

Technology Forum: The Future of Lighting

Co-Sponsored by Monte Jade Science & Technology Association and Cooley LLP

As the world phases out inefficient lights, we are presented with an exciting opportunity to reduce energy use while also improving the quality of our lives. LED lighting can help minimize our impact on the environment while improving our comfort and well-being. Come spend an evening with LED industry experts, and see what the future of LED lighting has to offer in terms of energy savings in your own home and workplace as well as around the globe.

Learn how LED technology differs from CFL or traditional incandescent technologies. Interact with hands-on demonstrations, and learn the five things to look for to find the right LED lighting for your needs. Explore how lighting controls strategies can further reduce energy use.

Don't be left in the dark!

Date: Thursday May 29, 2014

Location: Cooley LLP- 3175 Hanover Street Palo Alto, CA 94304-1130

Agenda: 5:30PM to 9:30PM Light refreshments will be provided. Networking and demos of great LED lighting products.

Presentation: "Choosing the Right Light" by Dr. Michael Siminovitch. Learn five things to look for to find the right LED lighting for your needs.

Panel discussion: "Paths to Achieving Global Energy Savings with LEDs"

With LED lighting, consumers don't have to sacrifice comfort or convenience to save energy, in part because LED lighting allows us to automate energy savings through smart lighting systems. Legislative support for more energy-efficient lighting has also given LED manufacturers and investors a rare opportunity to transform the way we light our homes, workplaces and recreational spaces. Our panelists will talk about how they are contributing to these paths toward global energy savings and other lighting developments that benefit us all.

1. Dr. Michael Siminovitch – Director of the California Lighting Technology Center, Associate Director of the Energy Efficiency Center, Rosenfeld Chair in Energy Efficiency, and Professor in the Department of Design at UC Davis
2. David Thayer – Sr. Product Manager, Lighting for PG&E
3. David Chen – CEO and Co-founder of Jade Sky Technologies, Inc.
4. Robert Holman – Technical Director of Commercial Lighting for Qualcomm

Moderator: Reuben Chen – Partner, Cooley LLP

The presenter, panelists, and moderator Bios:

Dr. Michael Siminovitch - Director of the California Lighting Technology Center and Associate Director of the Energy Efficiency Center, Professor Michael Siminovitch is also the Rosenfeld Chair in Energy Efficiency and a professor in the Department of Design within the UC Davis College of Letters & Sciences. Dr. Siminovitch established the California Lighting Technology Center in 2003 to serve as a nexus for industry, utility and government efforts to accelerate the commercialization and development of energy-efficient residential and commercial lighting technologies.

Dr. Siminovitch was part of the development team for California's Strategic Lighting Plan and helped lead efforts to update the new Title 24 and Title 20 regulations for exterior lighting. He helped establish UC Davis's Smart Lighting Initiative, one of the largest lighting retrofit projects in California, as a model strategy for the UC system and other entities.

Dr. Siminovitch is a graduate of Carleton University, Faculty of Engineering. He received his Master's Degrees in both Industrial Design and in Architecture from the University of Illinois, where he held the Plym fellowship and was awarded the Henry Adams Scholastic Gold Medal. He earned his doctorate degree in Architecture and Human Factors Engineering from the University of Michigan.

David Thayer - Sr. Product Manager at Pacific Gas and Electric. Mr. Thayer specializes in helping PG&E customers choose affordable, energy-efficient lighting. Mr. Thayer has been lucky enough to work in energy efficiency and renewable energy for nearly 10 years. He has held product-focused roles at companies such as SunPower Corp. (acquired by Total S.A.) and EchoFirst Inc. (acquired by SunEdison). Mr. Thayer received his MBA from UC Davis where he was an Edison International Energy Efficiency Fellow working alongside the outstanding teams at the UC Davis Energy Efficiency Center and California Lighting Technology Center.

David Chen - CEO and Co-founder of Jade Sky Technologies, Inc. (JST), manufacturer of LED driver chips that enable unsurpassed dimming performance at excellent value. Focusing on a superior end-user experience, JST aims to drive the mass adoption of LED lighting.

Mr. David Chen has 20 years of work experience in the Silicon Valley, having held senior management positions at both publicly traded and privately held companies such as Volterra (acquired by Maxim) and Akros. With a background in power system engineering and applications, Mr. Chen's technical core and his extensive client-side experience allow him to focus on customers and deliver the solutions they want. Mr. Chen received both his B.S. degree in Electrical Engineering and M.S. degree in Mechanical Engineering from MIT and is the author of two patents.

Robert Holman - Technical Director of Commercial Lighting for Qualcomm. Dr. Holman has had over forty years of technological success in R,D&E organizations and entrepreneurial ventures -- inventing, designing, developing, prototyping, and testing, innovatively optimized lighting products from conception through production. He's specialized in the use of optical modeling and simulation to optimize product performance.

At Qualcomm, Dr. Holman leads a commercial lighting program developing high-efficiency thin-profile LED lighting products for directional illumination and LCD backlighting. He's also developed front lights for MEMS-based reflective displays.

Dr. Holman was the founding executive of Digital Optics International LLC, a venture-funded product development company acquired by Qualcomm that was developing innovative LED lighting products. Dr. Holman also founded NiOptics Corporation, a venture-funded product development company acquired by 3M that was focused on nonimaging optics and high-efficiency LCD backlighting. Prior to that, Dr. Holman held senior technical and management positions with Allied-Signal, Battelle Memorial Institute and Xerox Corporation.

Dr. Holman has received a Ph.D. from the University of California Berkeley in Materials Science and an MSEE from Stanford University. He's contributed more than 100 publications and presentations and has received numerous patents on his work.

Reuben Chen - Partner at Cooley LLP. Mr. Reuben Chen's practice focuses on technology and intellectual property litigation. Mr. Chen has assisted clients across a wide range of technologies, including biotechnology, cellular phones and mobile applications, chemistry, electronics, HDTV, medical devices, pharmaceuticals, Wavelength Selective Switches, and web-based technologies. Mr. Chen has successfully handled cases in popular patent litigation venues such as the Northern District of California, Central District of California, District of Delaware, Eastern District of Texas, and Eastern District of Virginia. Mr. Chen was selected in 2014 and 2013 as a Northern California Rising Star for Intellectual Property Litigation by Super Lawyers magazine and was named to the 2013 Lawyers of Color Hot List. Mr. Chen received his law degree from Stanford Law School.