

# lighting today

OCTOBER - DECEMBER 2014

INSIDE


Show Previews / Reviews  
Special Features

COVER STORY

# SINGAPORE SPORTS HUB

*Lighting the Retractable Dome  
by Light Cibles*



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**LIGMAN latest product development evolves from Exterior to interior** research luminaire design and manufacturing. Architectural high performance downlights are commonly been specified for almost projects that requires good quality ambience and performance and task lighting. New indoor downlights and track lights are developed to meet this requirements, combination with engineering , stylist architectural design and equipped with high quality LED this make the range as a perfect for each lighting design application. Glare control are take into consideration by soft excellent lighting effect of painted white finished aluminum reflector.

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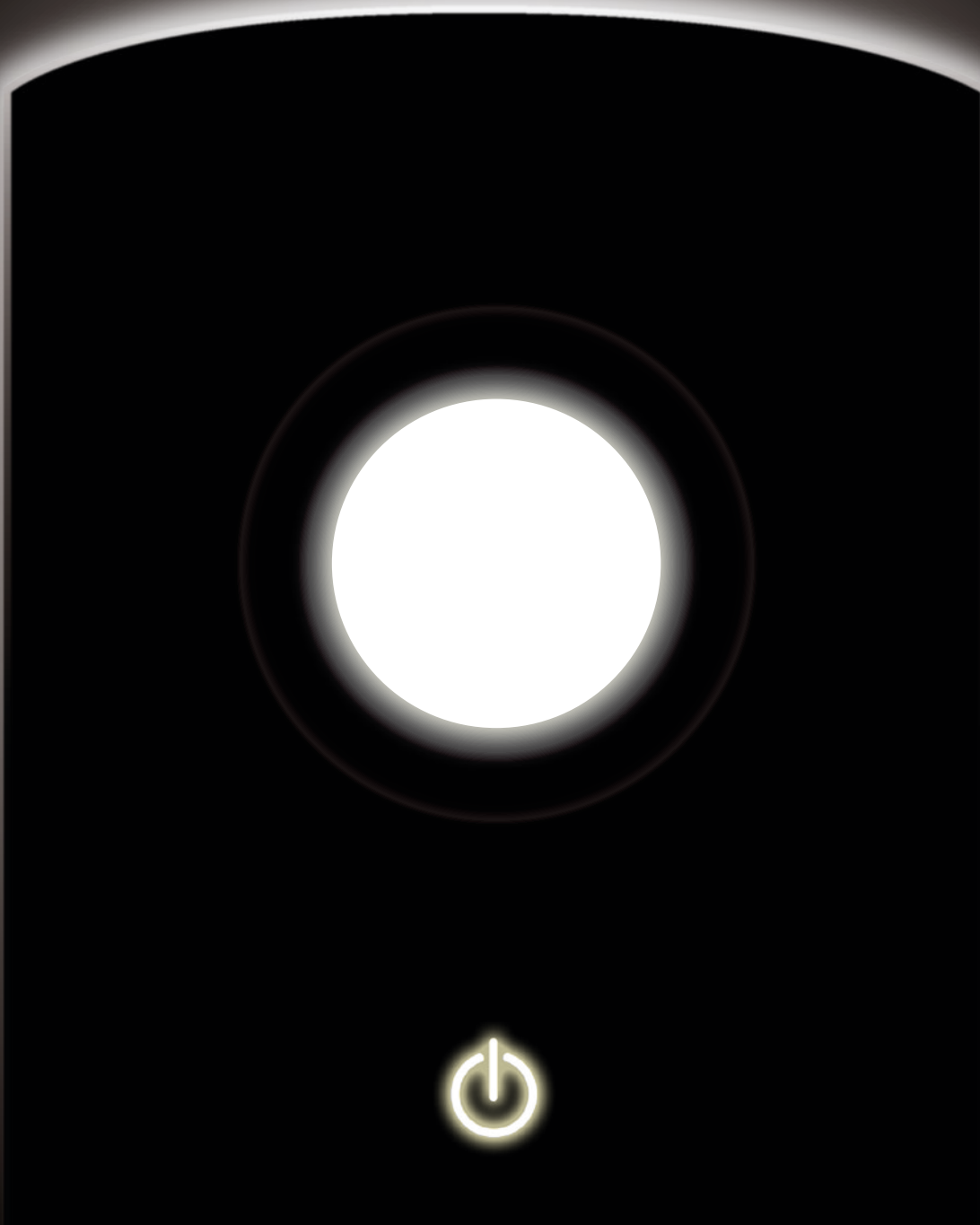


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# DEAR READERS,

*Time flies! It wasn't that long ago when I was penning down the first "Editor's Note" of the year, and in the blink of an eye, we've come to the end of 2014. It has been a year of positive changes and development – especially in the area of sustainability and eco-friendliness within the lighting industry.*

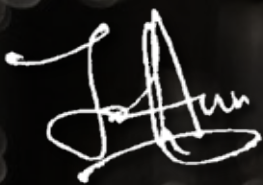
*Scores of new lighting products have been manufactured and released this year, each one getting better than the last in terms of functionality, cost-effectiveness and safety. With lighting moving on from being just a necessity in daily life, the idea of accentuating architectural environments has been increasing rapidly. A rising trend would definitely be the artistic application of light in commercial building façades. Bare and concrete exterior building walls are now a thing of the past – many architects and developers are going great lengths to improve the outer appearance of shopping malls, office buildings, hospitals, etc. LED technology is on the rise now, with its dynamic and sustainable properties. OLED too, has been slowly but steadily infiltrating the design aspect of the lighting market, and we are excited to see what the OLED technology has in store for us in 2015.*

*Apart from exterior illumination, the effects of optimal interior lighting have been put in the spotlight for quite a while. Extensive research has been done on hospital lighting, and how it affects the mood and recovery process of patients. Lighting truly is no longer just a tool to help us see in the dark – it has become a supplement for our quality of life. Interesting, isn't it?*

*This issue's Cover Story features one of the most exciting architectural structures of 2014 – the Singapore Sports Hub. With a retractable roof and one of the world's largest domes, the brand new Singapore Sports Hub is a sight to behold. Read more about the lighting design in this issue.*

*Also in this issue of Lighting Today, we bring to you the Top News from the lighting industry, and many new project stories and products. Do also check out the Show Preview and Review section for the latest industry trade exhibitions.*

*Enjoy the issue!*



*Jo-Ann Elicia Teo  
Editor*



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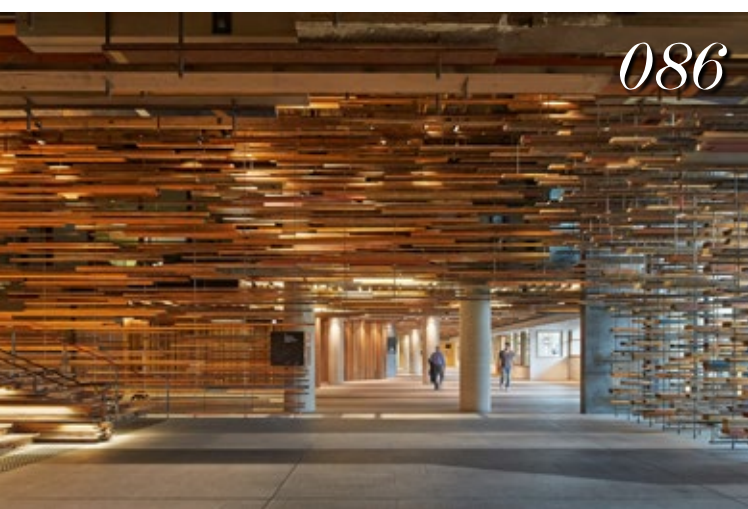
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# Energy-saving light controls for Green facilities

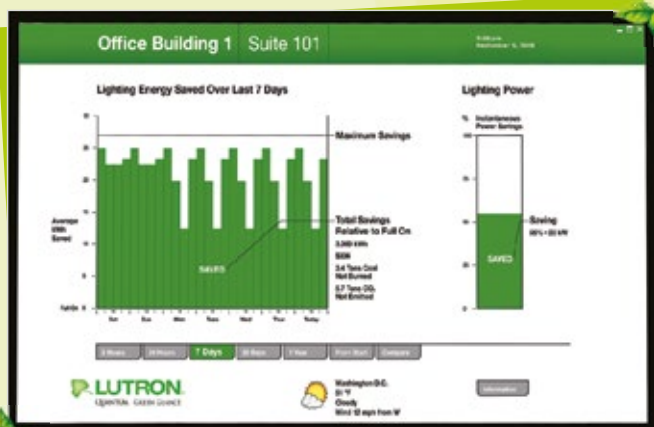


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Wireless Occupancy Sensor



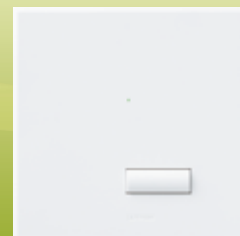
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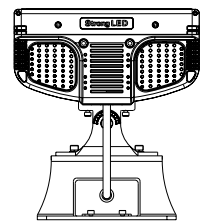
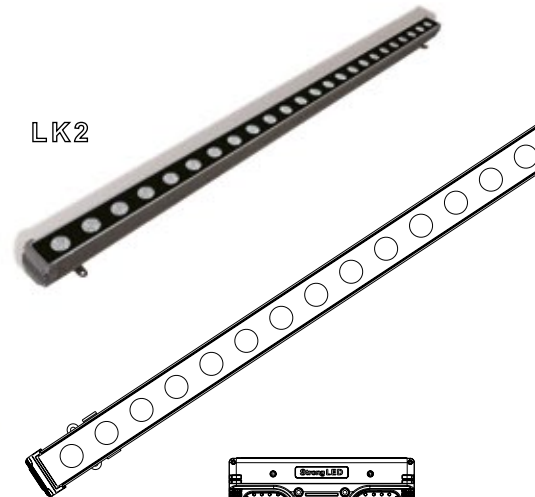
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# Beauty is in the eye of the beholder

or the difference between what we perceive with the human eye and what is actually measured

One of the great misunderstandings when it comes to appreciating lighting and its impact on spaces is that there is a difference between the visible appreciation of light and the actual measured output. This may sound technical but it really is not. The human eye has a totally different sensitivity than measuring equipment, furthermore technical measurement data used to express lighting levels and lighting effects do not really reflect what you actually see. This gives way to much miscommunication specifically when you deal with clients who do not understand that there is a difference between hard figures such as lux lighting levels and what is actually perceived.

