

L+B: Viewpoints

We asked several Light+Building attendees for their views on the show.

Ulrich Kastner-Jung, senior director global marketing & strategy LED systems, Osram GmbH and Michael Fiebig, director marketing and business development solid state lighting, Osram Opto Semiconductors.

The LED was the light source of the show, with all its benefits such as color changeability, small form-factor, the ease with which light can be directed & controlled as well as high brightness and energy efficiency, and lifetime advantages. LED solutions are no longer mid-term future; instead, many exhibitors showed that they are already getting established in everyday applications.

We saw the trend confirmed that LEDs in the SSL sector are already well-established in market segments such as decoration/beautification/architainment as well as channel letter backlighting. Breakthroughs in illumination are visible on the horizon. Several residential and commercial applications were addressed – especially street lighting – primarily based on ECO (economical & ecological) aspects but also the opportunity for new designs and intelligent lighting features (motion and situation adaptation) is recognized as an attractive value-proposition.

Lawrence Madanda, global marketing director and Heather Goldsmith, marcom manager, Future Lighting Solutions

Light+Building confirmed that LED lighting is going to play a dominant role in all lighting segments. We observed a major focus on white light versus colored light this year. Area and street lighting continues to be a major segment of interest, especially with the availability of 100-lumen devices. Surprisingly, the optics strategies are similar in that the approach of individual LED output overlaying the same light pattern has dominated, as opposed to each LED lighting a portion of the light pattern. This allows for easily modified luminance levels simply by adding more LEDs with the same optics. General lighting applications were dominated by downlight and spot fixtures. Task lighting and MR-16/11 footprints also continue to proliferate. Improved data for spec-to-spec comparisons was available in some booths, which was more appropriate to the requirements of lighting designers.

Mick Wilcox, director of marketing, Nuventix

I was quite surprised, even shocked almost, at the quantity and quality of LED fixtures at the show. It seems like the LEDs have finally taken the entire lighting community by storm. In the past I have seen significant talk in the LED world but it hasn't translated to the general lighting community. At L+B that seems to have finally changed. I am particularly interested in seeing if that is going to translate to Lightfair in Las Vegas or if it is more of a European pull. One additional comment came from an Asian supplier, who was very concerned about other Asian LED suppliers giving LED fixtures a bad name by producing low-quality products. Overall, this was a very good show for us and I think for LEDs in general.



Fig. 7. LEDworx: the Austrian LED lighting specialist had one of the most interesting presentations at L+B. The company's "black tower", a completely enclosed, two-storey dark space, allowed visitors to experience LED street lighting without the distraction of other lights, to stunning effect. The company has developed a range of modular LED street lighting luminaires, including the new Hawkeye 3. The company uses 10 W LedEngin devices. Later this year, LEDworx will be involved in a project in the Austrian town of Melk to install some 1300 LED luminaires.

Wolfgang Reis, business development manager, EBV Elektronik

Light+Building was the best example for the increasing interest, the relevance and the importance of LED technology. The LED fixtures on show demonstrated the huge range of this technology and the different application possibilities. In the lighting area, LED technology will continue to expand and gradually replace the conventional lighting technology. It will be the future for residential and architectural lighting - especially from the point of view of energy savings and the realisation of lighting concepts that have not been possible with the conventional lighting technology in the past. Both EBV and our customers think this year's Light+Building fair provided the trigger for the gradual replacement of conventional lighting technology with innovative LED technology.

We were impressed by the function table light from lighting designer Ingo Maurer based on the use of organic LEDs (OLEDs) from Osram. The light, known as "Early Future", is being produced as a limited edition. It works with tiles straight from the laboratory and demonstrates the enormous potential of OLEDs for future applications as eye-catching illumination and design elements.

Madanda and Goldsmith, Future

An adoption split was apparent where some major lighting OEMs have not fully adopted LED lighting. Yet, those OEM companies that have already adopted were displaying the same products as 2 years ago. Possibly a desire to show that they continue to have awareness of the LED technology; perhaps indicative of their reluctance to be more aggressive until the LED supply chain stabilizes (in terms of standards, performance, test conditions and pricing).

Philips Lighting was the most aggressive lighting company, showcasing LED and other "green" technologies in a variety of settings including retail, store front, street, office and home. However, of course, they were not limited to LEDs as they still had a strong push