit Linear has dramatically improved the off-state appearance and illumination quality. ChromaLit Linear offers 3 SDCM color consistency as standard and color temperature options from 3000K to 5000K and CRI of 80.

Samples of ChromaLit Linear are available now from Intematix and production quantities are available with standard lead times. For more information, visit www.intematix.com.



Always one step ahead

Setting new standards: The new OSRAM DURIS® S 8 – small, bright and best fit for indoor illumination.

For any enquiry, please email to prasia@osram-os.com

Light is OSRAM

OSRAM
Opto Semiconductors

UNIVERSAL DISPLAY AND IDD AEROSPACE/ZODIAC LIGHTING SOLUTIONS EXHIBIT AN OLED LIGHTING PROTOTYPE FOR AIRCRAFT INTERIORS



Photo Credit: Akoya

Universal Display Corporation (Nasdaq: OLED), enabling energy-efficient displays and lighting with its UniversalPHOLED® technology and materials, today announced it exhibited with partner IDD Aerospace/Zodiac Lighting Solutions a white OLED lighting prototype for aircraft interiors at the U.S. Department of Energy's (DOE) eleventh annual Solid-State Lighting (SSL) R&D Workshop in Tampa, FL. The workshop took place January 28–30, 2014.

In June 2013, Universal Display was awarded a \$225,000 Small Business Innovation Research (SBIR) Phase I program from the DOE. Under the program, titled "Novel Energy-Saving Phosphorescent OLED Lighting Products," Universal Display partnered with and subcontracted IDD Aerospace/Zodiac Lighting Solutions to evaluate and demonstrate the potential for energy-efficient and cost-effective white OLED lighting panels for aircraft interiors.

The shelf utility OLED prototype displayed at DOE's R&D Workshop demonstrated a very slim and energy efficient lighting solution for aircraft interiors. The companies believe that the data generated by developing this shelf utility light may be applied to larger-scale OLED lighting aircraft projects, including cabin applications for interior furniture, galley, interior structure enhancements, as well as other potential adoptions in cabin accent, task, ceiling and sidewall lighting, and sign backlighting.

"We are looking forward to adapting OLEDs into the aircraft environment as an innovative and welcome change in aviation. Our lighting enhances our customers' experience and modifies how we think about lighting and what it can provide. It is exciting to be working on the first prototype for aircraft interiors, and we are looking forward to continuing our partnership with UDC," said Beth DeYoung, General Manager, IDD Aerospace/Zodiac Lighting Solutions.

"We are excited to have showcased this energy-saving shelf utility OLED lighting prototype for aircraft interiors, which is a result of our collaboration with IDD Aerospace/Zodiac Lighting Solutions," said Steven V. Abramson, President and Chief Executive Officer of Universal Display. "OLED lighting offers several significant advantages over current fluorescent, incandescent and LED lighting technologies, from reducing an aircraft's carbon footprint, lowering fuel consumption to opening up the design restrictions of current lighting solutions. Universal Display is focused on developing and furthering energy efficient, thin, lightweight OLED lighting solutions for this market, and we believe this prototype demonstrates the potential for high-efficiency, high-performance PHOLED lighting panels in aircraft utility lighting applications."

The DOE has made a long-term commitment to the development and introduction of energy-efficient, solid-state white lighting. Universal Display is a recognized leader in OLED technologies, and its UniversalPHOLED technology and materials have been essential to demonstrating high performance white OLED lighting panels that meet the DOE's solid-state lighting targets. Additionally, Universal Display is at the forefront of developing complementary OLED technologies, including light extraction, thin-film encapsulation, and flexible OLED technologies.

To see how Universal Display is changing the face of the display and lighting industries with its UniversalPHOLED®, white OLED, and flexible OLED technologies, please visit the company's website at www.udcoled.com.

BUILDERS NAME EATON'S HALO PRODUCT LINE AS THE LEADER IN LIGHTING FOR THE 16TH CONSECUTIVE YEAR

Power management company Eaton has announced its Cooper Lighting division's Halo product line has been named the Brand Leader in lighting by Builder magazine's 2014 Brand Use Study. Awarded for the 16th consecutive year, the Halo product line of recessed, track and surface lighting was given top honors in major categories, including Brand Familiarity, Brands Used in Past Two Years and Brands Used the Most.

"This latest honor is further validation of our

commitment to the development of unique products that address the changing needs of our customers," said Mark Eubanks, president, Eaton's Cooper Lighting division. "As today's legislation and technology continues to advance, we are making it our mission to help builders adhere to this changing energy landscape with innovative, reliable lighting products that will add to a home's value."

Builder magazine's 2014 Brand Use Study, sponsored by Hanley Wood, was conducted by the independent


(Continues on Page 20)

Where
Green
Professionals
 converge in
 Southeast
 Asia

1– 3 September 2014
 Marina Bay Sands, Singapore

The perfect stage to unveil
 your latest innovations to
 green practitioners.

For participation, contact us:

 +65 67804671

 Bexasia@reedexpo.com.sg



Organised by



Co-Located Events



Strategic Partners



(Continues from Page 18)



Photo Credits: Eaton's Cooper Lighting business

Eaton's Glenn Siegel (right) receives the Brand Leader award from Builder magazine, presented by Ed Kraft. The Halo product line has been recognized with this honor for 16 consecutive years.

research company Readex Research to provide an in-depth look at the product brands builders recognize, use most and how they rate their quality. The report highlights respondents' opinions in 69 product categories, with results being featured in the April issue of Builder.

For 58 years, Halo has been a leader in the industry, providing builders with high-quality lighting products for their homes, including the first ENERGY STAR®-qualified light-emitting diode (LED) downlight in 2009. Today, as local and national energy codes and legislation advance, energy-efficient alternatives continue to be in demand. Halo's comprehensive portfolio of LED products address the need for high-performing, reliable choices to meet today's challenging needs, while creating a comfortable living environment.

To learn more about the Halo product line from Eaton's Cooper Lighting business, please visit www.cooperlighting.com.

BARONCELLI COMMISSIONS

Coinciding with the launch of its installation at Flooka Restaurant in Abu Dhabi, Baroncelli has announced the addition of a new division to its business, *Baroncelli Commissions*. Recognising the increasing demand to produce one-off, large-scale installations for private and public spaces, Baroncelli has decided to formalise and celebrate this growing part of the company.

Dedicated to creating inspired lighting designs for interiors throughout the world, *Baroncelli Commissions* stands apart from the established lighting *Collection* at Baroncelli. Incorporating statement installations fulfilling unique and inventive briefs, *Baroncelli Commissions* demonstrates the company's skill in designing spectacular centrepieces for industry leaders working on prestigious, international projects. Baroncelli has provided hand-crafted lighting designs for the recently opened Waldorf Astoria Ras al-Khaimah close to Dubai, a spectacular townhouse in London and the new opening of the eagerly anticipated restaurant Flooka in Abu Dhabi.

Giovanni Corrado, Creative Director of Baroncelli, says "This formalised part of our business enables us to bring

a holistic approach to unique projects. By harnessing the full power of our Studio's knowledge and creativity, we can deliver outstanding ideas and installations that perfectly suit their context."

Working closely with award-winning interior designers, luxury retailers and international hotel groups, Baroncelli's bold and passionate approach to the creative process demonstrates the company's imaginative flair and individual approach to each project. Expertly managed by Baroncelli's technical expertise and creativity combined with its extensive knowledge, each commission is treated with the highest level of personal service inspired by an open dialogue with the client. Working with a variety of materials and processes to meet the client's specific brief, Baroncelli's designs showcase its team's skill and experience in blending innovative practice with an inspiring vision to deliver remarkable designs.

Do visit Baroncelli's new website to find out more about *Baroncelli Commissions* and to see further examples of recent international projects – www.baroncelli.com.

FUTURE ENERGY SOLUTIONS SECURES NATIONAL CONTRACT TO RETROFIT NCP CAR PARKS UK WITH LED LIGHTS

Future Energy Solutions (FES), a South Florida based company, has announced that its UK division has signed a Supply of Services Agreement with National Car Parks Limited (NCP). Phase 1 of the project will involve the installation of over 60,000 energy efficient LED luminaires in 149 multi-storey car parks throughout the UK, from

Scotland to the South Coast, in the first half of 2014.

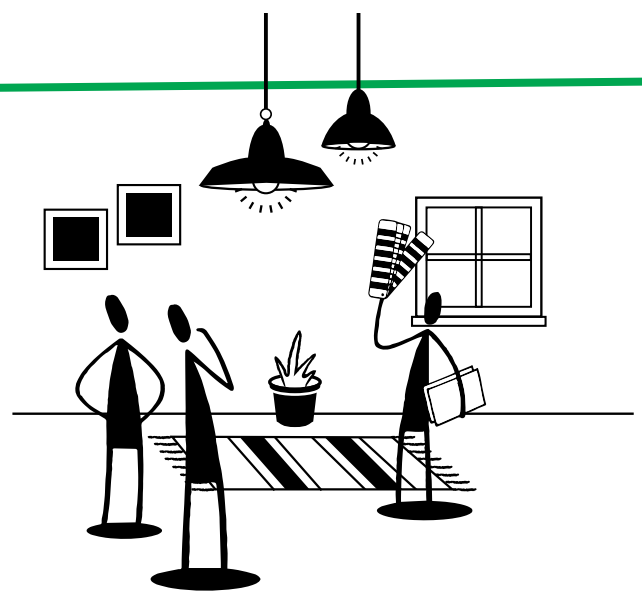
This project will effectively re-light 45,000 car parking spaces and is expected to save 11,000 tonnes of CO2 emissions per annum. This project will also generate energy savings of over 65 per cent in the energy consumption of the car parks

that are being retrofitted by FES and will be the largest deployment of LED lights in the United Kingdom this year, underpinning the growth and speed with which LED lighting technology is now being used by households, government and corporates.

