



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

Voices for SSL Efficiency 2008

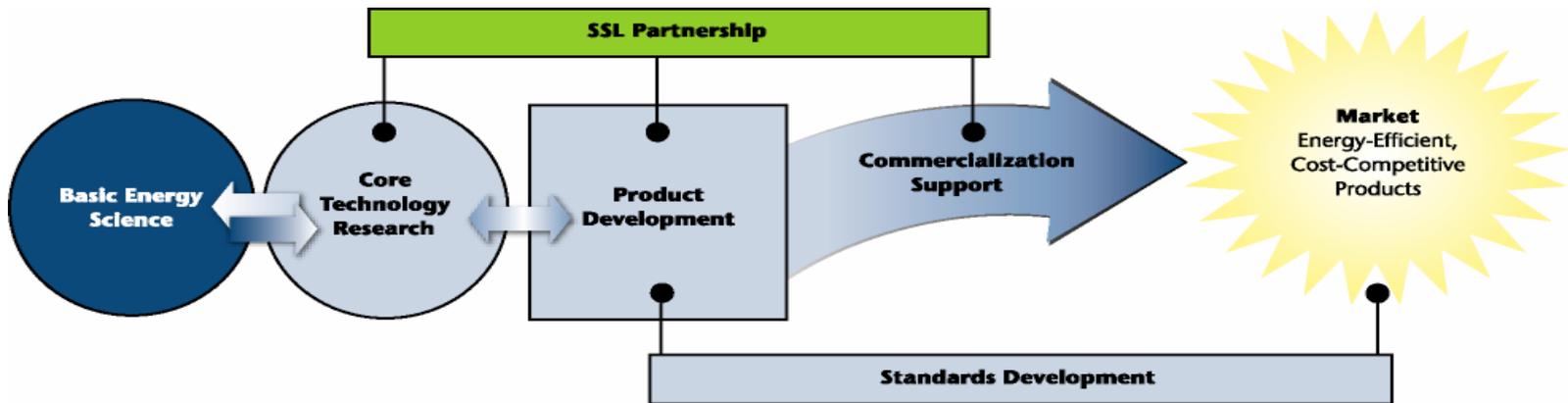
Annual Market Introduction Workshop

James R. Brodrick, Ph.D.
U.S. Department of Energy

July 9-11, 2008
Portland, Oregon



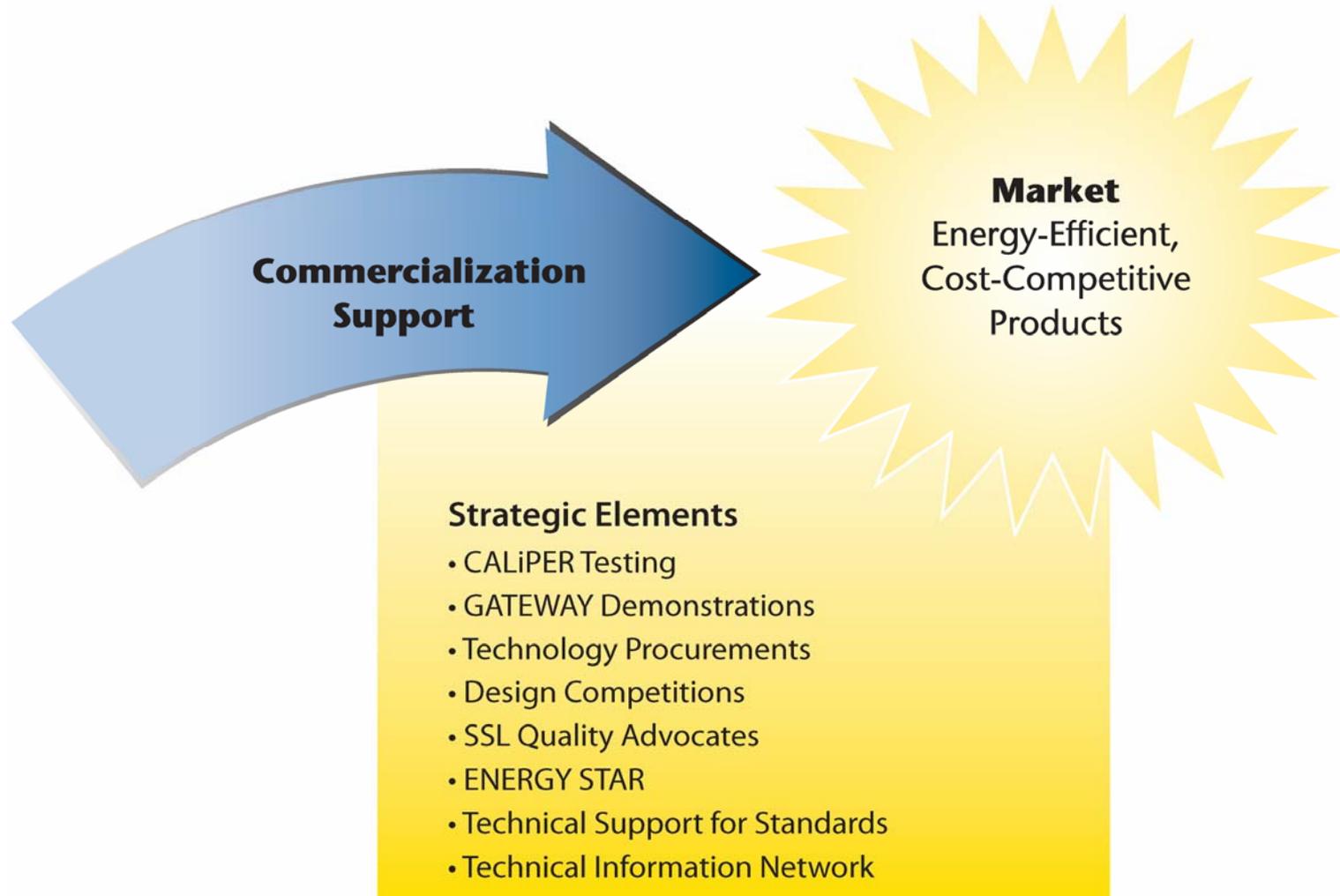
DOE Solid-State Lighting Program Strategy