First of all we do NOT see lux levels, we see light reflected of surfaces, while the amount of light that falls on a surface may be the same, the reflection properties and finishes of the materials are the ones that create the multitude of visual impressions we see. The same amount of light on a black shiny surface creates a totally different visual effect and impression than that on matt white surface. The difference can further be enhanced by comparing the lighting effect on stone versus that on timber. That is why I always say that we do not design for lux meters but for people because only very experienced lighting specialists have the expertise to read, assess and understand the impact of lighting levels on our human eye (in combination with our emotional experience). In a recent project we were asked to review an architect's proposal for lighting and exactly this happened. He had supported his proposed lighting with a multitude of Dialux calculations (provided by a friendly lighting supplier no doubt) but on our evaluation we found that it was so full of "holes" that it was shocking that he actually believed it was a good solution. He of course was fully directed by the supplier who in turn was only interesting in selling... We found most of the light fittings having inappropriate optical performances, was over designed (after review we managed to halve the energy consumption!) resulting in a poor balance of brightness, patchy lighting effects and in some cases obvious direct and reflected glare. Luckily the client had a hunch that a lighting specialist should have a look at it... good we did!

Another recent experience relates to the appreciation dimming and its related (expected) effects. On commissioning one of our projects recently the dimming action of the lighting was not creating the expected results and the client called us to task about it. Heaps of studies have been carried out over the years to research how people appreciate the dimmed lighting levels of lighting in comparison to what is measured with a meter at the dimming equipment. In the latest IES Handbook there is even a whole section dedicated to this and giving approximate values for these differences. It says that a perceived dimmed lighting level of 50% of the full light output equates to a measured 32% output from the dimming system. Likewise if the perceived lighting level is about 10% of the original level this equates to only about 2% (!) of the measured output. These are quite significant differences...

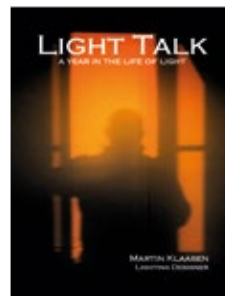
It also explains the constant discussions (and arguments) on site in regards to what we see and what is actually being achieved. Time

and again we ask the programmer for a 50% dimming level for instance and while the programmer thinks in measured levels, we as lighting designers obviously think in visible/ perceived lighting levels. The same is found back in our dimming control schedules. We list down 50% (meaning a visible/ perceived 50% level) but end up on site with perhaps 70 or 80% in perceived levels. So on commissioning we always end up tweaking and reprogramming as it is tough to really nail dimming levels down as a theoretical or numerical listing. As I have stated so often we do not design for lux or any other type of meters, we design for people and hence we need to design and program the lights as we perceive it, not as we measure it.

The advance of LED technology has not made this task simpler as not all LED react in a similar and consistent way. With incandescent technology the dimming effect is pretty much linear, you dim and the dimming reaction is instantaneous. LED's have generally a logarithmic curve when it comes to dimming which means that there is a delayed response to the action, so much so that at a 50% measured dimmed level you wonder if there is any dimming happening at all...

The appreciation of lighting levels is pretty much in the eye of the beholder. We all have different experiences and expectations, appreciating the ways in which our eye and mind works in this process will help greatly in understanding between what we see and we thought we would see when looking at figures and calculations! The beauty of lighting lies in the eye of the beholder, not in the numbers on a measuring device!

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**'

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

## IKEA GREENTECH INVESTS IN INNOVATIVE TECHNOLOGY TO EXPAND DESIGN POTENTIAL OF ENERGY EFFICIENT LEDs

IKEA GreenTech, an IKEA Group venture capital company, announced today that it has invested in Design LED Products Ltd, a Scottish company with a unique technology for a whole new generation of lighting products using energy efficient "light tiles" – LEDs embedded into clear resins and films. The tiles are unique as they are extremely thin, flexible and low cost and can be seamlessly joined together in exciting new designs.

The investment will support the delivery of the IKEA Group Sustainability Strategy, People & Planet Positive, which includes goals to enable customers to save energy and live more sustainably at home.

"This technology opens up fantastic possibilities for innovative designs using energy efficient LEDs. The partnership is a clear strategic fit for IKEA and our goal to make living sustainably affordable and attractive for millions of people," says Christian Ehrenborg, Managing Director, IKEA GreenTech AB.

LED lights use 85% less energy than incandescent bulbs and last 20 times longer. IKEA will switch its entire lighting range to the technology by September 2015.

The investment will enable Design LED to expand its business and to increase its offer of products that can be used in lighting designs for the home.

"This strategic investment allows Design LED to significantly accelerate plans to deliver highly differentiated products to an international market desperate to conserve energy, and hungry for exciting new form factors in LED lighting" says Stuart Bain, CEO, Design LED Products Ltd

Existing Design LED Products shareholders also invested alongside IKEA GreenTech, including most significantly Scottish Enterprise, via its investment arm the Scottish Investment Bank. A number of Scottish "business angel" investment groups also participated in this investment round, including Strathtay Ventures, Tricap Ventures, and Highland Ventures.



**LED Commercial LIGHTS**

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LED Anti-dazzle Down light

LED EYE-Light

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530Y290GK  
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2519GK    160GK    214GK

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## OSRAM EXPANDS OPERATIONS IN SINGAPORE



OSRAM executives officiate the opening of its new office in Toa Payoh with a ribbon cutting ceremony. (L-R) Sophia Xing (Regional Head of Human Resource, Asia Pacific), Toh Yew Wan (Chief Financial Officer, ASEAN Cluster), Samuel Wu (President/Chief Executive Officer of Asia Pacific), Rob McKinnon (Chief Executive Officer, Singapore) and Aninda Dasgupta (Cluster Sales Head Asia South)

OSRAM today announced the opening of its new office and showroom in Singapore, as part of the company's plan to scale its local operations. Today's opening ceremony also marks the completion of its move from its previous location in Sin Ming to Toa Payoh North.

The new space will be home to OSRAM's local employees across business units such as lighting application engineering, technical quality assurance, regional marketing and business development etc. It will also house a new showroom which will showcase OSRAM's lighting innovation such as OSRAM's LED Sparkle Lamp (a recent Red Dot Design Award winner), PrevaLED Coin Series and LUXPoint etc.

The growth in OSRAM's operations in Singapore will help the company better benefit from Singapore's innovation

and knowledge capabilities to innovate in areas such as professional lighting application and engineering.

Asia remains the most promising market for lighting and is leading the market transition into LED lighting and OSRAM is confident that its track record in LED technology of over 40 years will help drive new wave of opportunities and applications.

"Having been around since 1985, the opening of the new office and showroom represents Osram's long-term commitment to Singapore and Asia," said Mr Samuel Wu, Region Head of Asia Pacific, OSRAM. "The strategic position of the new space will support OSRAM's rapid growth in professional project lighting applications including retail, hospitality, industry, and commercial."

## LEXTAR'S PANDORA MOOD LAMP WINS IDEA 2014 DESIGN AWARD

After a rigorous review, Lextar's PANDORA Mood Lamp beat many other outstanding products to win a prize in its first participation in the IDEA (International Design Excellence Awards) competition. PANDORA, capable of creating natural light indoors in an outstanding design with special features such as a wireless somatosensory remote control, is on the finalist in the category of home furnishings. The product debuted in the Light + Building 2014 in March in Frankfurt, Germany.

Enabled by state-of-the-art technology, Lextar's

PANDORA Mood Lamp reproduces natural light in a home environment, and apart from its main white light function downwards offers various mixed-color ambient light upwards. In addition, through smartphones, it captures images of the nature, analyzes its colors, and transmits the signals to PANDORA via Wi-Fi to enable the simulation of natural light indoors. Its major light source is a strong yet lightweight ultra-slim panel light that provides uniform and soft light. PANDORA's somatosensory detection gesture control and user-friendly interface allow users to operate between downward main lighting functions and

(Continues on Page 12)

# LED Lighting

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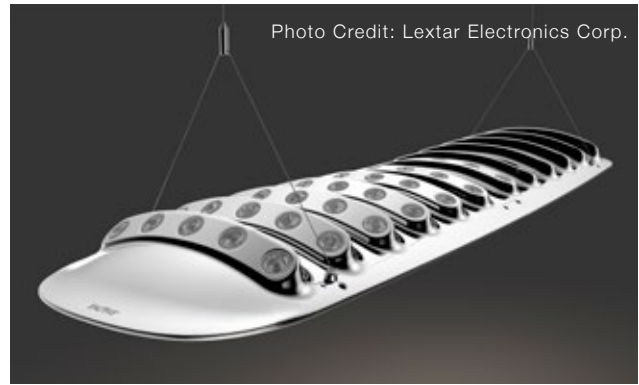
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(Continues from Page 10)

upward indirect ambient lighting.