This project, which is being financed through the energy cost savings over

(Continues on Page 22)

ecobuild
Southeast Asia
PRESENTS



ECOLIGHT ASIA

INTERNATIONAL SUSTAINABLE LIGHTING TECHNOLOGY SHOW
17-19.9.2014 • PWTC • KUALA LUMPUR, MALAYSIA **2014**

**"Intelligent Lighting for Better Living
and A Cleaner Environment"**

As the price of energy rises, lighting is becoming an area of ever-greater importance. **ECOLIGHT ASIA2014** will provide significant opportunities for architects, engineers, electricians and manufacturers of smart lighting solutions - enabling them to meet at one central location.

The goal of **ECOLIGHT ASIA** is to bring industry players together from the Southeast Asia region and encourage them to design lighting solutions that are more efficient, have longer life-spans and save on energy for the benefit of all.

Who should exhibit at EcoLightAsia ?

- Commercial lighting companies
- Green Lighting manufacturers
- Household lighting businesses
- LED lighting manufacturers
- Lighting Accessories, Parts & Components
- Lighting Management, Design & Technology
- Outdoor Lighting companies

10,000
industry players
at this not-to-be
-missed event!

Contact Mr. Norman / Adzli today to
secure your booth at +603 2176 8788
or email to ecobuild_sea@ubm.com

For Visitors, Pre-register Online now for free!
FREE registration at www.ecobuildsea.com

HOSTED BY :



SUPPORTED BY :



ORGANISED BY :



United Business Media (M) Sdn Bhd
A-8-1, Level 8, Hampshire Place Office, 157, Hampshire,
1 Jalan Mayang Sari, 50450 Kuala Lumpur, Malaysia
T: 60 3 2176 8788 F: 60 3 2164 8786 E: ecobuild-sea@ubm.com

(Continues from Page 20)

time, will deliver to NCP an enhanced, modernised and energy efficient portfolio of car parking sites at no up-front cost to NCP.

Phase 1 has been funded by FES in partnership with the UK Energy Efficiency Investments Fund, which is managed by Sustainable Development Capital and funded by the UK Green Investment Bank.

This is the first transport infrastructure project to qualify

for the Government's UK Guarantee scheme, which was launched in 2013 and was a vital component to the success of this opportunity.

The innovative funding model, put together by FES with its funding partner SDC, together with the commercial methodology which governs the deal and the technology solution which delivers the huge energy savings, all combine to make this, in many respects, a landmark UK deal.

NOVALED AG RECEIVED THE GERMAN-FRENCH-ECONOMY AWARD

The German-French Chamber of Commerce rewarded to Novalad AG, a leading company in organic electronic materials and technology, the German-French Economy award recognising its industrial cooperation on OLED with the French company Astron Fiamm Safety. The award is under the patronage of the German Ministry of Economy and Technology and the French Ministry of Economy and Finance.

In the presence of the German Minister of Economy, Dr. Philipp Rösler and the French Minister of SME and Innovative Technologies, Ms. Fleur Pellerin as well as more than 400 guests Novalad received the award 'Prix-Franco-Allemand' in the category 'Technology and Innovation' together with its industrial cooperation partner Astron Fiamm Safety. Novalad and Astron Fiamm Safety have been honored by this for their mutual developments and achievements in the field of OLEDs (Organic Light Emitting Diodes) for revolutionary lighting and automotive applications.

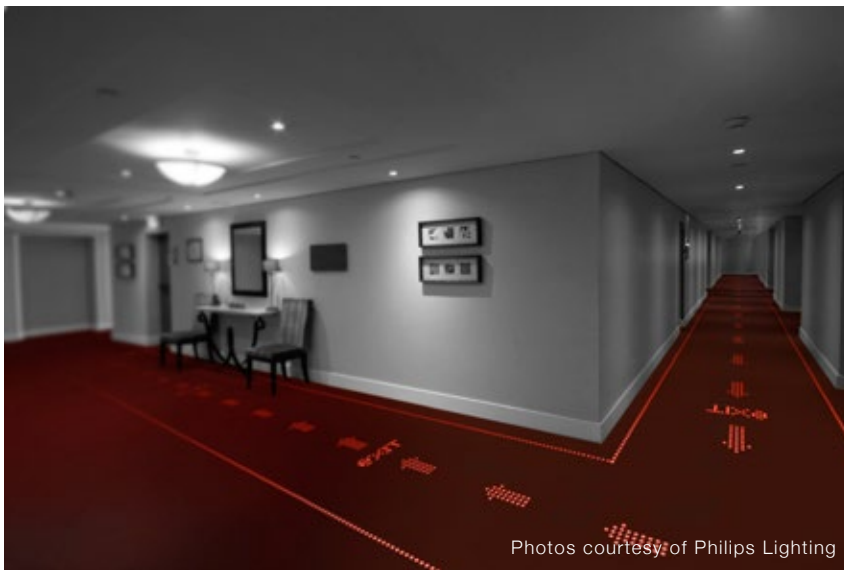
The German-French Chamber of Commerce bestows the

award bi-yearly. "It honors companies and institutes, which contribute extraordinary to the German-French commercial cooperation and to a successful and powerful Europe of tomorrow", says Guy Maugis, President of the German-French Chamber of Commerce and Chairman of Advisory Board of Robert Bosch France.

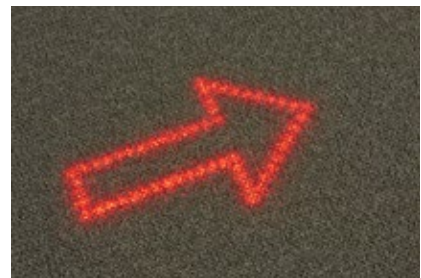
"We are proud that our skills and Novalad's leadership in the OLED field are recognized by this award," says Gildas Sorin, CEO of Novalad AG. "The Franco-German award is an important acknowledgement of our strategy to develop cooperations among SME in Europe."

The "Prix-Franco-Allemand" is rewarded in the categories Industrial Cooperation, Innovation and Technology, Human Resources and Environment. In 2013 there was also a special category Media. The Jury, formed by prestigious industry representatives like Siemens and Robert Bosch as well as media representatives like Handelsblatt and Les Echos, nominated ten finalist teams out of more than a hundred candidates.

PHILIPS AND DESSO ANNOUNCE PARTNERSHIP TO DEVELOP LIGHT TRANSMISSIVE CARPETS



Photos courtesy of Philips Lighting



Royal Philips and Desso – global leaders in lighting and carpets respectively – announced a partnership agreement to develop solutions that combine LED lighting with light transmissive carpet. This innovation will further unlock the potential of LED integration into surfaces and adds an exciting dimension to interior design and space

planning. The solution will transform the way people interact with information and their environment in offices, hotels, conference centers and other public buildings.

These LED light emitting carpets will provide many benefits in the areas of information, direction, inspiration

(Continues on Page 24)

guangzhou international lighting exhibition

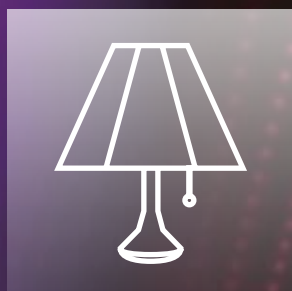
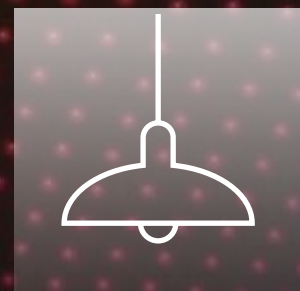
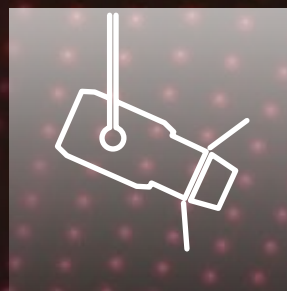
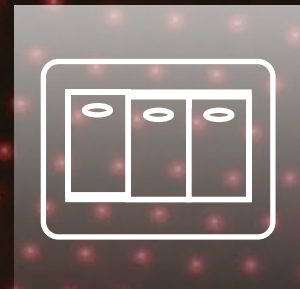
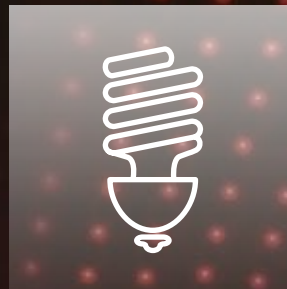
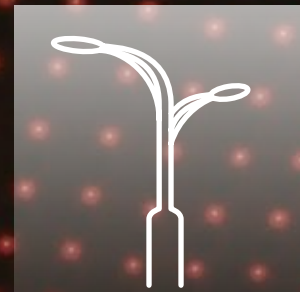
19th

**The most influential and comprehensive lighting
and LED event in Asia**

9 - 12 June 2014

China Import and Export Fair Complex
Guangzhou, China

www.light.messefrankfurt.com.cn



Contact information:

3506, China Resources Building
26 Harbour Road, Wanchai
Hong Kong

Tel: +852 2238 9937 – Ms Lucia Wong
+852 2238 9969 – Ms Scarlet Mak

Fax: +852 2598 8771

light@china.messefrankfurt.com



messe frankfurt

(Continues from Page 22)

and safety, such as:

- Guiding people around buildings, including safety exits and routes
- Enhancing the ambiance and atmosphere of the interior of buildings combining lighting with design and colour
- Helping to de-clutter spaces by making information visible only when needed

The solution is designed for high traffic areas and comes in different colors, shapes and sizes – enabling highly flexible application of the new technology.

