



U.S. Department of Energy
Energy Efficiency and Renewable Energy

Getting SSL To Market

DOE Solid-State Lighting Workshop

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SSL on the Move

- Significant breakthroughs, more to come
- R&D alone is not enough
- Need to drive products to market





New Product Announcements

- *“Philips Lumileds shatters 350 mA performance records with 115 lm/W LED”*
January 2007
- *“Seoul Semiconductor introduces world’s brightest LED, a 240 lumens single die light source” [100 lm/W]*
December 2006
- *“Nichia delivers 92 lm/W at 350 mA”*
November 2006
- *“Cree delivers first 160-lumen white power LED” [85 lm/W]*
October 2006



Seoul Semiconductor



Cree Inc.



Early Adopters

- Wal-Mart
- California Home Builders
- Federal agencies
(FEMP, Defense,
Commerce, Agriculture)



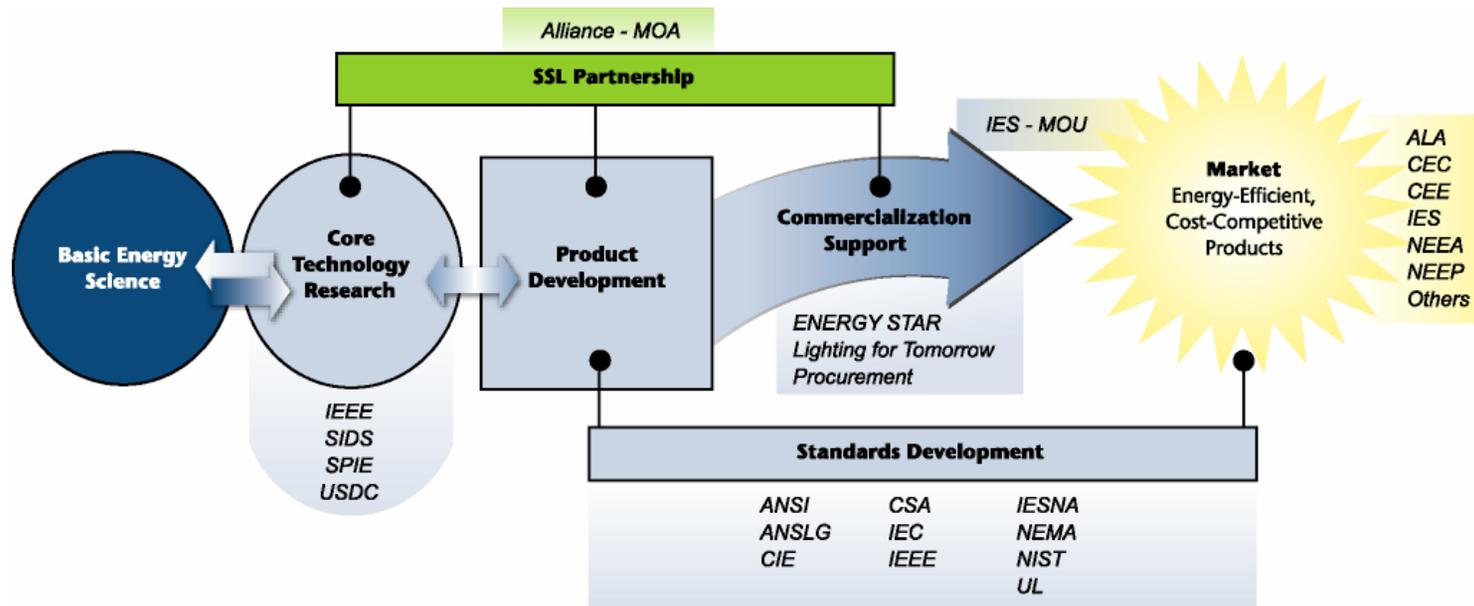


A Broad National Strategy

- Unique attributes of SSL will trigger fundamental changes:
 - New forms and functions
 - Value chain
 - Delivery channels
- Transition to SSL requires industry-wide solutions
- You have an opportunity to partner, join in the evolution of the U.S. lighting industry



DOE's Lab to Market Strategy





DOE Steps Up to the Challenge

- Classic technology displacement challenge
 - Difficult to displace a well-established incumbent
- DOE support fosters growing market
 - Technology procurement and demonstrations
 - Lighting for Tomorrow
 - ENERGY STAR®
 - Product testing
 - Support for standards and test procedures
 - Technical information network



Your Role

- Tell us about your R&D progress
 - R&D Project Presentations
 - Poster Session
- Tell us where to focus next
 - R&D Priorities Breakout Session
- Comment on DOE market introduction efforts
- Identify new opportunities for partnering
- Listen to varied perspectives



Perspectives

- **David Elien:** Wal-Mart collaboration and more
- **Paul Thurk:** Finding money for new ideas
- **Jeff Quinlan:** Designing SSL for general illumination
- **Cynthia Merrell:** Getting to a “real” LED light
- **Dawn Hollingsworth:** Do LEDs deliver on promises?
- **Gregg Ander:** Utility incentives and market connections



***“Even if you’re on the right track
you’ll get run over
if you just sit there.”***

Will Rogers

