

Q&A

What's Driving the LED Market?

With Jamie Singerman, Corporate VP Worldwide, Future Lighting Solutions

By Heather Krier, Assistant Editor



Future Lighting Solutions (FLS) is a division of Future Electronics Inc., the 3rd largest electronic components distributor in the world. FLS is focused on delivering Luxeon LEDs, technical solutions and commercial support that facilitate developing and manufacturing Luxeon LED based applications. FLS brings customers solid-state LED lighting knowledge, access to expert resources, full system solutions and global logistics support.

Jamie Singerman is corporate vice-president worldwide for Future Lighting Solutions. He has been integrally involved in establishing Future Lighting Solutions as a provider of power LED solutions globally and has offered insight into what he believes to be driving the LED industry in 2008.

What is new in the LED market?

The trend of delivering improved products, will, needless to say, continue. Higher efficiencies, lower cost per lumen, more lumens per dollar, greater consistency in color control, tighter bin structures, smaller packages, improved die technology and improved conformal phosphor coating technology will all be ongoing improvements that we expect to see from the manufacturers. As well, industry standards for solid-state applications will start to play a more important role and should enable accelerated adoption. We also expect to deliver a number of new design tools developed to assist customers in adopting the technology more easily.

2008 will see customers focus not only on brightness, but also on quality of light.

Do you think the LED market is slowing down with the rest of the economy, if any?

The movement to solid-state lighting is inevitable. The technology has reached the "good-enough" point, governments recognize the energy and environmental savings opportunities, customers recognize the growth opportunities and manufacturers are investing heavily in developing even better light sources.

How has Future Lighting Solutions had to adapt to the changing LED industry?

To enable customers to adopt rapidly, we have created a number of design tools and educational programs. Tools that can assist a customer with thermal designs, overall design specifications, or optical challenges, are readily available to our customers. Full system design support is critical to enabling LED adoption. We have also significantly enhanced our ability to provide proof of concepts to customers to demonstrate the capabilities of the technology. Essentially, our suite of tools and services, designed to remove barriers to adoption, is constantly evolving as a function of customer needs.

How will your online tools benefit the LED industry?

We currently service thousands of customers and have a number of delivery mechanisms to provide support. Many of the tools can be used by new customers but also have functionality to enable more sophisticated users to take a number of design steps on their own. Our technical teams worldwide can then support and assist customers in finalizing their designs.

Do you feel that online design tools is a new trend that will continue to grow and evolve?

Yes, we need to enable our customers to be as self-sufficient as possible. This strategy will increase their interest in the technology, and accelerate time to market.

What new products/resources has FLS recently released?

We have launched our Light Engine Program, which is an online tool that allows even an LED novice to specify a plug and play solution. We have recently launched QLED, the first thermal design software developed for the solid-state lighting industry. QLED eliminates the trial-and-error approach to thermal design by guiding users through user-friendly design wizards. We have updated our exclusive Usable Light Tool, which enables customers to determine the true

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expected light output and efficacy of power LEDs in real-world environments. We have invested significantly to expand the services and capabilities of our Lighting Resource Centers throughout the world. We also recently launched the CRI calculation tool, which allows users to determine the optimal combination of LEDs that will maximize both flux and CRI. All these tools are available on www.FutureLightingSolutions.com

We continue to build our network of Certified Solutions Providers to expand our solutions resources and support customers. The Luxeon Lighting Network is the largest such SSL network in the industry. A number of educational programs and seminars are also scheduled over the next several months to support our customers.

How do they benefit the LED industry?

Our objective is to increase speed of adoption and enable customers to win with LEDs and solid-state lighting solutions so that all industry players continue to invest in this exciting industry.

For more information on FLS technical solutions or commercial support visit www.futurelightingsolutions.com or email Jamie Singerman at jamie.singerman@future.ca.