“This light transmissive carpet solution is designed to engage directly with people’s senses and the eyes’ natural inclination to seek out light. The technology takes advantage of people’s tendency to be guided by the floor when moving through and interacting with space. It brings information, direction, inspiration and safety via the carpet you walk on. This partnership of market leaders is focused on bringing meaningful innovations to the market.” said Ed Huibers, Marketing and Sales Director, at Philips Lighting.

Desso CEO Alexander Collot d’Escury adds: “We know people spend 90% of their time indoors and our vision linked to this is to create innovative flooring solutions that contribute to people’s health and wellbeing. This new solution developed with our partner Philips, meets this need and offers exciting ways to enhance the interaction between the interior space and its users.”

The partnership is an agreement to work exclusively together in developing the markets in EMEA. In addition to this, a joint development agreement has been signed focusing on a seamless integration of this solution into new and existing buildings. The product name will be revealed in 2014 as part of the full go-to-market launch, but Philips and Desso are already working on pilot projects in key markets.

Combining the many benefits of Desso’s carpet, such as improved indoor air quality, acoustics and comfort with the benefits of Philips’ LED lighting, this innovation reflects Philips and Desso’s common goal to improve people’s lives, whilst bringing a new level of design freedom to architects, designers and end-users.

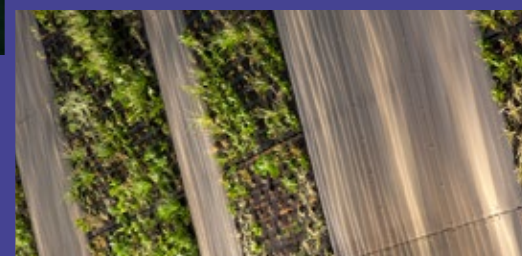
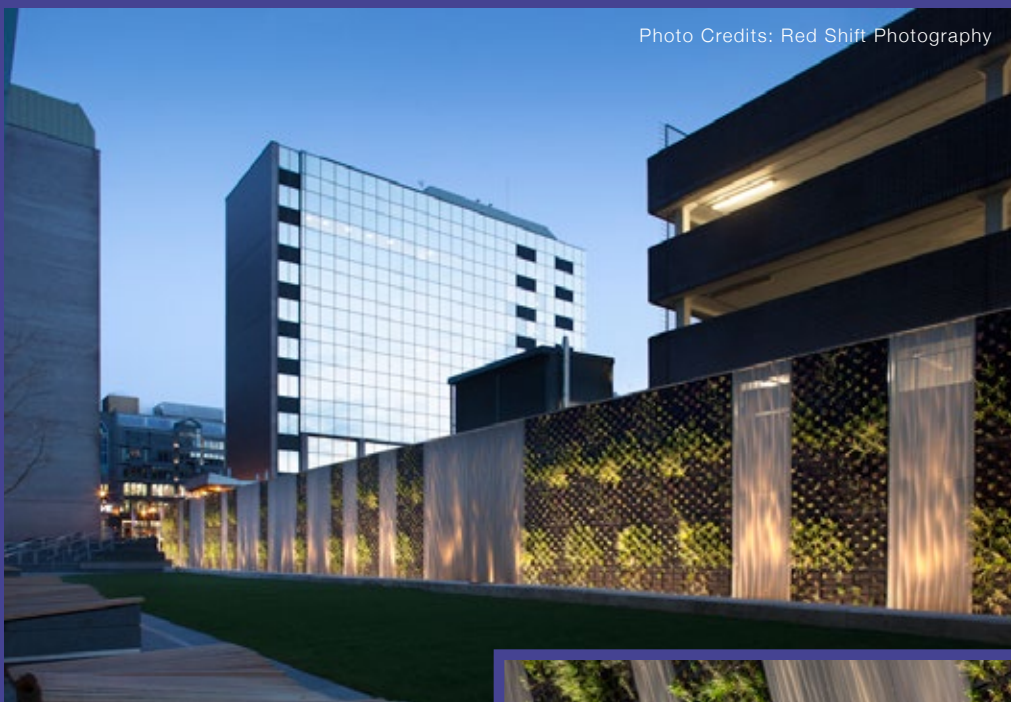
ARCHITAINMENT SUPPLY LED LIGHTING FOR LARGEST ‘LIVING WALL’ IN EUROPE

The Green Wall at Birmingham, England’s Snow Hill Station is the largest living wall in Europe; merging nature, architecture – and now, beautiful LED lighting.

The impressive junction, which hides a multi-story parking lot and provides a scenic backdrop for the city’s future railroad network, measures 220m x 7m (720ft x 23ft) and showcases 604m² (almost 2000 ft²) of plants, making it the largest ‘living wall’ in Europe. To add organic movement and vivid illumination to the living landmark, MBLD, the project’s lighting designers, and C A Sothers, the installation team, turned to elegant white light LED fixtures as supplied by Architainment Lighting.

It was established early on that an all-LED lighting system was required as this would offer easy controllability and low energy consumption, all while breathing life into the dynamic concept with long-lasting, high-quality fixtures. The primary design objective of the project was to bring out the unique perforated ripple texture of the panels that run the length of the wall. To highlight the textured panels, the C A Sothers team installed 1ft and 2ft iW Graze Powercore (now specified with iW Graze MX Powercore) and iW Burst Compact Powercore fixtures, placing them in the gully spanning the base of the wall. The comprehensive system, controlled by a Philips Color Kinetics iPlayer 3 DMX lighting controller, creates a shifting, glowing effect on the panels, enveloping the wall in alternating shades of warm and cool white light – a stunning complement

Photo Credits: Red Shift Photography



to the pervasive greenery. However, the team intent on illuminating the entire wall, didn’t stop there; they also mounted the iW Graze Powercore fixtures approximately a foot from the back side of the wall, highlighting the sweep of flora that faces a public walkway and enabling a full-bodied experience of the living structure.



Host Organization



Organizers



Platinum Sponsors



THAILAND
International Exhibition
ON LED LIGHTING PRODUCTS &
TECHNOLOGY

THAILAND
LED
EXPO 2014

22 23 24 **MAY 2014**
Hall 7-8, IMPACT Exhibition &
Convention Center, Bangkok
THAILAND

LED Expo Thailand : Benchmark for Innovation, Leadership & Farsightedness



BROAD EXHIBIT SEGMENTS

- LEDs
- LED APPLICATIONS & LIGHTING
- LED LIGHTING PRODUCTS
- LED PRODUCTS
- LED SIGNAGE & DISPLAYS
- LED COMPONENTS / ACCESSORIES & RAW MATERIALS
- LED DRIVER & POWER SUPPLY
- LED MANUFACTURING EQUIPMENT / MACHINERY & ALLIED PRODUCTS

BOOK YOUR BOOTH NOW...!

For more information, please contact Ms. Panvisut Buranakarn Tel: +66 (0) 2833 5328
Fax: +66 (0) 2833 5127-9 Email: panvisutb@impact.co.th Website: www.ledexpothailand.com



Scan with your smart phone

Supported by



CRESMEET 2013 BRIGHTENS UP THE INAUGURATION OF NEW BANGALORE OFFICE

Crestron Asia Limited, the Asia headquarters of Crestron Electronics, Inc. which is the world's leading manufacturer of advanced control and automation systems, announced the successful completion of CresMEET 2013 and the inauguration of new Bangalore office on 9th and 10th January 2014 respectively.

CresMEET is a professional industry conference, over 700 dealers, consultants, system integrators, IT professionals and management of AV companies gathered together this year. This biggest event from Crestron Asia in India demonstrated the next generation integration and personalized automation technologies in a fully-functional showcase to customers.

"We're giving the trade an exclusive look at industry-leading developments in innovative lighting, AV solutions, home automation systems and corporate solutions." said Mr. Murugan

Paramasivam, the Country Manager (India) of Crestron Asia Ltd. "This event will be a remarkable milestone to strengthen our brand image in India, a fast-growing consumer needs on automation solutions country."

CresMEET 2013 included a specially arranged session for all our dealers and partners to share their views on newest digital solutions, served as a discussion forum on the latest and intelligent requirements in future. All attendees had a platform to talk about new emerging technologies, market conditions and sustainable growth opportunities.