Mr. Mike Yang, head of Lextar Industrial Design Office, says that PANDORA intelligent lighting has integrated high-tech applications of optics, wireless control, electronics, and mechanical. With its vertical integration of LED technology and ODM experience working with international brands, Lextar produces lighting products that are both aesthetically and technologically appealing. The design team at Lextar has already won several international design awards from German iF and Red Dot and Japanese Good Design. The winning of the IDEA design award, one of the four largest international industrial design awards, has further proved the capability of the Lextar industrial and R&D design team.



## XICATO EXPANDS ITS SALES TEAM WITH NEW U.S. AND U.K. APPOINTMENTS



Nick Gibbs' passion for great light comes through at Light + Building earlier this year



Charles and son Avi (9 mos.) enjoy a break from the plains of the mid-west at a beach in Santa Barbara.

Xicato, enablers of the Internet of Lights, continues to expand its sales team and announces that it has added LED lighting specialists Charles Scheibler and Nick Gibbs to its sales team. Charles is based in the Kansas City Metropolitan Area and will serve Xicato's customer base throughout the mid-west. Nick is based in the United Kingdom and will serve customers in the UK and Nordic regions.

"As the transition from conventional to LED light sources continues, we believe it's critical to support our customers with both the technical engineering and lighting knowledge necessary for success and Charles and Nick clearly have the experience that will help customers become more successful," said Gerhard Rieser, VP Worldwide Sales for Xicato.

Charles' years of experience have taken him around the globe. He has worked on strategic partnerships in Taiwan and China and coordinated with organizations here in the U.S. such as UL, the EPA and the U.S. Department of Energy. He has spent the last several years at Soraa as the OEM and Technical Sales Manager.

Nick, who was previously with Bridgelux, has built strategic partnerships with some of Europe's leading lighting manufacturers and supported their efforts to globalize their portfolios to support lighting designer efforts around the world.

Charles and Nick are expert at supporting customers' luminaire programs and helping end-users and lighting designers achieve the lit effect they desire.



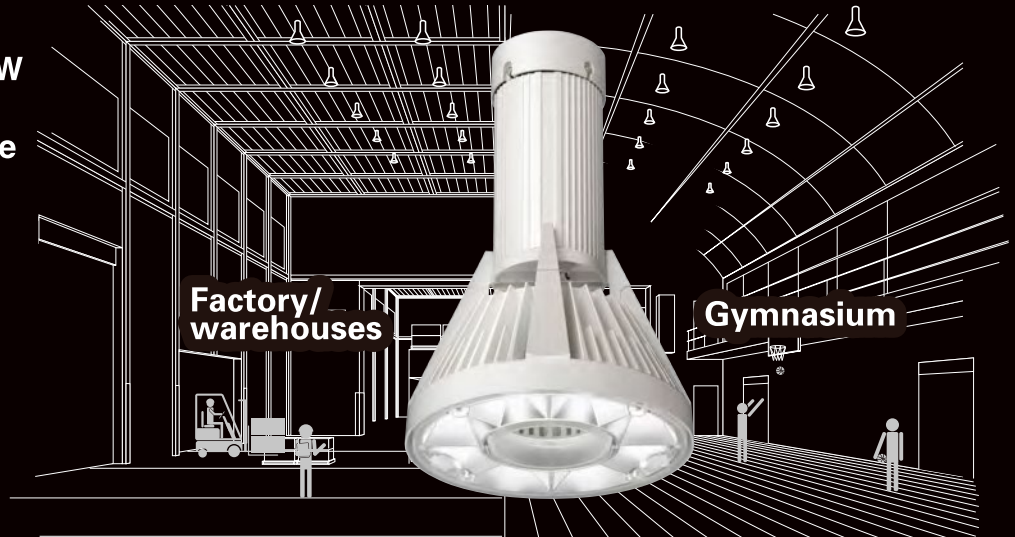
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# LED LIGHTING

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## High Bay (dimmable)

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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

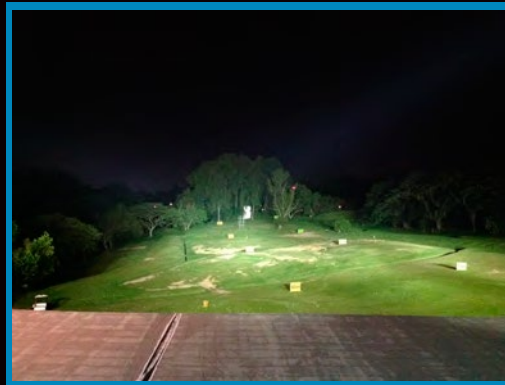


200W Type

### Upgrading of CHAMPIONSgolf Driving Range at Bukit Timah



Before



After



## EYE LIGHTING ASIA PACIFIC PTE LTD

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## SOLAR POWER INSTALLATIONS JUMP TO A NEW ANNUAL RECORD

*New analysis by the Worldwatch Institute examines global trends in solar power*

The year 2013 saw record-breaking growth for solar electricity generation as the photovoltaic (PV) and concentrated solar thermal power (CSP) markets continued to grow. With over 39 gigawatts installed worldwide, the PV solar market represented one third of all newly-added renewable energy capacity, write Worldwatch's Max Lander and Climate and Energy Intern Xiangyu Wu in the Worldwatch Institute's latest Vital Signs Online trend ([www.worldwatch.org](http://www.worldwatch.org)).

Solar PV installations nearly matched those of hydropower and, for the first time, outpaced wind additions. Even though photovoltaics continue to dwarf CSP capacity, the CSP market also had another year of impressive growth. By the end of 2013, a total of 19 countries had CSP plants installed or under construction.

Consumption of power from PV and CSP plants increased by 30 percent globally in 2013 to reach 124.8 terawatt-hours. Europe accounted for the majority of global solar power consumption (67 percent), followed by Asia (23.9 percent) and North America (8.1 percent). Worldwide, solar consumption equaled 0.5 percent of electricity generation from all sources.

Despite the record growth in installations, global investments in solar electricity were down 20 percent (from \$142.9 billion in 2012 to \$113.7 billion in 2013), reflecting a significant decrease in costs. In July 2014, global PV module spot prices reached an all-time low of \$0.63 per watt. For the first time, Asia overtook Europe as the largest regional market.

While global PV module production increased by only 3 percent over 2012, module shipments jumped by 24 percent, signaling an easing of oversupply problems.

Prospects are bright for solar development as prices continue to fall and approach grid parity in an increasing number of contexts. Rooftop solar is already less expensive per megawatt-hour than retail electricity in Australia, Brazil, Denmark, Italy, and Germany. Estimates now also show that PV has become price-competitive without subsidies in 15 countries. For 2014, solar installations are estimated to reach 40-51 gigawatts.

### Country Highlights from the Report:

- China installed 12.9 gigawatts of PV, the most ever installed in one year by any country. The country's momentous expansion was fueled largely by its feed-in tariff (FIT) program, which supports large, grid-connected utility-scale projects as well as distributed generation projects. However, grid connections are struggling to keep up with the rapid pace of China's PV deployment.
- Europe installed close to 11 GW of PV. This represented the second annual decline in installations after peaking at 22.3 GW in 2011. In Germany, a reduction of FIT rates and an increase in regulations for utility-scale projects contributed to the fall in installations.
- North America added 5.2 GW of PV. The United States installed the third most PV worldwide, with 4.8 GW.
- In Central and South America, solar development has been sluggish. Despite power consumption more than doubling in 2013, the region still accounts for a small fraction of the world's solar power.
- The Middle East and Africa had little PV activity, with the exception of Israel and South Africa, which added 420 MW and 75 MW, respectively.

## LEXTAR AND CREE, INC. ANNOUNCE LED COOPERATION

*Cree proposed US\$83 million investment to Lextar, becoming Lextar's strategic customer in lighting market*

Lextar Electronics Corp. (TAIEX: 3698, "Lextar" or the "Company"), a vertically-integrated LED company from Taiwan, and Cree, Inc. (Nasdaq: CREE), today announced that the companies have entered into an agreement whereby Cree will make an investment in Lextar and the companies will enter into a supply agreement for sapphire-based LED chips. As part of the agreement, Cree will invest approximately \$83 million to purchase 83 million Lextar shares at a price of NT\$30 per share. Lextar and Cree will also enter into a long-term LED chip supply agreement, as well as an agreement for certain Cree LED chip and component intellectual property. Upon closing of the investment, Cree will own approximately 13% of Lextar, becoming Lextar's strategic customer in lighting market.

"Lextar has established a strong technology position and customer base in the mid- and low-power backlighting and lighting LED segments, while Cree has had outstanding performance in the high-power LED component and lighting markets," said Dr. David Su, Chairman and CEO of

Lextar. "We are very excited about this new cooperation with Cree. We strongly believe this new collaboration will increase the competitiveness of our products and technology, enabling both companies continued growth in the LED lighting market. Furthermore, the cross license of LED chip and component intellectual property will afford both Cree and Lextar the benefits from our product and technology development, thereby strengthening our mutual competitiveness in the global LED industry."

"We are excited to be strengthening our relationship with Lextar to enable growth in LEDs and Lighting," stated Chuck Swoboda, Cree Chairman and CEO. "Working with Lextar to supply high quality mid-power LED chips enables Cree to focus its resources on the high performance, high-power LED chips that differentiate Cree LEDs in the market. This approach provides the operational and financial flexibility to help Cree achieve the best return on our people and invested capital."

