

**Revised!**

## ***Solid State Lighting Industry Trade Association***

David Huff,  
Vice President Business Development and Marketing, OIDA

Special thanks:  
Tom Griffiths, [SolidStateLightingDesign.com/LIGHTimes](http://SolidStateLightingDesign.com/LIGHTimes)  
Jed Dorsheimer, Canaccord Adams  
Bob Steele, Strategies Unlimited



# Agenda

SSLITA

The Solid State Lighting  
Industry Trade Association

- What is SSLITA's vision?
  - Credibility
  - Education and promotion
  - Initiatives
  - Policy
- What is OIDA, the Optoelectronic Industry Development Association?  
How can OIDA help?
- Timeline, next steps
- Summary



*Courtesy Lamina Lighting*



David Huff ([huff@oida.org](mailto:huff@oida.org))

Marketing SSL industry to end markets



This is really a familiar problem. Crossing the chasm. Users to date have been early adopters, willing to self-educate, and work with limited information and sometimes faulty materials. But to go mainstream is an entirely different packaging in marketing parlance. Less educated consumers with pre-conceived expectations (good and bad).

## SSLITA Mission

SSLITA  
The Solid State Lighting  
Industry Trade Association

- To exclusively promote solid state lighting as THE solution in illumination markets by:
  - Maintaining and enhancing the credibility of SSL products and solutions *in the illumination markets*.
  - Provide credible, useful comparisons between SSL and other technologies.
  - Host industry initiatives to improve performance and cost
  - Promote understanding, communication and education in illumination markets
  - Realistically promote solid state lighting to policy makers (Federal and State), in building codes, and in industry subsegments



David Huff (huff@oida.org)

Doesn't want *education*, but *information*

Credibility speaks to the CFL problem. There is already substandard product, in light quality, reliability, and energy performance.

Comparisons speaks to fact-checks of other technologies claims and to credible promotion of SSLs advantages

Initiatives are marketing (like LED City), industry-wide like manufacturing and IP, and technology.

Communication speaks to the 'hunger for information' in the market, the repeated calls at SIL for 'education'

## SSLITA vision

SSLITA

The Solid State Lighting  
Industry Trade Association

- As the industry matures and nears the end of its commercialization phase, a trade association will drive the market development
  - **Sole SSL focus**
  - International scope
  - Promote industry alignment with user illumination markets
  - Advocacy, promotion, education



Courtesy Philips Lumileds



David Huff (huff@oida.org)

Maturing industry had different needs

Maturation of the market speaks to an ease of use and fit for purpose expectation. Think Mac vs. PC. Again, the focus is on information, not education.

## Proposed labeling initiative

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- Work with IES/IESNA, IALD and the lighting industry to develop a series of metrics and terminology that address the illumination industry's need
- Label would wrap together lighting performance, light and color quality, and reliability into simple 'grades' for illumination markets
  - **Will prevent substandard products from damaging industry credibility**
  - Indicates 'fit for purpose', e.g. "lighting grade" product
  - Provides range of 'classes' for higher performance
  - Standardizes and simplifies industry targets
  - Would play a role in counterfeit reduction
  - Extends *Energy Star* to provide differentiation
- Unlike bulbs, these lamps are high-value, long-term purchases → makes SSL and emotional decision



David Huff (huff@oida.org)

Users *married* to this purchase

Not a new standard, but simply an 'integration' of existing standards for specific applications.

What's the value of a label?

Lightbulb: low value purchase, relatively short lifetime, I'm only dating this solution

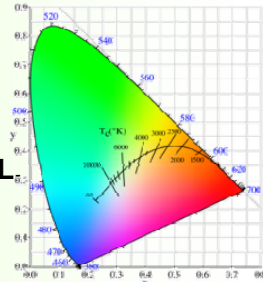
LED luminaire: very long lifetime, very high value purchase (2 OOM), I'm married to this one, and it is a very *emotional* decision

Value of a credible label goes up significantly in this purchase environment, think good housekeeping seal of approval.

# Advantages of SSLITA-mark

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- The SSLITA-mark would be a confidence measure for end markets
- **It would offer a means of comparison with other technologies such as Incandescent, OLED and CFL, pointing out advantages in SSL.**
- It would offer simple metrics to allow higher performance devices to be sold at premium pricing
- It would allow lighting architects to differentiate their offerings with graded products from the SSL industry, helping them to sell the best solution to their clients.
- Since SSL luminaires may have vastly different form-factors, certification of performance is important



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Setting & meeting expectations, differentiating

Provides not basic level of information, but levels of 'quality'. Think premium gasoline (you don't know the contents or probably even that the chemistry is designed to slow ignition, only that it is 'better'), or organic food. Customers have indicated that quality/color is more important than lumens/watt. But we need a simple way to communicate quality. As for enforcement, we would be enforcing a trademark, recognized around the world as enforceable. UL and other labs have enforcement divisions for such activities.