Crestron Asia also showcased several live demos in the event, featured products of control system and energy management solutions were on display to give participants insights on what's new in the industry, which enabled dealers and partners to experience the new meaning of "up-to-date" intelligence at the same time.

An award ceremony was also included in CresMEET 2013 to recognize our gratitude and admirations to partners who have been instrumentally in adapting Crestron products and solutions in the market.

The inaugural ceremony of Crestron Asia Bangalore office was followed on 10th January 2014 to extend the great rejoicing of CresMEET 2013. With more than 150 key business partners and consultants participated in the ceremony, the new office was adorned nicely in a joyful atmosphere and served as a bridge to open up long lasting and prosperous business relationship with the dealers in India.

The two events provided all dealers a unique platform to share and to catch up Crestron's benchmark in the industry, allowing attendees to embrace the technological innovations that have made Crestron an industry leader for past decades.

GE LIGHTING TO COOPERATE WITH KRISLITE TO OFFER ENERGY EFFICIENT LIGHTING SOLUTIONS IN MYANMAR



(From L-R) Jack Tan, Country Manager, GE Lighting for Singapore, Brunei & Myanmar and Sims Teo, Director, Krislite Pte. Ltd. following the signing of the Myanmar distributor agreement between GE Lighting and Krislite on 18 February 2014 at Chatrium Hotel in Yangon.

General Electric (GE) Lighting recently announced its cooperation with Krislite, the leading lighting solutions company in Myanmar. The collaboration will allow Krislite to offer GE Lighting solutions and products to projects and developers for upcoming projects in Myanmar.

This is a continuation of GE's effort to support and promote the growth and development of Myanmar, by collaborating with a local Myanmar company to offer GE knowledge and expertise, to help the advancement and development of Myanmar's lighting infrastructure and efficiency.

Speaking at the event held in Yangon, His Excellency U Myint Swe, Chief Minister of Yangon Region Government said, "GE Lighting has been a leader and trusted advisor



Photo Credits: General Electric (GE)

(From L-R) Ching Leong Derek Ng, Marketing Manager, SE Asia, GE Lighting, Sims Teo, Director, Krislite Pte. Ltd., Douglas E. Sonnek – Political/Economic Chief, The Embassy of the United States of America, His Excellency U Myint Swe, Chief Minister of Yangon Region Government, Kyaw Moe Naing, Managing Director, Krislite Pte. Ltd., Andrew Lee, Chief Country Representative, GE Myanmar and Jack Tan, Country Manager, GE Lighting for Singapore, Brunei & Myanmar.

for lighting solutions worldwide. They are bringing into Myanmar more than a century of lighting legacy and innovations with a promise to share their experiences in lighting technologies and system with Myanmar and her people. Krislite has been operating in Myanmar for more than 20 years. They have a very strong reputation, are highly respected and understand Myanmar very well. I'm sure the collaboration of these two experts will produce a fruitful result for Myanmar and become a core stimulant that helps drive the development of our country."

Jack Tan, Country Manager GE Lighting Myanmar, commented, "In only the last eighteen months, GE has

(Continues on Page 27)

(Continues from Page 26)

established itself in Myanmar in the healthcare sector providing advanced medical equipment, in aircraft leasing and in power generation technology. We have established a foothold in Myanmar and she has become one of our most important partners as we stride towards a brighter future. Not only has General Electric looked at Myanmar as a market opportunity, but GE is giving back to Myanmar through broader capacity and capabilities training for both the private and public sectors. Now, as part of our continued commitment to Myanmar, we hope to share our knowledge and expertise in the lighting industry, help Myanmar develop their lighting infrastructure and

increase their energy efficiency to aid in the country's development.

Krislite will be able to tap on GE Lighting knowledge and experience of more than 100 years to aid the development of Myanmar. They will be able to offer the full range of GE Lighting's extensive portfolio of products and solutions. The range of application include the latest energy efficiency LED technologies for roadway lighting, commercial offices and hotels, which will offer better and more reliable lighting quality while lowering the energy cost.

ANCHOR ELECTRICALS SETS UP ITS EXCLUSIVE PANASONIC LED LIGHTING EXPERIENCE CENTRE IN INDIA



Photo Credits: Panasonic India

Continuing with its focus on providing the best of innovation and technology, India's leading electrical solutions manufacturer - Anchor Electricals Pvt. Ltd (A Panasonic Group Company), opened its first state-of-the-art LED lighting showroom in Mumbai. This showroom gives consumers a 'see, touch and feel' experience of a diverse range of world-class home decorative lighting concepts and functions. Present on the occasion were, Mr. Makoto Kitano, Director of Lighting Business Division and Vice President of Eco Solutions Company, Mr. Manabu Takeda, Senior Councilor - Residential Lighting Business, Mr. Kiyoshi Otaki, Managing Director, Anchor Electricals Pvt. Ltd, Mr. Takaki Oguri, Joint Managing Director, Sales & Marketing, Anchor Electricals Pvt. Ltd, and Mr. Ashok Gangar, Vice President Sales, Anchor Electricals Pvt. Ltd.

With an in-house simulation room, customers will be able to view the lighting effects of various kinds of lighting fixtures and installation options in different settings. The showroom brings alive, ample possibilities of LED lighting and helps customers understand how the integrated lighting solution works in a given home environment. It will also have a comprehensive range of lighting solutions for the entire home. The 47 new models that will be available at the showroom include Large Ceiling Light, Compact Ceiling Light, Chandelling (chandelier-like decorative ceiling light), Down-light, Line Light and Wall bracket models.

Speaking on the launch, Mr. Makoto Kitano, Director of Lighting Business Division and Vice President of Eco Solutions Company said, "Driven by our commitment to the Indian consumer and the local market, this new LED lighting experience centre will help us serve our customers better with our best-in-the-class products. It will encompass our overall approach to impeccable quality assurance, demonstrating the importance of stylish, carefully-crafted lighting in the daily lives of

our consumers." He further added, "Anchor contributes significantly to Panasonic overall turnover and we are hoping to drive increment in the market share from this segment in the coming years."

Mr. Kiyoshi Otaki, Managing Director, Anchor Electricals Pvt. Ltd said "Anchor is looking at opening more such LED lighting experience centres across major cities in India to strengthen its partnership with interior designers, architects, and lighting professionals. We hope that the expansion of this new lighting business will also generate synergy effects with Anchor's largest business, wiring devices.

Commenting on the launch, Mr. Manabu Takeda, Senior Councilor, Residential Lighting Business, Panasonic Corporation said, "Our aim is to bridge the awareness and experience gap that exists in the minds of lighting experts and users. We wish to apply the lighting business experience developed in Japan, for India as well by introducing high-quality LED lighting products that are safe and reliable. With environmental deterioration and energy shortages becoming more and more serious with each passing day, energy-saving has become a part of the global development trend."

The company has also introduced a service for offering lighting plans for residential spaces. Keeping in line with the fact that Panasonic offers over 200 thousand residential lighting plans annually in Japan, this service will also be utilized in India to create lighting designs tailored to individual clients, working with their interior design requirements when constructing a new house or renovating their current residence. Lighting consultants can select suitable lighting fixtures and suggest lighting layouts that can be incorporated into architectural drawings of the home. This service targets home owners as well as interior designers and architects active in housing design. It is a service that promotes sophisticated lighting environments and the products are specifically designed for residential, hospitality, and architectural purposes.



PHILIPS ANNOUNCES LOCAL LIGHTING PARTNERSHIPS TO BUILD A BRIGHT URBAN FUTURE FOR MYANMAR



Royal Philips has reinforced its long-term commitment to improve the lives of Myanmar people by establishing its Lighting operations in the country. Philips also announced the appointment of three local distributors to meet the needs of the general public, businesses and government organisations looking to install energy efficient and sustainable lighting solutions in their home, workplaces and offices.

Officiating at the inauguration ceremony is H.E. U Myint Swe, Regional Chief Minister, Yangon Division Government, who witnessed the signing between Philips and its partners. Local distributors have been appointed to provide service to each distinct market. Pahatma Group will supply Philips Lighting products to the consumer market, while JJ-Pun and Power Light will service and commercial sectors respectively.

Over 80 guests attended the celebration and a specially organized symposium by Philips on energy efficient lighting solutions.

The introduction of Philips sustainable LED lighting solutions to Myanmar is closely aligned to its recently launched brand positioning which builds on its heritage of creating innovations that matter to people. Its new brand line "innovation and you", is rooted in Philips' strong belief

that innovation is only meaningful if it delivers on people's unmet needs and desires.

Philips has continued its long history of building partnerships, working collaboratively with governments, NGOs and industry leaders to drive meaningful innovation and benefit the community. Its partnership with the Yangon Heritage Trust, for example, aims to help highlight and preserve the rich cultural heritage of the city through the use of its sustainable LED lighting solutions. Philips is also contributing US\$75,000 for the Yangon blue plaques initiative to highlight key cultural heritage sites throughout Yangon, which is the country's commercial and cultural center.

The launch of Philips' lighting operations in the country, and its local distributors, will help the city's growing urban population continue the economic and social development of Yangon by bringing sustainable, high-quality lighting to all.