The agreement has been approved by the boards of directors of both companies, and is targeted to close by the end of fiscal year 2014, subject to the approval of Lextar's shareholders and the Taiwan Investment Committee, and other customary closing conditions.



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## CUSTOMIZABLE LIGHTING SWITCHES MADE POSSIBLE BY JUNG GRAPHIC TOOL



Photo Credit: JUNG Asia

Symbols or texts for allocating functions, company logos, ornaments or pictures; with the Jung Graphic Tool, switches can be independently designed online. Fundamentally there are two different processes available to do this: top-quality laser engraving and abrasion-resistant colour printing. Additionally, the online labelling service enables distinct designation of labelling areas.

### Intuitive Operation

The user interface of the Graphic Tool has a graphic layout and is clearly displayed on any PC, laptop or tablet. During the design process the user sees immediately what their finished Jung product will look like. Storage of the designed products and the project management is also carried out online. The tool is rounded off with a shopping basket function. After being saved, the designed product can be called up at any time and reprocessed through the project management service. Find it online at [www.jung.de/gt](http://www.jung.de/gt).

### Laser Engraving and Colour Print

The top-quality laser engraving renders the finest contours of ornaments, logos and writing through millimetre-precise etching of the surface.

The wear-resistant colour printing opens up plenty of artistic scope. Switches and other devices become a sophisticated eye-catcher on the wall with freely designed individual motifs, symbols or texts.

### Labelling Fields

With the labelling service, labelling areas can be designed with texts, symbols or logos. The computer-generated label can then be printed out on your own printer. Printed cutting lines make it easier to cut out the labelling areas. Printing is mainly possible on paper or film, monochrome or in colour.

## INTERNATIONAL ASSOCIATION OF LIGHTING DESIGNERS BECOMES PATRON SPONSOR OF INTERNATIONAL YEAR OF LIGHT 2015

The International Association of Lighting Designers (IALD) has become a Patron Sponsor of the International Year of Light 2015 (IYL 2015), an initiative led by the United Nations Educational, Scientific and Cultural Organization (UNESCO). IALD will help IYL 2015 organizers focus global attention on light in the built environment as a key part of IYL 2015's efforts.

"Most people experience light and lighting in the built environment," said IALD President Barbara Horton, FIALD. "The International Year of Light 2015 offers a terrific opportunity to help draw public attention to the impacts of light on human comfort, productivity and well-being. Lighting designers combine best practices in design with the most current technology to simultaneously improve quality of life and reduce the negative environmental impact of our work. IYL 2015 will provide a framework for lighting organizations around the world to build public and policy-maker understanding of the role that light and lighting play in daily life."

Dr. Maciej Nalecz, Director of International Basic Sciences Program at UNESCO HQ in Paris, France, added: "UNESCO is very keen to engage with those who design the built environment as partners in its activities in areas of sustainability and development. The IALD is a natural partner of the International Year of Light and we look forward to working with them during 2014 and

2015. IALD joins scientific and technical societies in dozens of nations to help focus attention on the profound interactions of light with human needs."

"Lighting design is a profession with special qualities, knowledge and expertise that gives its practitioners a unique field of work not incorporated in any other profession," Horton pointed out. "Lighting designers combine scientific skills, design skills and their unique vision to optimize the impact of light on humans, the economy and the environment in each project."

The IALD will celebrate IYL throughout 2015 with its existing worldwide program of activities, including hosting its portfolio of Enlighten conferences, taking part in planned activities organized by UNESCO, and unique lighting events on the local and regional level. The IALD also plans to use the public awareness created by IYL 2015 to work with lighting advocates to gain more attention from policy-makers. The built environment's inclusion in IYL can draw international attention toward current lighting-related issues, such as the health effects of light and the economic impacts of better quality lighting.

In addition to working with UNESCO, the IALD will collaborate with lighting-related organizations around the globe to maximize the potential of IYL 2015. IALD will share updates on [iald.org](http://iald.org) as they become available.

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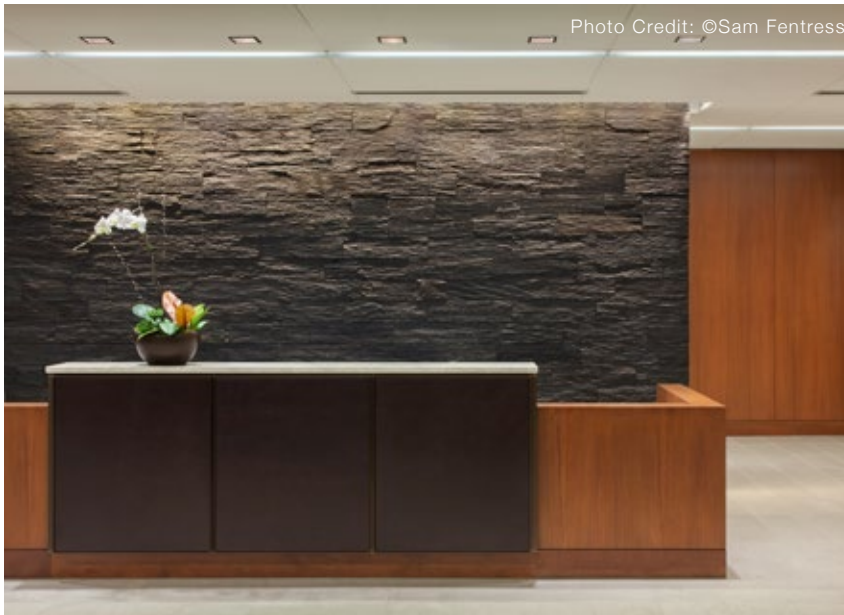
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## KURT VERSEN INTRODUCES A COMPLETE LINE OF NEW ARCHITECTURAL GRADE RECESSED DOWNLIGHTS



Project: Confidential Energy Industry Client by Kurt Versen with Xicato Modules

Kurt Versen working closely with Xicato has introduced a new line of architectural recessed downlights at a unique two day event in New York City for lighting designers and others to extend their learning through training and get the first eyes-on look at the new luminaires.

"It is encouraging to see that lessons from the past with respect to glare, shielding and light output are being addressed in typical Kurt Versen style," said Nelson Jenkins, AIA, LC, IESNA and Principal at Lumen Architecture based in New York City. "Integration of Xicato's light quality and efficiency keeps KV in synch with the latest advancements in LED technologies. Our toolbox for crafting an illuminated environment is complimented by these well considered and designed instruments."

Designed around the Xicato XTM, Kurt Versen's new portfolio of 4" Round and 4" Square luminaires are engineered to be more efficient while providing the quality light Xicato is known for and the pleasing aesthetics that are the

hallmark of Kurt Versen. The new portfolio addresses a variety of lighting applications. Multiple beam patterns, lens options and increased efficacies ensure that viable lighting solutions are available to complement the designer's vision.

"Kurt Versen's goal is to provide designers with all the tools they need for both traditional and specialty applications, while maintaining low brightness and glare, as we have always done," said Nancy Stathes, Vice President Brand Management. "The latest advances in Xicato's LED technology have created a new opportunity to demonstrate how exceptional reflector design, luminaire functionality and manufacturing processes result in sustainable and effective product solutions."

Kurt Versen luminaires utilizing the XTM module are offered as Downlights, Directional Downlights and Wall Washers with 4" apertures in a round or square configuration. All downlights and wall washers are provided standard with a lens for visual uniformity and comfort. Downlights and directionals are offered in narrow, medium and wide beam distributions. All Kurt Versen optical systems are designed to maximize efficiencies while providing deep shielding from the source to minimize brightness and glare. The new offering demonstrates how innovative and thoughtful luminaire design as well as superior LED color can complement and enhance architecture.

## DIGITAL LUMENS AND XICATO ANNOUNCE STRATEGIC PARTNERSHIP TO ENABLE NEW INTELLIGENT LIGHTING APPLICATIONS

Digital Lumens and Xicato today announced a strategic partnership to bring wireless intelligent solutions to professional indoor applications, drive adoption, and lower the cost of ownership of energy efficient, smart lighting.

By combining Xicato's XIM Intelligent Modules that integrate driver, dimming and diagnostic electronics within the light source, and Digital Lumens' Digital Light Agent (DLA) wireless sensing and control modules, luminaire manufacturers can now offer intelligent lighting via LightRules, Digital Lumens' energy and intelligence software platform. The LightRules-based software system will wirelessly manage lighting and gather key data about the operating environment, while delivering Digital Lumens' signature efficiency, flexibility and control. Digital Lumens displayed the integration in booth #6518 at LightFair 2014 in Las Vegas, NV.

"Retail and hospitality segments offer a tremendous growth opportunity for smart lighting. The Xicato-Digital

Lumens solution enables the lighting and facilities communities to improve operations and business with wireless intelligent solutions," said Menko de Roos, CEO of Xicato. "Together we deliver smart lighting that improves efficiencies, lowers ownership costs and makes sense for the professional indoor lighting community."

"We are delighted to partner with Xicato to accelerate the global adoption of intelligent lighting systems," said Tom Pincince, President and CEO of Digital Lumens. "Our joint approach makes it quick, easy and cost-effective to connect the XIM to the DLA and LightRules, and provides new levels of value in any environment."

Smart lighting will evolve quickly with the introduction of easier to use integrated approaches like those being introduced by Xicato and Digital Lumens. Data analytics and smart lighting applications will drive new business models for commerce and information and the Smart Lighting market will surpass \$56B by 2020, according to MarketsandMarkets latest Smart Lighting report.