Guiding technology advances from
laboratory to marketplace



SSL Pathways to Market





SSL Quality Advocates



L•PRIZE™



Retailer
Energy Alliance



STANDARDS



SSL Quality Advocates

Quality is everyone's responsibility.

W. Edwards Deming

- Joint effort: DOE and NGLIA
- Goal: Assure and improve quality of SSL products
- Initial efforts
 - Brochure on LED luminaire performance
 - SSL Quality Pledge (coming soon)
 - More to come



NGLIA
NEXT GENERATION LIGHTING INDUSTRY ALLIANCE



GATEWAY Demonstrations for Retailer Energy Alliance

- Newly launched DOE alliance
- Goal: Provide tools to help retailers tackle energy challenges
- Parking lot lighting and other SSL demonstrations in planning stages

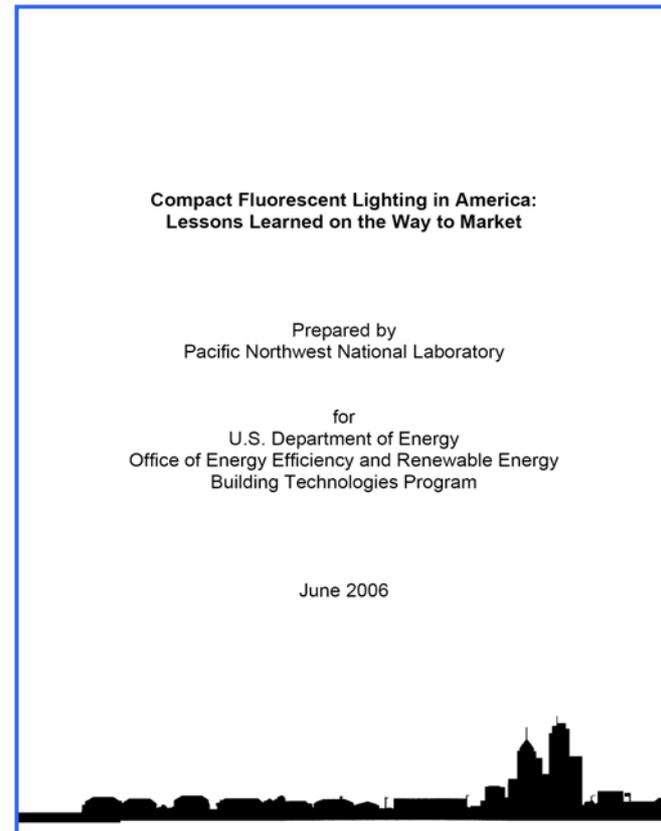
REA Steering Committee

- Wal-Mart
- Target
- Whole Foods Market
- Best Buy
- Food Lion
- Home Depot
- Kohl's
- McDonald's
- Staples
- ASHRAE
- IESNA



Coming: Market Studies and Technical Evaluations

- Life cycle environmental analysis of SSL
- Studies of the cost-effectiveness of SSL for specific lighting applications
- Extending CFL Lessons Learned Study to SSL
- Others





Next Generation Luminaires

- Sponsored by DOE, IALD, IES
- Focus on commercial LED luminaires
- Launched in May 2008
 - Entries due – September '08
 - Winners announced – February '09





L Prize

- Focus on two replacement technologies:
 - 60 W Incandescent
 - PAR 38 Halogen
- Future focus: 21st Century Lamp
- Significant cash prizes, opportunities for federal purchasing agreements, utility programs, other incentives

L PRIZE™



Thank you...



Voices for SSL Efficiency 2008

Sponsored by the U.S. Department of Energy, Northwest Energy Efficiency Alliance, Energy Trust of Oregon, Puget Sound Energy, Bonneville Power Administration