"As Myanmar develops and its urban population grows, the current energy infrastructure will come under increasing pressure. Yangon currently consumes 45% of Myanmar's energy supply and this is likely to increase as development continues. It is imperative that people make use of energy-efficient solutions as they can help achieve significant savings

and meaningfully bring electricity demand and supply into balance. As an example, by switching to energy-efficient lighting technologies such as Light-Emitting Diode (LED) bulbs these savings would amount to an estimated US\$ 9.7 million in reduced electricity costs and 45 kilotons of CO2 annually; half of these savings can be achieved in Yangon alone. We are delighted to be bringing our expertise in lighting to Myanmar to help build a sustainable and high-quality lighting infrastructure in the country," said Ms Mieke De Schepper, General Manager, Philips Lighting Singapore and Export.

Philips' re-entry into Myanmar across its lighting, healthcare and consumer lifestyle business units reflects the company's confidence in Myanmar's long-term business opportunity. In healthcare, Philips is working with stakeholders to help build the country's health infrastructure. The company has introduced the first PET/CT imaging system to Myanmar, to be installed in Yangon General Hospital, and has started a year-long program of clinical education in association with the Myanmar Radiological Society. The company's consumer products have already gained favour with Yangon consumers after the opening of its first consumer store in March 2013 was followed by an additional seven stores in key cities across the country.



Lighting Quality & Energy Efficiency

April 23 - 26, 2014
Kuala Lumpur, Malaysia



Hosted by



Organised by



Supported by



REGISTER NOW AT

malaysia2014.cie.co.at

Look into the future -
"Lighting Quality and Energy Efficiency"
- A must-attend CIE event

Please visit
malaysia2014.cie.co.at
for more information.

KEYNOTE SPEAKERS

- George C. Brainard *USA*
- Thorsten Vehoff *Germany*
- Martine Knoop *Germany*
- Edward Ng *China*
- János Schanda *Hungary*
- David H. Sliney *USA*

WORKSHOPS

- WS1** Measurement of OLEDs
- WS2** Optical Radiation can be Good for People
- WS3** Standardization in Times of Fundamental Technological Change
- WS4** Glare of LED Lighting Products
- WS5** Colour Quality of Museum Lighting
- WS6** Optical Radiation can be Bad for People

BRIEF PROGRAMME

- 24 April (Day 1)** Lighting Quality with LED Sources and Daylighting
- 25 April (Day 2)** Colour Quality, Roadway and Street Lighting, Lighting and Health, Colour Quality and Mesopic Vision and OLED for Lighting
- 26 April (Day 3)** Lighting Design, Outdoor Lighting, SSL Measurement and Testing, Right Lighting in Outdoor and Advancement in Photometry and Radiometry

show preview

Light + Building 2014

30th March – 4th April 2014

Frankfurt am Main,
Germany



Photo Credits: Messe Frankfurt Exhibition / Pietro Sutera

Light + Building 2014: comprehensive complementary programme revolving around the motto 'Explore Technology for Life'

Luminale – the lighting biennale during the fair

The industry will once again launch its latest products for the lighting, electrical engineering, house and building automation and building- industry software sectors at Light+Building, the world's biggest trade fair for lighting and building-services technology in Frankfurt am Main from 30 March to 4 April 2014. Concurrently with the extensive range of products being shown by around 2,300 exhibitors, the multi- faceted complementary programme gives participants an opportunity to exchange information and find out more about the latest subjects of interest to the sector. The motto of this year's complementary

programme is: 'Explore Technology for Life – the best energy is energy that isn't consumed'.

The spectrum of products at Light+Building is distinguished by solutions and technologies that not only reduce the energy consumption of a building but also increase the comfort level. Everything is on show: from LED technology to intelligent electricity usage via smart metering and smart grids. With its extensive range of lighting products, Light+Building is the world's biggest platform for the lighting market – a market characterised by rapid change and new sources of light. Thanks to the combination of lighting and networked building technology, the industry is able to present integrated solutions that make a decisive contribution to exploiting the energy-saving potential of buildings to the full.



Trend Forum 2014 – the home trends for the coming season

A special attraction for architects, interior architects, the specialist trade and designers is the Trend Forum, which presents the home trends for 2014/15 exclusively at Light + Building. Located in the foyer between Halls 5.1 and 6.1, the Trend Forum visualises a variety of home scenarios and shows selected products as part of extraordinary room settings, each of which focuses on a different style, which are reflected in the home worlds. The Trend Forum is the work of renowned international trend bureau bora.herke.palmisano, Frankfurt am Main and Berlin.

'Smart Powered Building' special show

Light + Building 2014 will focus inter alia on building and energy management, a key subject of great importance for successfully restructuring the energy-supply system.

The 'Smart Powered Building' special show presents future-oriented technologies for intelligent energy management in buildings and market-ready products and solutions for decentralised energy generation. Real installations in live operation demonstrate how networked buildings generate, store, distribute and use energy. Organised by Messe Frankfurt with the support of the German Association of the Electrical and Electronics Industry (Zentralverband Elektrotechnik- und Elektronikindustrie e.V. – ZVEI), the exhibition also provides extremely vivid examples of the products and solutions from the house and building automation and electrical engineering product segments to be seen at Light+Building whereby house and building automation and its basis, electrical engineering, are the prerequisites for complete building management. The 'Smart Powered Building – Your Building in the Smart Grid' special show focuses on intelligent networked buildings and, therefore, on the interaction of individual components in the smart grid – with the emphasis on commercial buildings.

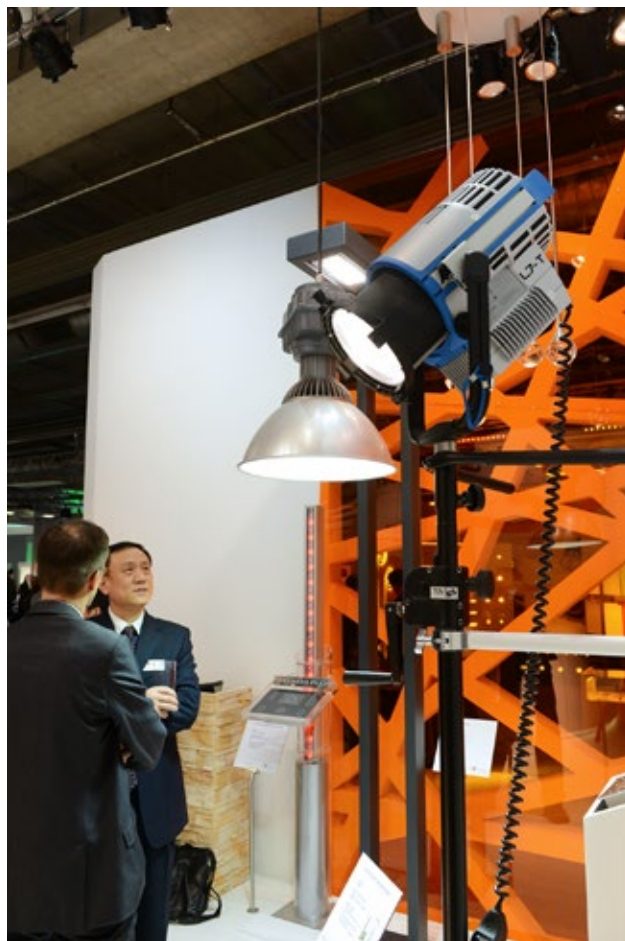
The E-House of the Central Association of the German Electrical and Information Technology Trades (Zentralverband der Deutschen Elektro- und Informationstechnischen Handwerke – ZVEH) takes up this idea and illustrates the forms that intelligent energy management can take in the home. The 'Energy-saving power station' offers realistic and politically topical insights into how the new energy paradigm works in practice and how energy efficiency can go hand-in-hand with increased comfort and safety. Moreover, the degree of dependence on utilities is lessened thanks to in-house energy generation.

Building Performance

The Building Performance seminars and lectures give trade visitors the chance to gather information and enter into dialogues about lighting and integrated building-services technology. In their lectures, renowned experts from home and abroad spotlight the latest developments in the subjects covered by Light + Building.

Design Plus powered by Light + Building

The 'Design Plus powered by Light + Building' competition presents innovative and future-oriented products by Light + Building exhibitors from the lighting, electrical engineering and house and building automation segments, as well as software for the building industry. The award-winning products will be on show in a special exhibition during Light + Building 2014. Students and young graduates of creative courses of study can also enter the competition with visionary concepts and solutions. For young designers, the award is a good opportunity to introduce themselves to the sector and make contact with manufacturing companies. An international jury of experts judges





the entries in accordance with the criteria technology, ecology and design. The competition is a collaboration between Messe Frankfurt and the German Design Council (Rat für Formgebung), the centre for design excellence in Germany.

Meeting-place of the future – the platform for trainees and young talents

The focus at the 'Meeting-place of the future' is on giving young people a helping hand at the start of their careers. At individual, practice-oriented points along the Workshop Street, young trade visitors and trainees from the electrical engineering and information technology trades can learn about the latest techniques and installation processes. In the 'boxes' of various manufacturers, trainees can demonstrate their skills, give each other tips and see what's new. Young visitors who stop and try their hand at all points along the Workshop Street will receive a certificate of participation at the end and have the chance to win one of the coveted prizes.

Accident prevention and occupational safety are the main subjects of the safety-at-work seminars. For electrical-engineering trainees, taking part will provide the necessary knowledge for greater safety at work and will be rewarded with a certificate for successful participation.

