Seminar Outline

**Reconstructing the Business of Light: A Sweeping Response to LED’s**

We have survived the LED storm of the decade, but it’s not over yet.

The lighting industry is under reconstruction. It has redefined luminaire testing protocols, colour and life ratings, the ability to modify and customize, the integration of materials, and so much more. This has allowed for unprecedented choice, but has also presented new challenges.

This seminar tells the LED story: past, present, and future. Topics will include the new methods of assessing colour, taming the technical beast, the power of materials, and sole sourcing. Case studies will demonstrate the progress made and what value was added. We will examine how to restructure the approach to design and procurement to suit the new reality, and how much more expansive and complex LED lighting is becoming.

**Objectives:**

- *At the end of the seminar, attendees will:*
  - grasp the opportunities and challenges of working with progressive technology,
  - appreciate the added-value of new design opportunities, technology, and processes, all in response to LEDs,
  - understand the changing paradigm of the lighting business, from manufacturing through design to installation.