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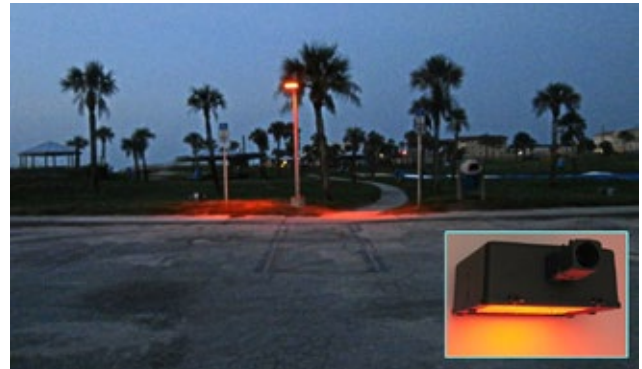
## LEDTRONICS LED LIGHTING HELPS FLORIDA TOWN PROTECT SEA TURTLE NESTING APP STORY

The City of Fernandina Beach, Florida, has completed modifications and upgrades to the lights at its Main Beach Park using LED turtle-friendly high power lighting that will protect sea turtle nesting without compromising the public's safety at night.

The LEDtronics SLL003P-800-0UO-004 shoebox-style LED luminaires will offer over 65% energy savings and cost benefits related to reduced maintenance and much extended lifespan compared to traditional incandescent lights. Additionally, the upgrades will provide significant reduction in greenhouse gases.

The project was completed in partnership with Amelia Island Sea Turtle Watch and with a grant from Florida's Sea Turtle Conservancy. The LEDtronics lights meet the requirements of Florida's F&WCC Wildlife Lighting Certification Program when the luminaire's light is downward directed in a manner that has minimal intrusion into sea turtle nesting beaches, migratory corridors, and Dark Skies Initiative-friendly communities.

Designed also to avoid disrupting turtle hatchling's crawl



to the sea, the LEDtronics lighting at the Dolphin Avenue and Main Beach parking lots also offered the city the option of reducing the height of the light poles. Additional benefits include: Maintenance-free operation of over 5 years; reduced light pollution — no wasted light; no ultraviolet emission — does not attract insects; enhanced vision — little or no debilitating glare as compared with standard high glare from HID lamps.

## VCC STRENGTHENS OFFERING, REDUCES COSTS OF DROP-IN LED REPLACEMENTS FOR INCANDESCENT LAMPS



Photo Credit: VCC

VCC, a global leader in indication and specialty illumination solutions, has enhanced its series of LED replacements for traditional incandescent lamps. Providing a complete drop-in replacement solution, VCC's expanded offering of LED replacement lamps and holders combine simple and fast assembly with reliability and ruggedness. The direct replacement LED indicators are designed to provide high brightness indication with low current draw and low heat generation.

Reducing maintenance and repair costs, the VCC LED replacements for incandescent lamps increase the lamp life by 10 times. In addition, the cost-effective LED drop-in replaceable indicator lamps are easy to retrofit and install.

Available in several standard configurations, with customs available upon request, VCC's LED replacement lamps are an energy-efficient & cost-effective alternative to the outdated T1-3/4 and T3-1/4 incandescent lamps. The LED replacement product offering includes:

- T-3 1/4 bayonet, 24mm height, single LED

- T-3 1/4 bayonet, 28mm height, multi LED
- T-1 3/4 midget flange, 16mm height
- T-1 3/4 midget groove, 16mm height
- T-1 3/4 wedge base, 20mm height
- T-3 1/4 wedge base, 25mm height

VCC LED indication solutions meet a wide range of performance standards for aerospace, automotive, consumer, industrial, medical, & safety applications. Resistance to shock and vibration, the LED replacements for incandescent lamps feature average lifespans of 100,000 hours, about 10x that of traditional incandescent indicators. Use with VCC lamp holders for easy assembly into any product design or retrofit application.

VCC's based LED series have an operating temperature range of -40°C to +85°C and are available in five standard colors: red, green, yellow, blue, and clear or diffused white. Custom colors are available upon request.

To access the datasheets for VCC's LED series, please visit [http://vcc-lite.com/led.php#led\\_incand](http://vcc-lite.com/led.php#led_incand).

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## EPHESUS LIGHTING NAMES MIKE QUIJANO DIRECTOR, DIRECTOR OF SALES AND BUSINESS DEVELOPMENT



Photo Credit: Ephesus Lighting

Mike Lorenz, President of Ephesus Lighting, Inc. an innovative LED lighting company that designs and manufactures LED lighting solutions for challenging applications in the sports and industrial markets, announced today the appointment of

Mike Quijano, Director of Sales and Business Development. In this position, Quijano will be responsible for leading the expansion plans for the company in addition to supporting existing relationships.

"The opportunities for LED lighting solutions at sports and industrial venues continue to multiply as more and more businesses understand that the tremendous advances in LED lighting make it a fit for nearly everyone," explained Mr. Lorenz. "Mike's diverse background, the combination of his technical knowledge and appreciation for customer support make him uniquely qualified to lead our efforts and implement our plans for future growth."

Quijano joins Ephesus from Future Electronics, where he served as a Regional Technical Manager/Optics Engineer since 2007. Prior to that, he filled various engineering positions at Illumination Technologies, the University of Rochester Laboratory for Laser Energetics and Welch Allyn. Mike holds a B.S. in Optical Engineering from the University of Rochester and an M.S. in Lighting from Rensselaer Polytechnic Institute.

Ephesus manufactures the brightest LED on the market and leads the way in developing and deploying solid state lighting solutions to address challenging applications in the sports and industrial markets.

Since lighting the first sports arena with LED in North America in 2012, Ephesus Lighting's luminaires have been operational for over 60,000 hours in more than 25 indoor and outdoor sports and entertainment venues all across North America, including the Canadian Tire Centre, home of the NHL's Ottawa Senators, and Duke University's Williams Field at Jack Katz Stadium.

## CHRISTMAS WONDERLAND @ GARDENS BY THE BAY



The first of its kind in Southeast Asia, Christmas Wonderland @ Gardens by the Bay is set to redefine the experience of celebrating the festive season in the tropics with a magnificent display of light sculptures from Europe and a charming Christmas market. Nestled in Singapore's award-winning Gardens by the Bay, this magical light-up experience promises to delight visitors from near and far.

Jointly organised by Gardens by the Bay and Blue Sky Events, Christmas Wonderland @ Gardens by the Bay will feature a myriad of firsts, promising a feast for the senses. These include the debut showcase of the spellbinding *Luminarie* light sculptures specially handcrafted and flown in from Italy, an impressive two-century-old *Spiegeltent* from the Netherlands, a beautifully illuminated *Casa Armonica* gazebo, and a European-style Festive Market.

### A Sight to Behold

Inspired by the elaborate Baroque architecture of the 16th and 17th century, the *Luminarie* light sculptures have been designed and built in Italy by Paulicelli Illuminations International, a family-run business that has handed down the skill from generation to generation for over a century. The *Luminarie*'s annual appearance in Kobe, Japan, continues to attract three to five million people each year since 1995.

Set amidst the beautiful backdrop of the flora and fauna of the Gardens, over 30 intricate light installations are handmade using white wood from the south of Italy by skilled craftsmen. Visitors to the Gardens will be greeted and led to the Supertree Grove by 16-metre-tall *Frontone* light arches. Within the Supertree Grove lies the magnificent *Spalliera* – the largest light structure at 17 metres high and 31 metres wide – for a breathtaking photo opportunity. These grand masterpieces will complement the magnificent Supertrees to create a truly magical atmosphere from 29 November to 1 January 2015, 7pm to midnight daily.

Also on display is a spectacular *Spiegeltent*, a travelling 'mirror tent' from the Netherlands, making its first appearance in Asia. Originally built in the late 19th and 20th century, only a handful remain in existence. Made of 1,000 pieces of wood, canvas, exquisitely decorated mirrors and stained glass, the enchanting tent will present

(Continues on Page 23)

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Photo Credit: Gardens by the Bay

a unique dining experience for visitors. The *Spiegeltent* will open from 5pm to midnight daily.

Adding to the festive cheer, visitors will be treated to 12 days of carolling at the stunning *Casa Armonica*. The eight-metre-tall beautifully illuminated gazebo will play host to a special line-up of carolers every Friday, Saturday and Sunday during the festival.

The resplendence continues into the Flower Dome, where *Luminarie* light sculptures will lend an extra sparkle to the Christmas floral display within.

#### Shop, Wine & Dine

To complement the festive theme, the Supertree Grove will also house a traditional European-style Festive Market. The Market will feature 19 specially designed wooden huts adapted from renowned Christmas markets throughout Europe, such as those in Hyde Park in London and the Avenue des Champs-Élysées in Paris.

Visitors will be able to enjoy specialty dining experiences, and shop for one-of-a-kind Christmas gifts such as *Luminarie* souvenirs, Yuletide crafts, trinkets, and specialty food items. The Market will also feature gourmet restaurants where visitors can indulge in a wide range of international cuisine and wines, a traditional Christmas dinner, Mediterranean dishes and European desserts. The

Festive Market will open from 29 November to 21 December 2014 from 2pm to 11pm daily, with restaurants opening from 5pm.

"We are excited to be presenting Christmas Wonderland @ Gardens by the Bay with Blue Sky Events. The myriad of firsts that will be showcased at this event demonstrates our continuous efforts to inject new ideas into making the Gardens a delightful place for all in Singapore. Complemented by our Christmas floral display in the Flower Dome, we hope the festivities at the Gardens will bring the year to a befitting close, amidst the beauty of nature," said Ms Ong Chui Leng, Director of Programming, Gardens by the Bay.

