

Postings: from the desk of Jim Brodrick

Greetings from Boston! While the Red Sox host the Tampa Bay Rays at Fenway Park (forgive me, but spring is finally here...), I'm hard at work a few miles away at the Hyatt, along with 250 lighting leaders from across the country who've gathered here for DOE's third annual Solid-State Lighting (SSL) Manufacturing R&D Workshop.

If you'll recall, DOE launched a new SSL manufacturing R&D initiative back in 2009 in order to enhance the quality and lower the cost of SSL products through improvements in manufacturing equipment and processes. We held a series of roundtables and two workshops that year to create a [roadmap](#) for SSL manufacturing in the U.S. Then we updated that roadmap with the help of input from roundtables and a workshop that were held in 2010 and resulted in the [white paper](#) "Keeping Manufacturing in the United States." Our intention is to update the roadmap on an annual basis, so that it stays up-to-date with the rapid development of the technology, industry, and marketplace.

The Boston workshop follows on the heels of a series of roundtables that were held last month in Washington, DC, and were attended by more than two dozen industry experts. Their insights guided the development of proposed priority tasks for DOE's roadmap, which will be shared here in Boston in separate LED and OLED breakout sessions, so that any attendee who wants to can weigh in on these key issues. That feedback will help shape the 2011 SSL Manufacturing Roadmap, which not only guides DOE's manufacturing R&D initiative and funding solicitations, but also helps

reduce cost and risk for equipment and material suppliers by reflecting industry consensus on the expected evolution of SSL manufacturing.

Attendees at these SSL manufacturing workshops run the entire supply-chain gamut – from chip makers, to luminaire manufacturers, to material and equipment suppliers, to component manufacturers, to those who assemble and package, to those who test, to those who make the test equipment. As one person put it, these gatherings are true "meetings of the minds," because a growing number of people are coming to realize that in order to advance solid-state lighting so that it achieves its potential, we need not only broad-based government-industry collaboration, but also a common framework of priorities.

Those were the underpinnings for what many consider to be our country's most impressive technological achievement – putting a man on the moon. That "giant leap for mankind" would at best have been a weak little hop if thousands of people in industry and government hadn't all worked together toward a common goal. That's why we're here in Boston with our sleeves rolled up: to help pave the way for a "lighting leap" that will substantially reduce our energy consumption – and, we hope, create a significant role for U.S. manufacturing.

Along those lines, several companies who have made a commitment to establish and maintain a U.S. manufacturing presence will share their experiences. Another panel of manufacturers will present real-life case studies in which product evolution and reengineering lowered the cost of SSL products while improving the quality. Tom Morrow of SEMI will talk about his organization's SSL Manufacturing Standards Initiative, the progress they've made to date, and how their efforts align with the goals of DOE's roadmap.

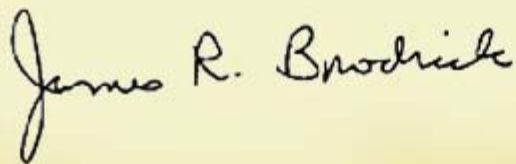
Ross Young of IMS Research will talk about the tremendous

increase in high-brightness LED (HBLED) manufacturing, and what its implications might be for solid-state lighting. Biing-Jye Lee of Epistar will discuss his company's transition from making HBLEDs for displays to making them for general illumination. He'll also share with us some important lessons to be learned from what's happening in China and Taiwan, which are projected to comprise the world's largest market for LED lighting for many years to come.

Those two talks will underscore the tremendous growth that's taking place in solid-state lighting, as well as the air of tremendous excitement – which will be reinforced by progress updates on the first round of DOE-funded manufacturing R&D projects, with attendees able to ask the presenters in-depth questions firsthand at an evening poster session sponsored by the Next Generation Lighting Industry Alliance.

Stay tuned for next week's *Posting*, which will pick out some of the highlights of what transpires here over the next two days, as we work together to nurture SSL manufacturing in the U.S. There's a palpable sense of "seize the moment" in the air – something akin to what baseball players feel when spring training is finally over and the season begins. So to the large, diverse, and multi-talented solid-state lighting team, I say, "Let's PLAY BALL!"

As always, if you have questions or comments, you can reach me at postings@lightingfacts.com.



James R. Brodrick