

2015 Alighting Forum · Shanghai

—Exploration of Next Innovation Point of Lighting Industry

September 23rd-24th, 2015

Shanghai New International Expo Center · China

Introduction:

The ultimate user experience makes Apple be on top; The Internet marketing model makes Xiaomi challenge traditional biggest appliance enterprise; The technology of mobile Internet makes WeChat become the most famous social mobile platform.....For lighting industry, there is no doubt that the application of LED solid light source is the latest innovation point. On this occasion of over capacity and market disruption, will the breakthrough of technology be the next innovation point? Or the overturn of new business model? Or the fusion and innovation of crossover?

By the 2015 Shanghai International Lighting Exhibition, Alighting Omnimedia will integrate all resource to hold “2015 Alighting Forum · Shanghai” to gather the global elites of lighting industry to explore the next breach.

Organizer: Guangzhou Guangya Messe Frankfurt Co Ltd

Undertaker: Guangzhou Alighting Electronic Commerce Co., Ltd(Alighting Omnimedia)

Agenda:

| Venue | 23 rd , Sept. | | 24 th , Sept. | |
|---------------------------------|---|-----------|---|---|
| | Morning | Afternoon | Morning | Afternoon |
| Exhibition Hall(the main venue) | Talk: Exploration of Next Innovation Point of Lighting Industry | / | Technology Summit: Discussion of Intelligent Direction and New Technology | Technology Summit: Discussion of Intelligent Direction and New Technology |

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| Exhibition Hall(the parallel venue) | / | Design Summit: The Art of Control | / | / |
| Meeting Room M7 | / | / | / | Channel Summit: The Channel Era: The Relationship Structure of Dealers and Manufacturers |

Scale: Three days, 800 person-time

Sections: Market, channel, LED technology, design

Supporting media: NetEase , Sohu , dichan.Sina , IFENG , HC360 , www.chinaice.cn , www.itmsc.cn , www.chinanews.com , epaper.xkb.com.cn , www.cnndesign.com , www.gdnewsonline.com , www.lightingchina.com , www.china-led.org , lights.ofweek.com, www.cali-light.com , www.gzdsb.org , zgdsb.cn.china.cn , www.hqew.com , www.ledweb.cn , www.lighting163.com , GSC

Agenda:

Talk: Exploration of Next Innovation Point of Lighting Industry

| Time: 09:30-12:00, 23 rd , Sept. | | |
|--|---|--|
| Venue: N Hall | | |
| Time | Content | Speaker |
| 09:30-09:40 | Opening Address | Representative of Organizer |
| 09:40-12:00 | <p>Exploration of Next Innovation Point of Lighting Industry:</p> <p>Technology: New Light Source; Intelligence; Modularization.....</p> <p>Design: Media Architectural Design; The use of projection.....</p> <p>Market: "Internet+" Model.....</p> <p>Channel: Business Strategy</p> | <p>All the Speakers</p> <p>Judge Representatives of Alighting Award</p> <p>Experts of Institute of electric light source, Fudan University</p> <p>Special Guests</p> |

* **Notes:** The agenda above is for reference only. Organizer has the right to change the contents and speakers. The specific topics and time are subject to the final confirmation. Organizer reserves the right of final explanation for the forum.

Design Summit: The Art of Control

| Time: 13:30-17:30, 23 rd , Sept. | | |
|--|--|---|
| Venue: N Hall | | |
| Time | Content | Speaker |
| 13:30-13:40 | Opening Address | Representative of Organizer |
| 13:40-14:20 | Dawn of Interactive Design | Lidi Brouwer from Studio Roosegaarde Famous Interactive Designer of Holland |
| 14:20-14:50 | Media Facade——No Control, No Design | Janmes Yuan Design Director of JY Lighting Design |
| 14:50-15:10 | Smart City Under Control | Representative of Excellent Enterprise(hold) |
| 15:10-15:50 | Commercial Value Control of Commercial Space | Claudio Valent Lighting Designer of Italy |
| 15:50-16:10 | Future Household Style | Representative of Excellent Enterprise(hold) |
| 16:10-16:40 | Promotion and Control of Theatrical Design Method | Sha Xiaolan Vice Director of Lighting Arts Council, China Institute of Stage and Design |
| Discussion: | | |
| 16:40-17:10 | Topics: The Trend of Lighting Design; The Application Association of Intelligent Technology and Design; The Competition between Design and Control; | Host: Zheng Jianwei Chief Lighting Designer of Lighting Studio, Beijing Institute of Architectural Design |

