

The Daily Lightfair, sponsored by CRS Electronics: Thursday, May 13
Reports and previews from the fourth day of Lightfair.

Welcome to the fourth issue of five this week of The Daily Lightfair. Like the ready, set, go of the Boston marathon, hundreds awaited the official start and opening of Lightfair International, North America's largest architectural and commercial lighting tradeshow with close to 500 exhibitors.

The show runs opens today at 10:00 am and runs until 6:00 pm. The show continues tomorrow, but opens one hour earlier at 9:00 am, and closes earlier at 3:00 pm. Show management reports attendee registrations in excess of 20,000, beating LFI's 2008 Las Vegas record number.

Yesterday morning saw the annual [LFI Innovation Awards](#). The 'L' which stands for 'Lightfair' can also stand for 'LED' now, as most award recipients were LED related this year, another indicator of the transforming marketplace to LED technology.

Once again there was no shortage of LED news and products at Lightfair and the predominance of LED at Lightfair 2010 was not only seen at the Innovation Awards, but also on the tradeshow floor with the multitude of product announcements and releases and technology advancements. LEDs Magazine's Maury Wright will be bringing more on this to you in an upcoming feature article.

Wednesday's events

Yesterday, close to 100 attended the New Attendee Orientation hosted by LFI for those new to Lightfair. John Curran gave another insightful presentation and performance, entitled, "Smoke, Mirrors and LEDs" yesterday. Curran employed his "near term" magic skills to represent issues with LED technology, claims and representations with his usual flair and showmanship. One thing for certain is that his presentation attracted over 500 interested attendees and that was no magic.

In the afternoon, Brian Owen visited with CRS Electronics, The Daily Lightfair sponsor, to see their new product releases. LEDs Magazine's Brian Owen and Maury Wright attended a press dinner last evening, where Sharp outlined their entry into the LED marketplace. Sharp's Vinicius 'Vini' Petroni commented that 1.5 million Sharp A-lamps were sold in Japan in the fourth quarter of 2009 alone, setting the pace for a dynamic 2010 market penetration and US entry. Sharp also presented their dimmable and colour-temperature-tuneable remote controlled A-lamp.

Thursday's events

The National Council on Qualifications for the Lighting Professions (NCQLP) LC (Lighting Certified) Luncheon is today at 12:15 pm. and the Building Integration Pavilion hosts a Cocktail Reception again today at 4:00 p.m. on the show floor. This evening will see the 27th Annual IALD International Lighting Design Awards Presentation.

Yesterday the US DOE's Jim Brodrick provided a comprehensive update regarding the status of the L Prize, reviewing the Philips A-lamp submission lab testing process and the announcement of the field tests that will be underway shortly. Brodrick also presented a view into the PAR 38 category, reviewing the state of the technology that has been observed to date and the proximity to the receiving a submission.



CRS Electronics (booth #2604)



[Lightfair registration](#)



[CRS Electronics' booth](#)



The DOE training schedule with free tutorial sessions continues today in their booth (#2121). Today's schedule is:

[DOE's Jim Brodrick](#)

10:30 am - Getting Involved with DOE SSL Commercialization Programs

11:00 am - Solid-State Lighting Basics

11:30 am - CALiPER Testing Update

1:00 pm - How to Reduce the Risks of Specifying LEDs

1:30 pm - Understanding the Lighting Facts Label

2:00 pm - Dimming and LEDs: Can this be a Happy Marriage

2:30 pm - Recent SSL Installations: The Good, The Bad, and The Ugly

3:00 pm - Understanding IESNA LM-79 & LM-80

3:30 pm - Comparing LED Integral Replacement Lamps

4:00 pm - DOE's CBEA Parking Lot Lighting Specification

The BetaLED TECH BREAK free seminars hosted by BetaLED and Ruud Lighting continue today in Booth #1031.

Today's schedule is:

10:30 am - Expectations / Great Applications

1:30 pm - Have you considered solar!

