## INDUSTRY LEADERS LAUNCH STANDARDS INITIATIVE FOR SMART LIGHTING SYSTEMS

LONMARK International, a non-profit member trade association recognised as an industry authority for the creation and promotion of device networking interoperability standards, has announced the formation of an industry advisory committee to guide and accelerate the organisation's activities in lighting markets.

Founding members of the committee represent leading users, specifiers, and developers of indoor and outdoor lighting systems, including representatives from BetaLED, the California Energy Commission, the California Lighting Technology Center, Echelon Corporation, the Greater Washington Board of Trade, PG&E Corporation, Philips Lighting, and ROMlight International. The announcement was made at Lightfair International, North America's premier annual lighting industry event for architectural and commercial lighting products and services.

"As with any network, open standards are a key to success," said Ron Bernstein, Executive Director of LONMARK International. "Standards create a larger market for manufacturers, lower costs for integrators, and enable wider choice and enhanced functionality for end-users. Working under LONMARK International's proven processes and comprehensive set of ISO/IEC 14908 standards, we see the opportunity to bring all the industry stakeholders together in a collaborate environment and accelerate the adoption of smart lighting systems in buildings and cities."

"Smart lighting systems, both outdoors in public spaces such as roads and parking lots and indoors in office buildings and warehouses, are essential in moving forward," said Robert Grow, Director of Government Relations at the Greater Washington Board of Trade. "They can save significant amounts of electricity, save taxpayers dollars, and greatly reduce greenhouse gas emissions. They are smart economic policy and smart environmental policy; they create jobs today and improve our future. My research has shown, for example, an annual reduction of 1.2 million metric tons of carbon dioxide emissions if the 10 largest metropolitan areas of the US switch to a networked solution and LED streetlights. This is equivalent to taking 212,000 cars off the roads and would save an additional 90 million taxpayer dollars annually."

With 54 certified lighting products from 14 global manufacturers, LONMARK International already has a significant presence in lighting markets. The announcement is expected to expand that presence and increase adoption and awareness amongst end - users, specifiers, integrators, and manufacturers alike. LONMARK membership is open to any manufacturer, distributor, engineer, system integrator, or end-user interested in the development, specification, and use of open, interoperable products utilising ISO/IEC 14908-1 and related standards.

## MOLEX LAUNCHES SOLID-STATE LIGHTING BUSINESS UNIT AND INTRODUCES REVOLUTIONARY NEW PRODUCTS TO SHED LIGHT ON THE LED MARKETPLACE

Molex Incorporated has launched its Solid-State Lighting (SSL) business unit and introduced the company's new series of patent-pending SSL products, the *Transcend™ Lighting Series*, bringing a fully integrated LED solution to lighting fixture manufacturers around the world.

The innovative new products are small, interchangeable modules, which address some of the barriers to widespread adoption of LED technology, including precise heat and current management and the necessary optical design for superior illumination. The unique format allows lighting fixture OEMs to convert their current fixture designs for LEDs and be ready for future LED technology advances.

"The lighting market lacked a full service integrator that answered the needs of all fixture manufacturers, regardless of size or capability," said Mike Picini, Vice President of Solid State Lighting, Molex Incorporated. "Our SSL business unit leverages Molex's long-standing electrical, thermal and optical expertise, our design and development capabilities, and our experience in manufacturing high-volume, high-quality products. We developed the Transcend™ Lighting Series for the LED marketplace to enable more rapid adoption and greater acceptance of LED lighting."

The Transcend™ Lighting Series will be available globally by summer 2009 and will enable fixture makers to design and develop solutions for architectural, commercial and residential applications. The first two products, introduced at LIGHTFAIR International this year in conjunction with Molex's partner, Seoul Semiconductor, include:
• The Transcend RM2, a 2" reflector module, which provides efficient, LED directional light with various beam intensity and angular distribution
• The Transcend PM3, a 3" surface puck module, which provides a diffused optic for ambient or decorative light.

Both Transcend products are based on the Acriche™ 4W AC LED from Seoul Semiconductor and can be directly plugged into the AC line voltage without a converter or separate power supply. Other product features include:

• GU 24 direct and wired versions
• 110, 220, 277-volt options
• Colour rendering index (CRI) of 80+
• Full integration with correlated colour temperatures (CCT) of 3000K and 5000K
• Beam angles including 15-degree spot, 25-degree medium flood, 25-degree tight medium flood
• Dimmable
• UL-recognised, code compliant
• Sustainable – easily replaceable solution

Building on the Transcend products, Molex will introduce a full suite of solutions for the lighting market, including DC versions of the RM2 and PM3. For more information, please visit: www.molexssl.com.