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Technology Summit:

Discussion of Intelligent Direction and New Technology

| Time: 09:30-16:30, 24 th , Sept. | | |
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| Venue: N Hall | | |
| Time | Content | Speaker |
| 09:30-09:40 | Opening Address | Representative of Organizer |
| 09:40-10:00 | Signing of Strategic Cooperation Agreement | Alighting Omnimedia Institute of electric light source, Fudan University |
| 10:00-10:30 | Technology Level and Development Trend of Contemporary Smart Lighting | Institute of electric light source, Fudan University |
| 10:30-10:50 | Smart Lighting and Smart Household | Zhang Yuning Senior Researcher of Philips Research |
| 10:50-11:10 | The Application of Wireless Dimmer Technology of Smart Lighting | Representative of Excellent Enterprise(hold) |
| 11:10-11:30 | APP Design and Smart Lighting Control | Representative of Excellent Enterprise(hold) |
| 11:30-12:00 | Discussion: HOLD | |
| 12:00-14:00 | Break | |
| 14:00-14:10 | Opening Address | Representative of Organizer |
| 14:10-14:40 | ZigBee/Bluetooth/WiFi and Application of Smart Lighting | Su Weimin Doctor of The Connected Lighting Alliance |
| 14:40-15:00 | Intelligent Lighting Overall Solution based on Wireless Control and Sensing Technology | Murata (China) Investment Co., Ltd |
| 15:00-15:20 | The Proactive LED Lighting System Solution | ECU Electronics Industrial Co., Ltd |
| 15:20-15:40 | LED Smart Lighting Solution of Low Cost High-efficiency | Representative of Excellent Enterprise(hold) |

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| 15:40-16:00 | Innovation Design of LED Smart Lighting Driver | Representative of Excellent Enterprise(hold) |
| 16:00-16:30 | Discussion: HOLD | |

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Channel Summit:

The Channel Era: The Relationship Structure of Dealers and Manufacturers

| Time: 14:00-17:00, 24 th , Sept. | | |
|--|---|--|
| Venue: M7 Meeting Room | | |
| Time | Content | Speaker |
| 14:00-14:05 | Opening Address | Representative of Organizer |
| 14:05-14:35 | Co-existence and Complementation Between Lighting E-business and Entity Stores | Nie Qingdong Chairman of Chains of LIGHTMAX Chairman of Shandong Association of Lighting Industry |
| 14:35-15:05 | The Construction and Challenge Between Dealers and Manufacturers in the Price War | Liu Tongguang Chairman of Shandong Linyi Tianma Light Chairman of Linyi Illuminating Electric Appliance Association |
| 15:05-15:35 | Dealer Agent and Strategy of Market Development | Zhang Woren General Manager of YZ Lighting General Agency of South China District of PAK Corporation Co. Ltd |
| 15:35-16:05 | Strategy of Wholesale and Drainage of Distribution Stores | Wang Yongwen General Manager of Age of Dynasties Lighting Market |
| Investment Promotion Policy | | |
| 16:05-16:15 | A. Dealer Investment Strategy | A. Representative of Excellent Enterprise |
| 16:15-16:25 | B. Dealer Investment Strategy | B. Representative of Excellent Enterprise |

| | | |
|-------------|-------------------------------|---|
| 16:25-16:35 | C. Dealer Investment Strategy | C. Representative of Excellent Enterprise |
| 16:35-17:00 | Discussion: HOLD | |

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Reviews:



* For more information, please refer to
<http://www.alighting.cn/special/20140801/index.htm>

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