3:00 pm - Five Tips to a Fair Comparison

4:30 pm - LED vs. Induction

Intertek is also offering free presentations today. All held in Room N211-212 on the second floor of the Las Vegas Convention Center. 11:00 am & 2:00 pm - Energy Star Update & Lighting Facts Label 4:00 pm - UL 1993: Update on Certification of LED Tubes

On the topic of Energy Star, The Environmental Protection Agency (EPA) invites attendees to meet with the Energy Star Lighting Team at Lightfair in Booth #536. The Energy Star Lighting Team will be available to discuss current program activities, including:

- Energy Star Luminaires specification development, such the most recently released [Energy Star Program Requirements for Luminaires](#) Draft 1 Version 1.0
- ENERGY STAR lighting integration plan
- lighting product qualification processes
- marketing opportunities and promotions

Offsite, Digi-Key hosts the PURE Lighting Technology Symposium Panel Discussion & Reception from 4:00 pm. to 8:00 pm. at PURE Nightclub at Caesars Palace. Mark McClear from Cree will lead this discussion.

Thursday's must-see presentations

8:30 am - How to Make More Informed LED Outdoor Luminaire Purchase Decisions

How can a design team have confidence in an emerging technology that has yet to be defined by a set of standards? Product specifications vary widely between manufacturers, making it difficult to navigate through the propaganda, and get to the real information. This seminar will focus on understanding LED system parameters (such as true input wattage, optics, color, comparable lumen output, and dimming performance) that are the keys to implementing this "Wild West" technology into successful designs in the 21st century.

8:30 am - Illuminations: New Ways of Lighting

What will future light fittings look like which use LEDs in a general lighting environment? Will they resemble current wall lights and ceiling pendants or will new typologies of light fittings be invented? Will LEDs be the end of the light fitting as we know it? Attendees will hear about suggested directions for future light fixture design using LEDs.

10:30 am - LEDs: A Magical Mystery Tour and the Map to Guide you Through

How can a design team have confidence in an emerging technology that has yet to be defined by a set of standards? Product specifications vary widely between manufacturers, making it difficult to navigate through the propaganda, and get to the real information. This seminar will focus on understanding LED system parameters (such as true input wattage, optics, color, comparable lumen output, and dimming performance) that are the keys to implementing this "Wild West" technology into successful designs in the 21st century.

10:30 am - Light and Human Health

Light is not neutral and can have either a positive or negative effect on human health. Lighting not only modifies physiological functions but also has an impact on mood and productivity. There are cells in the human retina that regulate our body's internal clock and circadian hormone centers. These circadian cells are sensitive to wavelengths of light that are different from the wavelengths of light needed for sight. This seminar will offer evidence based research to help architects and lighting engineers design the appropriate lighting environment for homes, schools, workplaces, hospitals and nursing homes.

2:00 pm - OLED Lighting: Today & Tomorrow

OLEDs, they hold the promise of being more than just another green and efficient lighting source and a new

design approach to lighting for tomorrow. This seminar is designed through the lens of a lighting professional for lighting professionals. It presents a comprehensive state of art in OLED industry, its technology, challenges it faces in lighting, possible solutions to those challenges and visions on the future of OLED Lighting.

4:30 pm - Transforming New York City Streetscapes

There have been substantial changes in the way that streets are designed and the shift in priorities to accommodate many different uses, for transportation, for pedestrians and cyclists, and new public plazas. Under Mayor Bloomberg, New York City has been making dramatic changes to the streets over the last few years and beginning to explore some new approaches to lighting our city's streets. With one of the nation's largest street lighting inventories, New York City is uniquely poised to explore new technologies, meet sustainability goals, and create a new standard for visual excellence.

Wherever there is LED news at Lightfair, LEDs Magazine will be there to bring to you in The Daily Lightfair.

About the Author

[Brian Owen](#), a contributing editor of *LEDs Magazine*, is also the Program Advisor to [greenTbiz](#), which facilitates the LED City Toronto initiative. He is actively involved in the development and operation of energy conservation programs for government, municipalities and utilities and specializes in capacity building, commercialization and market transformation. [greenTbiz](#), an ENERGY STAR, Lighting Facts and LEED Prize Partner, provides energy conservation and environmental awareness programs to the small business sector in Toronto, Canada.