"This Christmas fair is specially curated to enable as many people in Singapore to experience the festive spirit from all over the world, from the enchanting glow of the Italian *Luminarie* light sculptures, to the impressive *Spiegeltent* from the Netherlands, to the amazing Mediterranean delicacies they can savour at the Festive Market. The grandeur of the Christmas Wonderland @ Gardens by the Bay will provide yet another reason for locals and tourists alike to celebrate the festive season in the tropics," said Sarah Martin, Director of Blue Sky Events.

For more information, visit [www.gardensbythebay.com.sg/christmas-wonderland](http://www.gardensbythebay.com.sg/christmas-wonderland).

## MDIS WINS 3RD GREEN AWARD AT ECO ACTION AWARDS 2014

The Management Development Institute of Singapore (MDIS) is Singapore's oldest not-for-profit professional institute for lifelong learning. In July 2014, they won their 3rd green award at Eco Action Awards 2014, for their staunch commitment to environmental sustainability. Their eco-friendly practices include "harvesting" rainwater to irrigate their landscape, gathering energy via rooftop solar panels, installing double glazed windows to save costs on air-conditioning, and also installing LED lighting and motion sensors to reduce the energy consumption.

Mr Chua Chen How joined MDIS as a Council Member in 1990 and has served in various positions within the Governing Council. Currently, he is the Honorary Assistant Treasurer and Chairman of the Property Sub-Committee. Hence, he is deeply involved in the upgrading projects for MDIS Singapore and also the development of the MDIS Malaysia campus in EduCity@Iskandar, Johor. The Editor of *Lighting Today* had a quick chat with Mr Chua to find out more about the eco-friendly features of the MDIS campus.

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Photo Credits: MDIS

MDIS won the Building and Construction Authority (BCA) Green Mark Gold Plus Award for its 15-storey students' hostel in 2010 and the revamped six-storey administrative Block A in 2013. (Forefront of picture shows the rooftop of Block A). MDIS "harvests" rainwater to irrigate the campus' landscape which together with the rooftop gardens provide natural shade and create a visually calming effect in the MDIS Stirling Road campus.

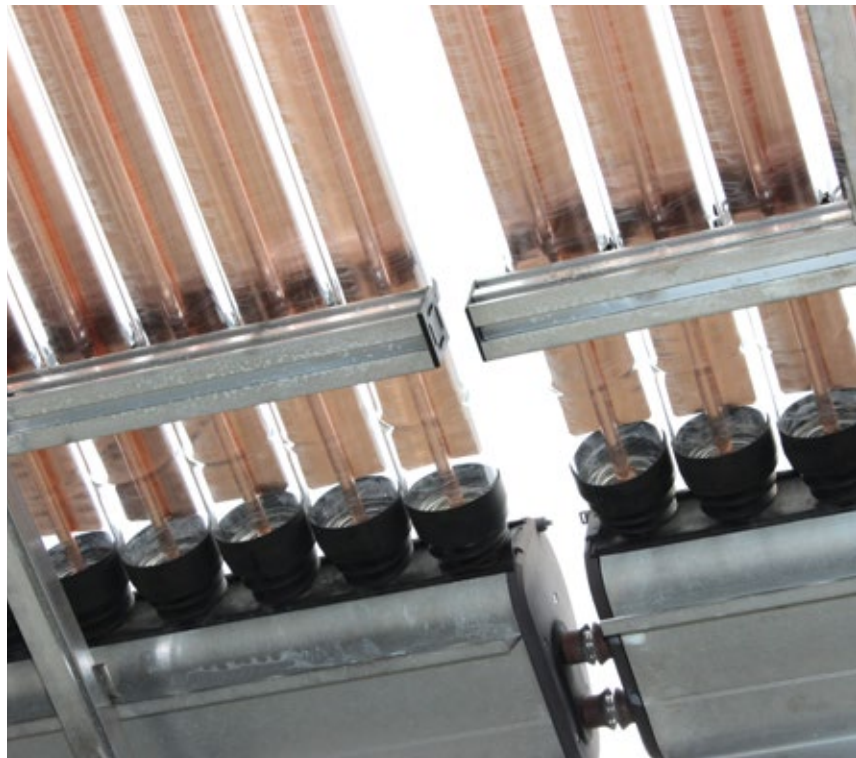
**Lighting Today (LT):** What was the motivation behind making the MDIS campus an eco-friendly one?

**Chua Chen How (CCH):** First of all, we are looking at sustainability. At MDIS, we want to be a good corporate citizen – the whole environment belongs to everybody, we need to make sure that we do not waste energy and also trying to save cost. For example when we use T8 lighting for offices, we can cut down the costs of electrical consumption, and reduce the amount of heat within the building.

**LT:** How does the lighting design at MDIS help to save energy?

**CCH:** In most of the common areas, we have lighting control sensors, which only switch the lights on with the presence of people. The toilets also have motion sensors for the lighting and fans.

The entire hostel has LED lighting for their common corridors and rooms, which has helped to save cost and energy. In addition, most of the energy is harvested by solar panel tubes installed in the hostel to power some of the lighting in the common areas.



MDIS has installed some 130 square metres of vacuum tube solar collectors on its 15-storey students' hostel. This forms a rooftop trellis which gathers energy to heat up to 64,000 litres of water that is supplied to 182 showers every day and light the transitional areas of the hostel.

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Mr Chua Chen How, Honorary Assistant Treasurer and Chairman of the Property Sub-Committee for MDIS receiving the Best Eco Practices (Merit) Award from Mr Nobuaki Majima, Managing Director for Ricoh Asia Pacific at the Eco Action Day Post Event & Awards Ceremony at Hotel PARKROYAL on Pickering today (July 3, 2014).

Whatever we do is consciously done, to benefit both students and staff – to inculcate into them these values of energy conservation.

**LT:** Are the students, teachers and staff of MDIS joining efforts to save energy consumed by lighting? How?

**CCH:** Yes, we do. In fact, we have started with the staff – every Friday during lunch hour, they are required to switch off all lights and computer systems. The students, teachers and management in MDIS are starting to see the problem of global warming and the importance of helping to save energy.

The whole campus has also had regular campaigns where they have green banners. The students have been very cooperative with our efforts. In fact, we started these 'green campaigns' back in 2009. Especially when MDIS is an educational institution, we would like to teach students the right values and morals.

## SINGAPORE: NEW LED LIGHTING FOR 500 ROADS

From July, the Land Transport Authority (LTA) will progressively replace street lights at about 500 roads island-wide with more energy efficient Light Emitting Diodes (LED) lighting.

The LED street lighting replacement programme will mainly cover lower-trafficked roads and residential roads, where the street lights have lower wattage (70 to 150 watts) and are reaching product end-of-life. The programme follows a three-year trial conducted along Northumberland Road and Tekka Lane, where 17 lamp posts were fitted with LED lights.

With the new LED street lighting, LTA is looking at energy

savings of up to 30% compared with the current high-pressure sodium vapour (HPSV) lamps, while meeting the required lighting standards. Approximately 4,000 LED street lights will be installed under this programme. Works will start July 2014 and will complete by Q2 2018.

Besides lower-trafficked roads and residential roads, LTA is also actively looking into the possibility of using LED technology for higher wattage lighting >250W along major arterial roads and expressways. LTA is trying out high wattage LED lamps along Lorong 1 Toa Payoh to study energy consumption, durability and maintenance challenges. This trial, which started in August 2013, is expected to complete by 2016.

## SINGAPORE INSTITUTE OF ARCHITECTS ANNOUNCES DR ALBERT HONG AS ITS FIRST PATRON OF SINGAPORE INSTITUTE OF ARCHITECTS, MR SONALI RASTOGI AND MRS MANIT RASTOGI AS THE CO-LAUREATES FOR THE SIA-GETZ ARCHITECTURE PRIZE FOR EMERGENT ARCHITECTURE

The Singapore Institute of Architects (SIA) is honoured to confer a Patron position on Dr Albert Hong at its 53rd annual dinner at the Sentosa Resort World Convention Centre.

The conferment ceremony was witnessed by the Guest-of-Honour, Mr Lee Yi Shyan, Senior Minister of State for Trade and Industry and National Development. As the Institute continues to grow and build up the architectural profession further, it is timely to recognise pioneer architects who have made valuable contributions not only towards the architectural fraternity but also in support of architectural education.

### SIA's First Patron

Dr Albert Hong is SIA's first patron because of his significant contributions to the profession in both Singapore and the region. He is currently the Chairman of RSP Architects Planners & Engineers. His career spans more than five decades. He has been at the forefront of shaping Singapore's built environment, creating many of Singapore's iconic buildings and landmarks. His bold vision, passion and perseverance has brought Singapore's brand of architecture abroad and left many imprints around the world.

At home, Dr Hong has been instrumental in building up SIA

(Continues on Page 26)

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Photo Credits: Singapore Institute of Architects

in its earlier days. As SIA's Chairman of Board of Trustees since 1975 and as its President for three terms (1973 – 1976), his belief in SIA was so strong that he personally contributed to the development of the SIA Building Centre and was responsible for securing a loan to purchase SIA's premises at Neil Road. He even paid for the salaries of SIA's staff on many occasions. His experience as a university student in London working in factories and the post office has made him personally passionate about helping needy students pursue their education. His no-strings-attached donations and support of architectural education has nurtured many young architects today.

As the first Patron of SIA, Dr Hong will continue to support SIA and the profession's growth. For more information on Dr Hong, please refer to the Annex A.