Messe Frankfurt promotes the interests of young people with the Light + Building Job Exchange. Job offers from the sector are published on the official Light + Building website. Additionally, there is an area at the fair where all job offers are displayed.

Together with the Federal Ministry of Economics and Technology (Bundesministerium für Wirtschaft und Technologie – BMWi), Messe Frankfurt gives young innovative companies the chance to take part in Light+Building. The aim of this programme is to boost exports of new products and processes and to help companies break into the market.

Inspiration at the Young Design area

The ideas of creative young people are a source of unadulterated inspiration – young designers present their luminaires. Financed by Messe Frankfurt, the Young Design area is a platform for newcomers wanting to make contact with the industry and trade visitors and a great chance for participants to discover tomorrow's talents.

For architects, planners and engineers

The Outlook Lounge is an exclusive setting where architects, planners and engineers can hold discussions and exchange ideas. The guided tours of the fair also start from the Lounge. Further details about registration and the guided tours can be found in the Events section of the Light+Building website at www.light-building.com. The Architecture + Technology Innovation Award and the AIT Award will also be presented during Light + Building 2014.

ACS-Forum / Forum Open BIM: Innovative methods in the planning and building process

The ACS-Forum / Forum Open BIM joint presentation at Light + Building 2014 spotlights innovative methods for planning and building in that architects talk about completed projects and the individual phases of the planning and building process. Different projects every day will reflect the spectrum of architectural solutions. At various points in the joint area, all participants from the various disciplines will show how they plan on the basis of a single and joint digital building model using BIM (Building Information Modelling) methods and employ these methods to ensure all processes run smoothly. By following the information tour at the area, visitors can find out about the various workstations and improve their knowledge of the individual process stages and solutions.

Luminale – the lighting biennale during the fair

A cultural highlight during Light + Building is Luminale. Held concurrently with the fair, the lighting biennale in Frankfurt forms the evening programme for Light+Building visitors. The combination of trade fair and urban experience transforms Frankfurt and the Rhine- Main region into a unique lighting spectacle. With over 140,000 visitors in 2012, Luminale holds an international place as the biennale of light. More information can be found on the internet at www.luminale.de.

Further details about the Light+Building complementary programme can be found in the Events section of the Light + Building 2014 website at www.light-building.com. Additionally, the free Light+Building Navigator smartphone app, which will be available for downloading around three months before the fair begins, contains topical information about the event.

For more information, please visit www.messefrankfurt.com.

show preview

LED expo Thailand

22nd – 24th May 2014

IMPACT Exhibition and Convention Center
Bangkok, Thailand



Photo Credits: LED expo Thailand

Second Edition of LED expo Thailand 2014 to enthrall LED industry Enthusiasts

Thailand will once again witness a marvelous show of LED lighting products & technology through an expansive product showcase and special pavilions spread across 13,500 sq m of exhibition space.

MEX Exhibitions Pvt. Ltd., India along with IMPACT Exhibition Management Co., Ltd., Thailand are thrilled to yet again host the second edition of LED expo Thailand, a show on LED lighting products and technology at the IMPACT Exhibition and Convention Center, Bangkok, Thailand from 22nd to 24th May, 2014.

The second edition of the iconic show has attracted incredible support from the Thailand LED industry and

related associations. The 3-day event is expected to see participation from 300 exhibitors from all across Bangkok, India, China, Hong Kong, Singapore, USA, Taiwan, Malaysia, Korea & others and international trade visitors from over 39 countries to the tune of 15000 plus numbers.

Various government and allied institutions namely Illuminating Engineering Association of Thailand, Electrical and Electronics Institute, Environmental Engineering Association of Thailand, Ministry of Industry, Provincial Electricity Authority, Thailand Convention and Exhibition Bureau, Thai Electrical & Mechanical Contractors Association, Thai Hotels Association, The Federation of Thai Industries, Thailand Board of Investment, National Science Museum (Thailand) and Custom Facilitation, are showing an overwhelming support to the expo.



EGAT, the Electricity Generating Authority of Thailand has agreed to be the Host organization for the show for the second time & is extending tremendous support to the show. IN addition country pavilions from Taiwan supported by TAITRA & China Pavilions from various provinces will also be a part of the show. Show highlights include the Thailand LED Summit: an exclusive conference on LED lighting products & technology which will be held concurrent to the show with key speakers from various government bodies & industry leaders.

A highlight of the global solid-state lighting calendar, LED expo 2014 Thailand offers a unique opportunity for global organizations to penetrate, expand and understand the Asian LED & solid-state lighting markets.



ABOUT THE ORGANIZERS:

MEX Exhibitions Pvt. Ltd. (MEX), headquartered in New Delhi, India is an established and leading exhibition company which has been organizing successful trade shows for the past 11 years. It has conducted over 75 trade exhibitions till date all over India, Singapore and Thailand. Some of its benchmark exhibitions include LED expo, Media expo, Gifts World expo and more.

IMPACT Exhibition Management Co., Ltd is the leading exhibition organizer in Thailand. IMPACT organises and manages professional trade and public exhibitions, conferences, meetings and trainings, working in-hand with international trade associations, organizers and corporations across a broad spectrum of industries.

IMPACT creates effective market platforms and offers a comprehensive range of turn-key event management solutions ranging from market research, exhibition and visitor promotion and sales, advertising and promotion, public relations, operation to on-site logistic management for exhibitions and conferences of all sizes and industries.



show preview

Guangzhou
International Lighting Exhibition

9th – 12th June 2014

China Import and Export Fair Complex
Guangzhou, China



Guangzhou International Lighting Exhibition: Over 1,300 exhibitors already confirmed for the 2014 show

Sustainable lighting solutions and LED technology integration: Key focuses of the 2014 show

The 19th edition of Guangzhou International Lighting Exhibition is officially confirmed to take place from 9 – 12 June 2014, once again at the China Import and Export Fair Complex. The event, regarded as the most influential and comprehensive lighting and LED event in Asia, will expand to solely occupy 21 halls during its four-day run.

In total, 215,000 sqm of exhibition space will be dedicated to promoting the latest innovations both in lighting and LED technology.

The show's organiser, Guangzhou Guangya Messe Frankfurt Co Ltd, has already received booth reservations from over 1,300 domestic and international brands. Their specialties span virtually every important sector in lighting and LED technology. Some of the confirmed exhibitors and their associated product categories include:

- **Lighting fixtures** – ADATA, GE, KONKA, Ledman, Lextar, Neo-Neon, Optiled, QSSI, Thorn Lighting, Simon Electric, Yajiang, Zalux
- **Lighting accessories and components** – AAG Stucchi, Alanod, Almeco, Arditi, BJB, BWF Profiles, Ledlink, Wieland Electric
- **LED chips, modules, package and packaging materials** – APT, CREE, Edison Corp, Epistar, Epilight,



Genesis, HC SemiTek, Honglitrionic, Semileds, Panasonic, Seoul Semiconductor, Shin-etsu, WACKER

- **LED driver ICs, transformers and ballasts** – BAG, Fulham, Helvar, Macroblock, Mean Well, MOSO, NXP, O2Micro, On Semiconductor, Power Integrations, Tridonic
- **Product and inspection, equipment and test laboratories** – Everfine, Konica Minolta, Labsphere, Nordson, Zvision, Intertek, Bureau Veritas

Commenting on her vision for the show's future, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Ltd noted:

"Each year, the Guangzhou International Lighting Exhibition aims to assemble leading industry associations, influential government bodies and most importantly, respected and trusted brands, to help further the development of lighting design and technology. Thanks to the support of the international and domestic lighting community, the show has grown significantly since its first edition. It has transformed into an internationally-recognised industry platform for the exchange of marketing intelligence, technical innovation and ground-breaking design."



Sustainable lighting solutions and LED technology integration: Key focuses of the 2014 show

Sustainable lighting solutions have become one of the biggest driving forces for growth in the lighting industry. Project-based enterprises in particular have adopted the concept as it offers greater opportunities for meeting various goals and policies designed for property and infrastructure development.

The 2014 show continues to be at the forefront of this concept by highlighting the integration of control technology into lighting products; showcasing diverse lighting applications in energy efficiency, luminosity, user comfort and environmental impact. Controller and driver technology has rapidly grown in popularity among lighting professionals, for their ability to allow users to customise lighting by application, while providing effective energy efficiency. Current products and solutions for these state-of-the-art technologies will be on display at hall 12.2, an area solely dedicated to suppliers of controllers and drivers at the 2014 show.

LED technology integration will be another key focus for the 2014 lighting fair, by presenting a one-stop sourcing platform that covers the full LED industry value chain. This will include raw materials and wafers, LED chips, packaging materials, packages, modules and components, drivers and controllers, equipment as well as applications. Ms Lucia Wong added: "The 2014 show will be a reflection of the lighting and LED industry of today and tomorrow.

The industry is facing fierce consolidation. And my hope is it to provide attendees of the show a comprehensive view of all areas in lighting development as well as to facilitate interactions that can lead to business and technological collaboration among industry players."

Guangzhou International Lighting Exhibition, along with the concurrently-held Guangzhou Electrical Building Technology, is headed by the biennial Light + Building event, which will take place from 30 March – 4 April 2014 in Frankfurt, Germany.

