

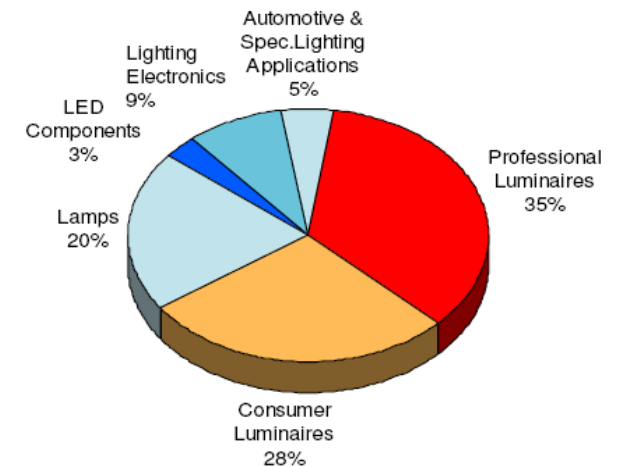
Photonics²¹ WG4 workshop

European Large Scale Action - SSL Innovation Alliance -

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European Lighting Industry

- People employed in Europe: over 150 000
- Turnover of the European lighting industry: € 20 billion
- European world market share: 40% in lamps
- Market share of European companies: 35% of global fixture market
- < 1000 companies in SME-dominated luminaire business



Segmentation of the 58 billion € 2007 global lighting market
(taken from the Ph21 research agenda)

Benefits of realisation of SSL solutions

- Emissions of > 1000 Mt of CO₂ can be saved annually
- > € 300 bn can be saved on the global energy bill
- Economy will be boosted by strengthening Europe's position
- greater visual comfort due to superior lighting solutions

⇒ European Lighting industry faces a paradigm shift to SSL

⇒ We need a strategic European approach to SSL and reach critical mass

 **SSL Innovation Alliance** 

Aim

Give Europe a cutting edge in the introduction of SSL and to establish solutions, rules and standards by:

- bringing together partners from science & industry, but also architects & lighting designers
- covering the entire chain, from research to deployment
- reducing barriers to widespread uptake of SSL

Necessary actions in the framework of the alliance

- R&D on new, advanced and improved SSL devices
- Large-scale demonstration actions proving the potential of SSL solutions
- European cross-licensing and training programmes
- Commercialisation support (incentives, public procurement)
- Awareness campaigns (public relations)
- Regulation, standardisation

Large scale demonstration actions are the ultimate means to

- create broad awareness of the potential of the SSL
- demonstrate its benefits
- Study & boost public acceptance
- determine its economical costs and energy savings in practice
- evaluate sophisticated financing like new contracting model



The SSL Airport

The challenges of this project include the automatic light adaptation and the need of very different lighting situations

- Restaurants and lounges: attractive design as well as a warm and relaxing light atmosphere
- Shops: perfect illumination to promote products
- Parking areas: need for safety and comfort
- Arrival and departure areas, individual gates: different colours to guide people



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The SSL City

Demonstration the positive impact on people and of a modern and green image of European cities

- Lighting of larger streets: reduced light pollution and increased security, light level adaptable to people presence
- Famous places: energy efficient good look-and-feel atmosphere
- Museums: high quality illumination
- City halls or other public buildings: adaptation of light colour temperature and light level to the customer's needs



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Spectral Lichttechnik

EU workshop

Aim

- Identify needs of the lighting community
- Elaboration of feasible indoor and outdoor pilot projects

The following messages should be transmitted

- Demonstration actions are needed to push market acceptance of LED lighting
- There is a large and agile community who strongly wishes to realize such pilot projects
- All necessary partners are within this community and support the idea
- Funding is needed for the implementation

Who should attend?

- LED and luminaire manufacturers
- Electronics & optics & materials suppliers
- City representatives
- Building owners
- Lighting designers
- Installers
- ...

When?

February/March

