

美国展团展商 U.S. Pavilion Exhibitors

ALPHA

11.2 B18

alpha®

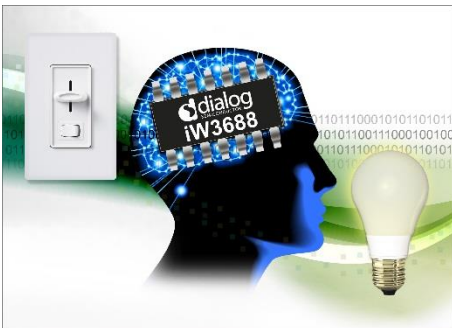


Alpha 是世界领先的电子焊接材料制造商，其中包括专为 LED 应用而研发的创新材料。Alpha 将会介绍其全新产品线 - ALPHA® LED 独有材料技术：Lumet™, Maxrel™, Argomax®, Atrox® 以及 Fortibond™.

Alpha is the world leader in the production of electronic soldering materials, including its innovative products especially developed for LED lighting applications. It will introduce its new line of ALPHA® LED specialty materials technologies: Lumet™, Maxrel™, Argomax®, Atrox® and Fortibond™.

Dialog Semiconductor  
德商戴乐格半导体有限公司

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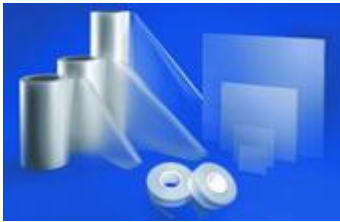


Dialog 半导体将展示固态照明 LED 驱动器 IC，包括在实现卓越调光性能的同时显著降低 LED 灯成本的 iW3688；兼容电子变压器的 MR16 可调光 LED 驱动器 iW3662；通过智能手机进行无线智能调光的 LED 驱动器 iW6401 以及用于 T8 灯的 iW3622。

Dialog Semiconductor will demonstrate SSL LED driver ICs, including iW3688 that enables the ultimate in dimming performance while significantly reducing the cost of LED bulbs; iW3662 MR16 dimmable LED driver with universal transformer compatibility; iW6401 LED driver for wireless smart lighting from your smartphone; and iW3622 for LED T8 bulbs.

Luminit

11.2 C26



#### Light Shaping Diffusers®

Luminit Light Shaping Diffusers (LSDs) homogenize, hide hot spots, mix color, and offer angular control of light, all with high transmission efficiency. Chose thin film sheets, rolls, mini-rolls, rigid sheets or injection molded lenses in a variety of substrates and circular and elliptical angles.

McWong International, Inc.

11.2 B20



PSC-BL series Bi-level dimming sensors, LEM series LED emergency drivers & modules, and misc. LED auxiliary components. Product description will be included in the email with photos.

New York LED Luminaries, Inc.

11.2 B14



Linear T8 and T12 LED tubes replace fluorescent lamps directly without any modification as simple as changing a light bulb. The products are compatible with magnetic ballast, electronic instant start and rapid start ballasts.



Titan Electro-Optics Co.,Ltd.  
北京金先锋光电科技有限公司

11.2 C21

TEO 先锋科技



我司代理的颜色测量类别的仪器有如下：

美国 Photo Research 的公司光谱式亮度色度计；  
美国 Radiant Vision Systems 公司，提供成像式亮度色度计以及光学设计软件；  
美国 Labsphere 公司的积分球和均匀光源系统。

Our company distributes a series of test and color measurement equipment, namely,

- Photo Research's Spectroradiometer Product Family
- Radiant Zemax's Imaging Colorimeters & Photometers
- Labsphere's continuous Uniform Source System

## 美国展团主办单位简介

# Introduction of US Pavilion Organiser

美国商务部

**The U.S. Department of Commerce**



### Introduction of the U.S. Department of Commerce

The U.S. Department of Commerce is a leading economic and trade agency of the U.S. Government. The Department serves as the voice of U.S. business within the President's Cabinet. The Department works with businesses, communities, and the Nation's workers to promote job creation, economic growth, sustainable development, and improved standards of living for Americans. As a leading trade agency of the U.S. Government, the Department has 12 Bureaus and nearly 47,000 employees located in all 50 states and territories and more than 86 countries worldwide. The Department's Bureaus work together to drive progress in four business-related key goal areas: 1) trade and investment, 2) innovation, 3) environment, and 4) data and to administer critical programs that touch the lives of every American.

As it relates to the US lighting industry, the Commerce Department's International Trade Administration has programs in Washington, DC and in its 5 China-based Commercial Service offices to promote U.S. lighting exports into the Chinese market. At GILE 2015, there are Commerce Department officials from Washington, DC and from mainland China that are participating to build relationships between Chinese and U.S. industry officials. Our hope is to initiate, build, and expand relationships between U.S. and Chinese business representatives in hopes of furthering their business relationships and expanding U.S. lighting exports to China.

What are your views of US SSL industries' competitiveness, and focus of business opportunities in China and Asian market?

When we think about competitiveness, broadly, we consider whether U.S. companies are able to respond in a compelling way to international market requirements and preferences. Simply put, do U.S. companies offer high quality products that exceed buyer expectations? In the arena of solid state lighting (SSL), our answer is a resounding yes.

Looking at the demand drivers in China and throughout Asia, we see a strong fit between U.S. companies' innovative product offerings and market requirements. We are seeing strong urbanization trends, large-scale infrastructure development programs, and increasing consumer purchasing power as consistent market drivers. This has spurred enormous new requirements for energy-efficient, eco-friendly lighting solutions ranging from signs and displays, general lighting, urban nightscape applications and lighting suited to airports, railways, urban light rail, seaports and roads, among others.

As property markets evolve, the increase in personal purchasing power means demand for higher-end fixtures and application-specific lighting. And new construction is not the only contributor. As costs associated with existing building retrofit come down, SSL provides a compelling means of increasing building performance across the building stock. U.S. companies are extremely well positioned to respond to opportunities across the SSL landscape.

We see more and more US companies has strong cooperation or manufacturing units in China, do you agree that China and the US are closer and closer in the trade and cooperation in LED and lighting industries?

United States SSL and LED companies have been at the forefront of innovating LED technologies, energy savings products and systems, and providing invaluable partnership opportunities for U.S. and Chinese businesses. The U.S. companies participating in the GILE 2015 ranging from large companies to small- and medium-sized up organizations - represent some of the state-of-the-art, best-in-class U.S. companies in the lighting, LED, and SSL technologies sectors. They are part of this exhibition specifically to showcase their products, technologies, and systems and help promote U.S. exports of lighting technology products and services. These businesses represent Smart Cities – Smart Growth products and services which include technologies for green buildings, carbon capture, smart grid and energy savings treatment.

The Obama Administration is committed to building strong relationships between U.S. and Chinese business officials and meeting the global challenge of climate change, and underscores the critical role that U.S. businesses have to play in tackling U.S. and China's shared energy efficient, housing, and climate goals. Less than six months ago, in Beijing, President Obama and President Xi of China made a historic joint announcement committing both countries to dramatic reductions in greenhouse gas emissions. As the world's two largest economies, two largest energy consumers and two largest greenhouse gas emitters, the United States and China have a leading role to play in setting and achieving ambitious targets when it comes to climate. This exhibition and strong relationships between U.S. and Chinese lighting officials are critical steps in implementing these goals.

Increased cooperation between the United States and China is imperative to solve the enormous energy efficiency and climate challenges we face. During the GILE 2015, the message will be consistent in every meeting, exhibition, and meeting: a shared desire for our two countries to work closely together to combat climate change, and develop and deploy clean energy.