To find out more information about the shows, please visit www.light.messefrankfurt.com.cn or email to light@china.messefrankfurt.com.

A Closer Look

Interview with Seng Boon Liang, Sales Director, Lutron



Lutron Electronics, headquartered in Coopersburg, Pennsylvania, designs and manufactures energy-saving light controls, sensors, automated window treatments and appliance modules for both residential and commercial applications. Its innovative, intuitive products can be used to control everything from a single light, to every light, shade and even stand-by power in a home or commercial building. Lutron products make any space more versatile, while enhancing ambience, comfort and productivity. They also save energy and make light bulbs last longer, making them an eco-friendly addition to the home and workplace. Founded in 1961, Lutron estimates that the installed base of its products saves the nation nearly 10 billion kWh of electricity, or approximately \$1 billion in utility costs per year. Lutron manufactures more than 17,000 energy-saving products, sold in more than 100 countries around the world.

Lighting Today recently sat down with Seng Boon Liang, Lutron's Director of Sales for South East Asia, at their Singapore office for an exclusive interview. He shares with us how lighting controls are beneficial for energy-saving, the overall well-being of individuals and for the environment.

Tell us more about Lutron. As a lighting control company, what are some goals that the company hopes to achieve?

Seng Boon Liang: Lutron is very much a technology driven, people-centered organization with offices all over the world, and we take the lead to share with the marketplace what is needed in their projects. Our role is to be able to go out there and tell people about the 'need' to have lighting controls, as opposed to being a 'good to have'.

Lighting control has evolved rapidly. How is lighting control different now from what it used to be in the past?

SBL: The owner of Lutron, Joel Spira, was the one who invented the first dimmer in the world; he started off by replacing the traditional switch with a dimmer. The reason for doing that is because a lot of people still had this mindset that electric light only existed in two states – 'on' and 'off', with no 'intermediate' stage. Joel Spira actually invented a variable control device that is able to adjust the intensity of the light to have different levels. A single circuit dimmer then evolved into a multi-circuit dimmer in the form of a dimming panel, allowing you to set up 'scenes'. Different activities require different light settings and ambience, bearing in mind that whatever we do, comfort and productivity is important.

What are the advantages of having lighting control systems?

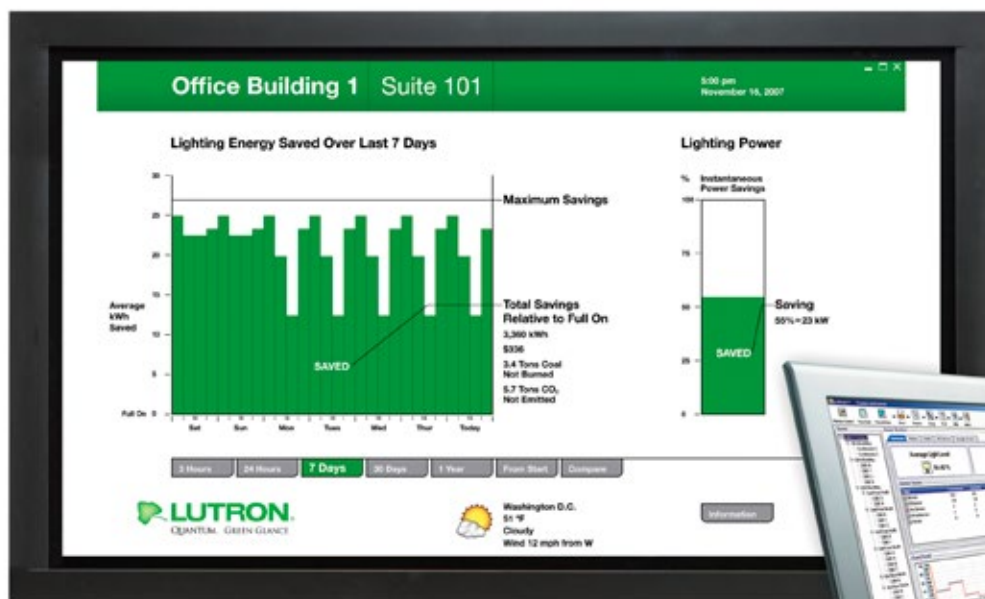
SBL: There are 2 main benefits - energy-savings and lamp life extension. Typically, when you dim a light by 50%, you save about 40% of energy, and your lamp-life is extended 20 times.

The most important thing about lighting controls is to provide comfort and security. Especially in the residential environment, it's not just about putting lights here and there, it's about how you can use the light to make you feel comfortable and very secure, also bearing in mind that when you reach your house, you turn on the lights first. Light, if it is designed and controlled properly, delivers a significant level of comfort, security and well being for the person occupying the space.

Lutron is one of the world's leading companies in terms of lighting control. How does the company keep up with the ever-changing trends?

SBL: We work with all the stakeholders in the industry – lighting manufacturers, lamp source manufacturers, and we are also in a lot of technical committees all over the world, understanding what the latest trends are.

We are challenged by being able to deliver a solution that is easy to be implemented in the existing buildings. For example, occupancy sensors – they have been available for a long time. However, Lutron has come up with something special; occupancy sensors that are battery powered, which means you do not need to run additional electric cables to connect it to your light fitting. This has made the retrofit of existing buildings much easier.



Lutron Quantum Total Light Management: Quantum prevents wasted lighting energy by maximising the efficient use of light in your building. It automatically dims or switches all electric lighting and controls daylight using automated window shades. Quantum manages, monitors, and reports on all the lighting usage in your building for optimal energy performance and productivity while minimising maintenance and operating costs.



What are some key lighting control products that Lutron has developed?

SBL: Our most recent innovative offering is a total light management solution, where we have dimmers to control the electric light, and also a shading system to control daylight. One of our big innovations is battery-operated shades. Instead of running cables to power the shades, these are powered using batteries. With a remote control, you can control the amount of daylight coming into your room.

We also have a full range of wireless lighting control devices, such as occupancy sensors, daylight sensors, and also remote controls.

Daylight sensors detect the amount of daylight coming into the space, and the electric lights nearest to the window will automatically be adjusted such that there will be a uniformed light level throughout the whole space. This is called daylight harvesting, which is a common and effective strategy to save energy.



Has sales been strong in the lighting control market in Asia and why is it so?

SBL: Lighting is very interesting for us as a business. We supply lighting controls to different market segments – hospitality, commercial buildings, residences, boutiques, bars and restaurants, casinos. Our business is always growing because every segment needs lighting controls. Sales have been very strong; people have been appreciating quality, performance, reliability and service. We also have a 24/7 toll-free hotline for people to call in if they need assistance.

In which directions are lighting control trends going towards?

SBL: It's all going towards "Green" lighting. If you look at the society, the biggest contributors to greenhouse gas emissions are buildings. So if everyone is able to reduce the amount of energy they use, it's good for the environment in general. Because the bulk of greenhouse gas emissions are from existing buildings, we provide easily retrofittable lighting control solutions to make buildings more energy efficient.

Lutron Serena Remote Control Shades: Serena remote-controlled shades are as beautiful as they are functional. They come in varying opacities from sheer and translucent to room darkening, allowing you to achieve the optimal level of light control and privacy for your space. In addition, all honeycomb shade fabrics have a white backing that acts as a reflector, to help keep your space cool and comfortable. With these dual-sided fabrics, you can give each room a signature look while maintaining a uniform appearance from the outside.

A Closer Look

Interview with Helen Kang, General Manager of Lladró South East Asia



Lladró is a world-famous company known for their high-end porcelain figurines. Since the early 1950s, they have been creating, sculpting and decorating figurines, and since then, their work has been loved by many around the world. At some point in time, Lladró ventured into creating lighting fixtures that bring together art, beauty and the gift of Light.

In 2013, Lladró marked its 60th Anniversary with the premier of the Belle de Nuit lighting collection. An exhibition was held at Paragon from the 8th to 15th October in Singapore. Helen Kang, General Manager of Lladró South East Asia, tells us more about the lighting collection.



Tell us about your role as General Manager for Lladró South East Asia.

Helen Kang: I am handling products that interpret perfect emotions and feelings, such unblemished beauty, yet without a voice! This makes my role interesting as I am the voice of Lladró in South East Asia!

My role is to bring out these beautiful products to the attention of those who appreciate products of high craftsmanship.

When and why did Lladró decide to enter the lighting market and produce lighting fixtures? Which was the first lighting product?

HK: Although Lladró made its first lamps in 70's, it was around 2007 when the brand decided to recover functional objects. The relaunch was made with Re-cylcos Collection by Bodo Sperlein (German/British designer) and its spectacular Niagara Chandelier.

Tell us about the new Belle de Nuit lighting collection that was launched in Singapore last year.

HK: The launch of Belle de Nuit collection in October 2013 was the first of such in Asia Pacific and South East Asia. It had attracted the attention of many, especially from the interior decoration sector.

Belle de Nuit chandeliers and wall lamps in various formats and colours, in tune with happening trends in interiors and home décor, were presented. With expressive language that Lladró Belle de Nuit is able to give, many were impressed.