On the conferment, Dr Hong said: "I am privileged to accept this honour. The Singapore Institute of Architects has grown over the years to become a well-respected and highly regarded institution. Through its efforts, the Institute has significantly raised the bar in promoting architectural excellence and inspired a deeper appreciation for good designs. I would like to encourage and inspire our architects to dream bigger, aim higher; to continue to create meaningful and outstanding designs that will enrich our lives and to give back to society."

Mr Theodore Chan, President of SIA added: "As our urban landscape evolves and we continue to enjoy our buildings and public spaces, we must not forget those who have worked behind the scenes to create lovely, beautiful designs that connect us to spaces and places. As we cross our 50th mark as an Institute, it is timely for us to honour and recognise our pioneer architects. It is apt that Dr Hong is our first Patron. He has inspired us as an architect, a businessman and an entrepreneur. He went beyond his profession to care for many around him and never gave up on building up the profession to what it is today."

#### SIA-Getz Architecture Prize

At the 53rd SIA annual dinner, SIA also presents the SIA-Getz Architecture Prize to Co-Laureates, Sonali and Mani Rastogi from the architectural firm, Morphogenesis, India. Sonali and Mani Rastogi become the 5th recipients of the prestigious Award.

#### Challenges and Solutions

SIA President, Mr Theodore Chan also shared key challenges and solutions on:

- Manpower
- Self-help productivity
- Diminishing fees vs increasing professional responsibility and service expectations
- Productivity and streamlining of the procurement and approval protocol
- Lowering business cost/B1 spaces/illegal practices

with some 1,300 architects, building industry professionals, government officials, industry partners, guests and students.

#### About SIA

The Institute's Mission is "To champion excellence in architecture and the built environment" and our vision is to see "Singapore as an Architecture Capital".

The Institute's general objectives are:

- To generate in our community a greater awareness and appreciation of the value of a sustainable approach in good design and the built environment.
- To advance the theory and practice of architecture through the support and reward for quality research and innovation in architectural design, practice and education.
- To continually upgrade through the Continuing Professional Development (CPD) Programme, the level of professionalism among architects in order to better serve our community.

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- To promote and provide a common template among architects through a collective vision of working towards a dignified and caring profession that upholds a high standard of professional conduct and ethics.

#### Background and Profile of Dr Albert Hong

With a career that spans more than five decades, Dr Hong has been at the forefront of shaping Singapore's built environment, creating many of our iconic buildings and landmarks. His bold vision, passion and perseverance has brought Singapore's brand of architecture abroad and left many imprints around the world. At home, Dr Hong has been instrumental in building up SIA and has influenced and inspired many young lives through his tireless dedication in promoting architectural education.

#### From Small to Leading Architectural Firm

Dr Hong joined RSP Architects Planners & Engineers in 1964. It was then known as Raglan Squire & Partners and was renamed to its current name in 1980. From just a small firm then, Dr Hong has transformed it to become one of Asia's leading architectural firms. He had the vision to enter the Indian market 18 years ago, making it the largest architectural practice in India. Even today, as the Chairman of RSP, Dr Hong continues with his vision of building up its operations and business further, creating memorable buildings and sustainable environments and extending its reach globally.

#### Laying the Foundations for SIA

When Dr Hong started serving as SIA's Chairman of Board of Trustees since 1975 and as its President for three terms (1973 - 1976), he believed in the value of promoting architectural excellence and saw the potential in the important role that SIA could play in enhancing the architectural profession and promoting good designs. His belief in SIA was so strong that he personally contributed to the development of the SIA Building Centre and was responsible for securing a loan to purchase SIA's premises at Neil Road. He even paid for the salaries of SIA's staff on many occasions during its earlier days. These efforts laid the foundation for SIA to grow to what it is today.

#### Passion for Education

Because of his own personal experience as a student, Dr Hong has an immense personal passion in helping needy students pursue their education. He only had a one way ticket to London and supported his education by working at ice cream and chocolate factories and the post office throughout his university days. Over the years, he has given out many scholarships and donations to schools

without any strings attached. One of his major donations was \$2 million made 20 years ago to the Raffles Institution (RI), his alma mater, where distinguished leaders have been educated including the former Minister Mentor Lee Kuan Yew and former Senior Minister Goh Chok Tong. A hall in RI was named after him as a testament of his contributions.

Dr Hong has also been working behind the scenes in shaping architectural education through serving in several schools' advisory committees. He has pushed hard for a second school for design and architecture some 20 years ago and this has come to fruition with the opening of the second architecture school in the Singapore University of Technology and Design, to which Dr Hong has donated a substantial sum.

#### Outstanding Entrepreneur

At the heart of all his efforts and contributions, Dr Hong is an outstanding entrepreneur and businessman. He has established many strong business links between Singapore and other countries. In recognition of his significant efforts as co-chairperson of the Singapore-British Business Council, Dr Hong was given the award of the Officer of the Most Excellent Order of the British Empire by Queen Elizabeth II in 2009. The award was presented to him in person by His Royal Highness, the Duke of York, Prince Andrew.

For his long and dedicated service to the development of Sarawak and Malaysia, he received the distinguished award of "Panglima Negara Bintang Sarawak" by Tuan Yang Terutama Yang di-Pertua Negeri Sarawak in 2008, giving him the title of "Dato Sri". For his entrepreneurial abilities and achievements, Dr Hong received the prestigious Businessman of the Year award for 1994, which was presented to him by the then Prime Minister, Mr Goh Chok Tong. In presenting the award to Dr Hong, Mr Goh commended him:

"For his vision and outstanding entrepreneurial ability in developing RSP from an architectural practice into a leading business of architects, planners and engineers and for his achievements as a professional turned businessman."

In spite of the challenges of changing times, Dr Hong's unwavering determination and entrepreneurial spirit in pushing boundaries and transforming Singapore's urban landscape here and abroad is truly inspiring. His continuous dedication in contributing back to society makes him an exemplary role model for the younger generations.

## CRESTRON ASIA REINFORCES SALES SUPPORT TO ESTABLISHMENT OF NEW PUNE OFFICE

Crestron Asia Limited ("Crestron Asia"), the Asia headquarters of Crestron Electronics, Inc. ("Crestron") which is the world's leading manufacturer of advanced control and automation systems has established a new office in Pune. The new Pune Office was set to open in June 2014, to continue the growth of Crestron Asia in western India and improve support to company's local dealers, partners and customers.

With the rapid growth in both commercial and residential markets over the past years, Crestron Asia saw the opportunity to have a solid and physical establishment to support local Pune partners. "The new office represents our commitment to grow business and compete in Pune through direct communication, technical support and enhanced training programs," said Mr. Murugan Paramasivam, Country Manager (India) of Crestron Asia. "The new facility

paves the way for us to be more productive, better explore and venture on the Indian market."

Showcasing Crestron integrated technology in a real-world environment, the new office features full training and product demonstration areas running Crestron hardware and software solutions including DigitalMedia™, AirMedia™ and Crestron lighting controls.

Being the industry leader in advanced control and automation systems, Crestron Asia has been making huge effort in combining the complementary expertise from every region and finally bringing quality products, solutions and services to our valuable patrons throughout Asia. The setting up of new office will ultimately have a profound impact on Crestron Asia's business as well as solidify the company's leading role in the industry.

## OCTOBER'S ALEEX SET FOR MORE NEW BRIGHT BUSINESS

Riding on the debut success in April, the October edition of ALEEX (Home Appliances, Lighting & Electronics Exhibition), to be held on 14-17 October, 2014 at Poly World Trade Center Expo in Guangzhou, will continue to be an exceptional sourcing platform for Asian-made products.

### Bigger and Better

The inaugural edition of the ALEEX Show held on 14-17 April, 2014 attracted over 8,000 professional buyers from 139 countries to meet with 135 exhibitors from China, Hong Kong, Taiwan and South Korea. A buoyant buying mood and serious negotiation scenes prevailed throughout the fairground. Both exhibitors and buyers were happy with the show result and keenly looking forward to the next edition this October. The upcoming October ALEEX is getting bigger and better. Moreover, the October show is taking on the new name "ALEEX Home Appliances, Lighting & Electronics Exhibition" so as to cater the growing market demand for Asian-made home appliances alongside the hot-selling consumer electronics and lighting products. The expanded product scope will definitely better fulfill the buyers' diverse sourcing needs.

According to the show manager, Mega Expo, there will be 300 exhibitors, all from Asia, forming a strong line-up to present their latest best products. These Asian suppliers are famous for offering well-designed and high quality products at reasonable prices. The attending buyers will be treated to a wide variety of products, including smart home appliances and gadgets, eco & energy-saving electronics, audio-visual products, personal electronics, electronic parts



& components, household & commercial lighting LED & eco lighting, decorative lighting, etc.

### A Show at the Right Time and Right Place

ALEEX is scheduled as a bi-annual event every April and October to coincide the peak buying seasons of international buyers on their Asia-South China sourcing circuit. ALEEX Show strategically takes place at the same time as Canton Fair Phase 1. And the exhibition venue Poly World Trade Center is located adjacent to the Canton Fair venue. Buyers hording the Pazhou venues can visit both shows at the same time in one go. The show manager's effective promotional campaigns are also making impact to pull in buyers, particularly those who are keen to get connected with exhibitors who seldom or never show up at the Canton Fair.

### Special Benefits for Pre-registered Buyers

A fast-growing number of buyers have pre-registered for the October ALEEX Show, according to Mega Expo. Buyers who pre-register early will enjoy a host of special services and benefits. The business-matching service offered by Mega Expo will enable them to meet their pre-selected target exhibitors right during the show. The buyer hospitality lounge served with complimentary beverage and snacks and unlimited Wi-Fi, is just ideal for buyers to take a break during the busy show days. Then, the free shuttle and onsite business center services all help make your visit to the show hassle-free! For more details and keep updated of the ALEEX Show at website: [www.aleex.cn](http://www.aleex.cn).