## Education and promotion

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- Lighting designers' typical concerns
  - Known quality of light
  - Repeatable and sustainable performance
  - Predictable lifetime
  - Simplicity of integration
- Consumers' typical concerns
  - Understandable equivalence of performance
  - Suitability as a replacement for a particular "bulb" or luminaire
  - Guarantee of the value proposition (real payback based upon typical usage estimates)
  - Lifetime issues – don't want a electrician to be needed to replace the fixture 10-20 years down the road



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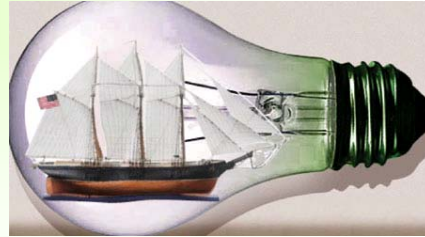
**Users/suppliers need to learn about each other**

Crucial gap in the middle market for design information. More demand for light engines built to spec than designers. This also speaks to standardization of form factors and datasheets; will enable a faster adoption by the middle market which is responsible for about 60% of lighting design.

In addition, we need to learn more about these customers needs, education is a two-way street.

## Education and promotion

- SSLITA would help the industry meet these needs by:
  - Integrating an understandable vocabulary,
  - Labeling initiatives and metrics
  - Outreach and promotion efforts through the media, utility providers and public policy makers
  - Act as a clearing house for relevant design and usage information
  
- Organize the LED Leadership Summit going forward
  - Value chain communication



*LED Leadership Summit homepage 2006*

David Huff ([huff@oida.org](mailto:huff@oida.org))



Bridging the communication gap

## Initiatives

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- Market development through market surveys, studies and Forum/workshop events
- Consortia efforts to improve cost, quality, and performance for the industry
- Develop alternative funding sources for industry improvements



Courtesy Lamina Lighting

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No standards work

Market development initiatives, like LED City  
Consortia efforts to for instance standardize datasheets  
Facilitate partnerships

## ***Policy advocacy***

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- State and federal efficiency standards
- Working with energy providers
- Carbon use labeling and carbon market equivalents
- Supporting government initiatives: e.g. convert government buildings to SSL
- Intellectual property protection



David Huff (huff@oida.org)



**Advocacy of SSL as THE solution**

Focus on SSL as the solution in the face of significant efforts by other industries.

- Under new management
  - Workshops, presentations on SSL topics
- Historically active in SSL market activities.
  - Helped to form the NGLIA
  - Generated the 2001 LED roadmap
- Promotes optoelectronics worldwide with workshops, reports, market surveys, government relations, and unifying the voice of industry.
- Many current activities parallel SSL industry needs:
  - Intellectual property
  - Manufacturing improvement
  - Education and promotion
  - Government funding for initiatives



Optoelectronics Industry  
Development Association

Promoting optoelectronics worldwide and  
advancing the competitiveness of our members

*Will provide an instant infrastructure to jump start SSLITA*



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**Faster time to market**

## OIDA people

SSLITA

The Solid State Lighting  
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- Michael Leiby, CEO: replaced Arpad Bergh in 2005, Silicon Valley veteran, founder of Ignis Optics, a venture-backed company. corporate investor in optoelectronics [including LEDs] for Intel Capital.
- David Huff, VP Marketing and Business Development: 20 years in optoelectronic startup environments with Ortel, Multilink, T-Networks.
- Gordon Day, Director, GR: former NIST Division Chief, optoelectronics, and former Science Advisor, Senator Rockefeller



*The whole philosophy, focus, and approach of OIDA  
changed with this management transition.*



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Change...

## ***Timeline and next steps***

- March 10 – Web conference for interested parties to discuss charter, mission, and organization
- End March – 1- day in-person meeting of members to formalize charter and generate action plan
- March/April – establish liaison with IALD, IES, NEMA, etc
- May 1 – formal launch of SSLITA, begin staffing.



# Summary

- This is about marketing a technology solution, not setting standards.
- An association can accomplish things individual companies cannot.
- Its important to learn from the bad experience of CFLs for fastest adoption.
- As new technologies move into real commercial feasibility, creating customer pull through education and better understanding is key to growth
- OIDA can provide instant infrastructure and experience

Contacts: David Huff, [huff@oida.org](mailto:huff@oida.org), 917-846-1094  
Tom Griffiths, [tomg@compoundsemi.com](mailto:tomg@compoundsemi.com)



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Please contact us for information on the web meeting March 10