The inviting and comforting effect of our porcelain lighting in an interior setting raised customers' confidence in our Belle de Nuit collection. When lit, the transparency of the porcelain brings out the designs etched on the surface, creating a subtle lighting with a very evocative effect, which further increased the interest of the existing and new customers.



Tell us briefly what the process is like when creating a Lladró product.

HK: A new product can be derived from: The need or an idea from the market, or an inspiration of the artist.

After a meticulous process of research and documentation by the artist, the first and foremost importance is the approval of design by the Lladró family of three; namely, Juan Lladró, the eldest brother of the 3 founding brothers, and his two daughters, Rosa and Angeles.

As such the authenticity or the DNA of Lladró's is still intact!

How are Lladró's lighting products different from other similar brands? (In terms of style, colours, materials, etc)

HK: Porcelain, unquestionably one of the interior design trends at the moment, has been added to repertoire of fine materials in lighting sector, thanks to Lladró's excellent team of artists and technicians, whose creativity and know-how bring these unique designs to life. A contemporary slant on the traditional crystal chandelier.

Our Lladró porcelain and craftsmanship has changed the expressive language of lightings. This reinterpretation gives rise to contemporary lamps in different sizes and models which fit into perfection with all kinds of interior styles in which our colour palette also play an important role and yet not losing the authenticity of Lladró.

On a more personal level, which Lladró lighting fixture is your favourite? Why so?

HK: My first favourite is 27 Lithophane Chandelier. It allows one to adjust the length and create the ultimate shape you wish to have.

When lighted, it brings out the intricate carving skill of our colleagues in the factory. The process of their hard work, ends up with the enjoyment and appreciation of the end users.

It looks good for a dining area, reading corner or for any children's room.

FIRST INTERNATIONAL FINANCE CENTRE, MUMBAI

Client: Starwood Capital, Vornado, The Chatterjee Group (TCG), Urban Infrastructure Real Estate Fund

Architect: Kohn Pedersen Fox (KPF) Associates

Lighting Consultant: AWA Lighting Designers

Local Team: Somaya & Kalappa Consultants Pvt. Ltd., Gherzi Eastern

Photo Credits: AWA Lighting Designers



Points of innovation:

- Creating a custom detail into the buildings 100m long façade's glass mullion system to create appearance of continuous line of light, terminated by "End Caps" that are lit.
- Locating high-power uplights to precisely graze the fins on the north and south facades with light.
- Creating an apron of light to uplight the vertical trellis on the south façade that highlights the trellis without impacting the visual comfort of the people in the building.
- Highlighting the vertical surfaces of the lobby in a way to reduce the need for downlights and to accentuate the visual connection between the east and west entrances.
- Recessing LED downlights within a slot to graze the lobby feature walls in order to highlight the depth and texture of the wall.

“After several discussions with the architect, the lighting concept arose from wanting to highlight the architectural elements and materiality of the project. By lighting these slots we were able to highlight the verticality of the building at night. The building's "iconic" element on the West Façade is a "floating glass tube" that projects 8m from the building's facade. We worked with the architect to integrate linear LED lighting into the horizontal mullions in the tubes mullion structure. The result of this integrated lighting detail is that the tube maintains its clean architectural appearance at during the day and then comes alive from within at night with light. The lighting heightens the sense of the "tube" floating over the building's entrance. The lighting on the East Façade highlights the full height vertical trellis that acts as a shading structure for the glazing interior façade behind. Mockups were generated to study the trellis structure for the optimum lighting solution. We studied the lighting design options taking into account glare for both ground floor visitors looking up at structure, and workers within the building looking down at the beautiful landscape. The final design solution was to uplight the trellis from the



First International Finance Centre (On the left)

base. Both the East and West Facades had vertical reveals which went from ground level to roof. We highlighted these architectural gestures with high power lighting downlights at the top and uplights at the bottom of each slot.

The North and South facades were conceptualized as the bookends for the building. These facades have glass fins with a metal interstitial layer that are placed at the intersection of the façade cladding members. We studied how to light the fins to create the designed effect. The final design uses focused high power very narrow beam in-ground uplight fixtures that have been located precisely on the ground floor level.

The site lighting design intent site was to keep all lighting at the pedestrian level. No tall poles or street lighting fixtures. This allowed for all lighting to interact with the visitors at their “level” while not blocking the view of any part of the building and its surroundings. We integrated lighting into benches and planter walls around the site. To mark the important vehicular entrances we integrated lighting into vertical slots in the 4m tall pylons that flank the entrances.

This created safe and secure lighting for the entrance while also bringing attention to the architectural Pylons.

The lighting intent for the building’s lobby was to highlight



the architectural elements of the lobby while maintaining the visual connection between East and West landscapes. To accentuate this visual connection, the lighting solution for the space focused on two elements, the side feature walls and the elevator cores in the center of the lobby. To light the feature walls we worked with the architect to create a continuous slot above the feature walls. Within this custom profile slot, we located on center LED downlights to graze the feature walls. The grazing light highlights the depth and pattern of the textured feature walls. The center of the lobby is penetrated by three large elevator cores. They appear to be monolithic stone columns that puncture the lobby from floor to ceiling. We used lighting to accentuate the monolithic feel for these cores at night. We located lighting within a slot in the floor that wrapped around the perimeter of the core at the ground level. We also located lighting within a slot in the ceiling that wrapped around the perimeter of the core at the 1st floor level. By providing this lighting solution for the lobbies double height space and mezzanine walkway, the lighting accentuated the architectural intent of weightlessness for the pedestrian bridge crossing the lobby at the mezzanine level. ”





maggie's

CANCER CARING CENTRE

Newcastle, United Kingdom

Client: Maggie's Cancer Caring Centre

Architect: Cullinan Studio

Lighting Design: Speirs + Major

Landscape architect: Sarah Price Landscapes

M&E: KJ Tait Engineers

Electrical Contractor: Dougal & Railton

Main Contractor: Mansell

Photo Credits: Speirs + Major, James Newton

Major lighting suppliers: Mike Stoane Lighting, ACDC Lighting, Targetti Poulsen, Bega, iGuzzini, Trilux, Mode Lighting Controls

Maggie's Cancer Caring Centres are for anyone affected by cancer. They are drop-in centres where people, including patients, friends and family can get the comprehensive support they need to help them to live with, through and beyond cancer. Of the fourteen centres across the UK, the most recent - designed by the Cullinan Studio - opened in May 2013 in Newcastle, a short walk from the Northern Centre for Cancer Care (NCCC) at Freeman Hospital. Having previously worked on Maggie's Centres in Charing Cross, London and on a new project in Lanarkshire, Speirs + Major were directly approached by the client to act as lighting designers for the project.





As the spaces are intended as a refuge for people undergoing a distressing time in their lives, the client brief emphasised the creation of a welcoming, domestic ambience as a clear contrast to clinical hospital environments. The challenge lay in achieving both this goal and a BREEAM excellent rating – the latter requiring conformance to CIBSE guidelines for light levels that are clearly intended for more commercial environments. Additionally, a tight budget largely funded by charity donations meant the design had to be kept lean, with each and every luminaire positioned for maximum effect, and equipment carefully chosen.

The centre is arranged around an accessible, partly enclosed courtyard. There are two wings of the Centre - one for counselling rooms and a large living room space, the other leads to the all-important kettle and kitchen table.

A central library incorporates stairs up to a mezzanine level, enclosed by an angled roof covered in solar panels.

To achieve the desired feel, as well as the necessary light levels and efficiency, the design of the lighting employs variation in light intensity as well as flexibility in control. Wall mounted fittings; low-level task lights and pendants in warm white are used throughout to provide task and accent lighting, bringing out the timber finishes and referencing domestic style in their design. Local lighting control provides visitors with the opportunity to adjust the lighting to suit their preferences, just like they would in their own homes. As the architect was keen for the lighting to feel properly integrated into the building, the design was developed to follow both the structural grid and the palette of materials.



To provide general lighting, a custom 'timber raft' luminaire was developed to sit within the exposed concrete coffers. This bespoke piece follows the 3x3m square ceiling grid and is constructed with honest junctions that reflect the joinery used throughout the building. An LED panel above each square provides a diffuse glow through the deep timber cell louvres. The underside of the raft aligns with the bottom of the downstand beams, and some deliberate back-spill creates the impression that the luminaire is floating off the soffit. Lighting controls are provided so that building users and group events organizers can adjust the ambience to suit their needs.



The corner column in the library is uplit to provide a soft wash across the underside of the roof structure, defining the limits of the Centre from a distance and increasing the perceived brightness of this space, which is otherwise only lit by local task lighting.

The mezzanine leads out onto the flat landscaped roof, screened by planting.

Both this and the downstairs courtyard space are treated with decorative accents of light to planting groups, extending views on dark evenings out through the glazing. The central tree in the courtyard and the tree in the corner of the roof garden are both softly uplit, providing a visual connection and punctuating the nighttime image of the building. The design is completed with pools of light in the landscape cut-aways, created by interior downlights in each of the 'V' shaped windows.

Designer Clementine Rodgers of Speirs + Major commented: "Though not without challenges, this project was a joy to work on - not least due to the very clear priority from the client regarding achieving the right atmosphere for the



building users. Given the amazing cause, people have been extremely generous with their time and energy. Whilst the budget was very constrained many suppliers generously supported the project so that the desired result could still be achieved." ■