## JUNG ASIA OPENS NEW INDONESIAN OFFICE TO MEET THE GROWING PROPERTY MARKET



Photo Credit: JUNG Asia

(L-R) JUNG executives graced the opening of JUNG Indonesia (Purwanto Hasyim, Country Manager, JUNG Indonesia, Jörg Thormann, Export Area Manager, A. JUNG GmbH and Co. KG., Clement Koh, General Manager, JUNG Asia Pte Ltd.)

JUNG Asia Pte Ltd, a direct subsidiary of Albrecht Jung GmbH & Co. KG – one of the biggest German manufacturers of electrical installation devices and systems, has announced the opening of its new office in Indonesia. Located in Prudential Tower, Kasablanka City in Jakarta, JUNG Indonesia is poised to meet the requirements of the country's growing property market.

Established in 1912 in Germany, A. JUNG GmbH and Co. KG has over 100 years of successful history and has established itself as a specialist for electrical switches and systems. JUNG provides customised solution for homes, offices, hotels and commercial spaces. Its portfolio includes switches, socket outlets, dimmers, and sensors. It also includes smart systems for controlling features in homes such as lighting, blind, or temperature control, based on wireless and KNX technologies, as well as intercom and multimedia control.

"We are excited with the opening of JUNG in Indonesia. The location is in the prestige area of Jakarta where it will be closer and more accessible for our customers," said Purwanto Hasyim, Country Manager, JUNG Indonesia. "This move by JUNG supports our strategy of increasing brand awareness and expanding our reach in the country."

JUNG products have been widely used in high-end hotels, residential, apartments, and buildings in Indonesia including Bulgari Hotels & Resorts Bali, Hotel Mulia Senayan, Real Estate Alam Sutera Tangerang, Jakarta Bona Beautiful Gardens, Pakubuwono Residence Jakarta, Simpruk Terrace Condominium, BBD Tower Surabaya, and BNI 46 Building, Jakarta.

"Indonesia has been a strong market for JUNG in Asia and the new office will help extend our operations to assist our customers in terms of sales and support," said Clement Koh, General Manager, JUNG Asia Pte Ltd. "It also further strengthens our presence in Asia Pacific adding to our other regional offices that are located in China, Hong Kong, Korea, Malaysia, Taiwan, Thailand, and now, Indonesia."

"JUNG has its own subsidiaries and is represented by a number of agencies all over the world. Our success in the industry is based on teamwork and innovative strength. Our high-quality products are manufactured in Germany and are distributed worldwide," said Jörg Thormann, Export Area Manager, A. JUNG GmbH and Co. KG.

JUNG Indonesia operations will be supervised directly by JUNG Asia Pte. Ltd based in Singapore. The regional hub oversees JUNG operations in Asia Pacific with fully integrated sales, marketing, training, support and logistic capabilities. JUNG Asia's staff in the region is 72-man strong with a team of proficient engineers in each office. JUNG also has a 4,000 square feet in size warehouse hub in Asia in Singapore.

## PEA PROUDLY PRESENTS "PEA PRESENTS ECOLIGHTTECH ASIA 2014" SETTING THE GOAL FOR THAILAND TO BECOME A LEADER IN ENERGY CONSERVATION AND LIGHTING INNOVATION OF ASEAN

The Provincial Electricity Authority or PEA announced to host "PEA presents EcoLightTech Asia 2014" with help from NCC Exhibition Organizer Co., Ltd. or NEO as the event organizer during 12-14 November 2014, from 10.00-18.00 at the Plenary Hall, Queen Sirikit National Convention Center. Under the concept of "Light for Life," this event is expected to help turn energy conservation policy into practice, and to encourage the private sector to give 100% loan in energy saving technology to support and assist Thai entrepreneurs in lighting industry for global competition. Leading enterprises in Thailand and abroad are also welcome to exhibit their innovations, and open trading platforms for business negotiations. All of these will contribute to achieving the ultimate goal of Thailand to

become the hub of energy conserving innovations and the lighting technology market of ASEAN.

Mr. Numchai Lowattanatakul, Governor of PEA, revealed that "PEA has a clear policy to promote energy conservation and energy efficiency in households and industries by offering incentives for entrepreneurs to invest in new energy saving devices, and by encouraging households to reduce electricity consumption in a practical way. Meanwhile, PEA is also supporting several researches to develop and set standards for electrical appliances and energy saving buildings."

Being the host of "PEA presents EcoLightTech Asia 2014",

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Thailand emphatically reinforces the guidelines and frameworks for industrial entrepreneurs because we realizes their importance as a major factor that drives the economy and forms a firm foundation of social development and environmental sustainability. As a result, PEA has set out plans in three aspects.

In terms of policy, PEA promotes energy efficiency through Eco Light Technology. Accordingly, an innovative energy-saving light bulb or LED lighting has been developed. LED helps reduce production costs and can be designed and applied to a wide range of applications. Other environmental projects supported by PEA include "PEA 1 Save 1 Baht" for industrial sector, and PEA 1 Save 2 Baht for SMEs to encourage a sustainable and tangible energy saving practice.

In terms of network, the PEA alliance network, the leader in lighting and energy efficiency has coordinated with lighting groups and other networks in the country and abroad. This cooperation ensures that this event will attract quality personnel, experts in electrical power and lighting, and leading entrepreneurs to exchange and share the latest ideas in lighting innovations. At the same time, the event will be a platform for trade negotiations, businesses and other related industries from electronic components to ready-made products. All of these will be utmost beneficial for the development of energy technology and intelligent energy consumption.

In terms of knowledge, innovation, and technology, PEA is like a meeting place of luminaries and experts in various fields of energy conservation. PEA also invests in a lot of prototypes in technology for multiple applications in the future. And in this event, PEA will put its latest work in automobile innovation on display, including motorcycle and a complete Electric Vehicle: EV, which can be used practically. Simulated environments in energy efficient buildings of the future, such as an energy efficient office, a green energy hotel room, and a LED-powered luxury car showroom, coupled with a practical workshop will be included in the exhibition. Entrepreneurs will have a chance to absorb and apply this knowledge to practical use.

Mr. Sakchai Patarapreechakul, Managing Director of NCC group added that, "The feedback after the declaration that PEA will be hosting EcoLightTech Asia 2014, the trade show of innovative energy-efficient lighting technology for the second time was very impressive and has made this event even more interesting in the international level. Because of



the success from last year's event that attracted over 80 top entrepreneurs who were interested in joining the exhibition, and more than 4,000 visitors from 10 countries in the ASEAN region such as China, Taiwan, Japan, Korea, the Philippines, Myanmar and Indonesia resulting in a turnover of up to 3,000 million baht, we can be sure that the event this year will soar into the international level. Thailand will be upgraded in a variety of aspects, such as the development and promotion of energy conservation in the national level, the country's economy through the trading platform in lighting industry, and the development in knowledge, innovation and technology in order to keep the nation competitive in the the ASEAN market. We wish to see Thailand being elevated as the hub of innovation, energy conservation, and lighting technology market of ASEAN"

The agreement signing will certify PEA and NEO as partners who will join hands in creating opportunities and advantages in energy saving lighting industry for entrepreneurs in order to compete and be prepared for the coming challenges from the opening of the ASEAN Economic Community.

Mrs. Jarawan Suwannasat, Director of Exhibitions and Events Department, Thailand Convention & Exhibition Bureau (Public Organization) (TCEB), in revealing the role of TCEB as a co-host, said, "TCEB plays an important role on PEA presents EcoLightTech Asia 2014 as the second times after the first show accomplishment with high quality tradeshow and getting along with TCEB policy. Importantly, it helps boost up the lighting industrial business network and has never been before in ASEAN. PEA presents EcoLightTech Asia 2013 is one of the significant trade shows where TCEB has rendered our full support with international marketing communication activities to raise the show profile and attract international participants such as Connect Businesses campaign for group of international visitors and BE MY GUEST campaign for individual international visitor. In the year 2015, Thailand's MICE industry is expected to grow up to 30% with the target of 300,000 international visitors and revenue of 30,000 Million baht.

Mr. Photjanart Sangpruaksa, First Vice President of Kasikorn Bank, as exclusive financial supporter for trade visitors said that, "Kasikorn Bank recognizes the importance of social development as well as the good governance in business; therefore, we support any environmentally friendly businesses by providing energy saving loan or "K Top-Up Loan for Energy Saving (Lighting Solutions)" to help operators reduce business costs, especially electricity costs which account for approximately 10% of the total cost. Kasikorn Bank is willing to offer 100% credit of the total investment needed in order to change light bulbs. The loan will cover the costs of LED bulbs, installation and other important procedures. No collateral is required for loan application, and the approval will be processed within 2 business days with a guaranteed payback in 3 years."

"For entrepreneurs interested in joining the show, NEO, as the event manager of the "2nd PEA presents EcoLightTech Asia 2014," has created plans to tap the international market. It is expected to create a higher trading value of up to 5 billion Baht by implementing marketing plans in 3 major countries including Indonesia, the Philippines and Vietnam. We also team up with overseas business partners to carry out a proactive plan in the markets of China, Korea, Japan, India, Taiwan and Singapore. We are confident that throughout the event, over 5000-8000 visitors from around the world will be attracted to this remarkable opportunity. For further information, please visit [www.ecolight-tech.com](http://www.ecolight-tech.com), or contact us by phone at 02 203 4261-2 from Monday - Friday," said Mr. Sakchai.