

## **TECHNOLOGICAL BREAKTHROUGHS IN OUTDOOR LIGHTING**

### 探索戶外照明科技新領域

- Date 日期 : 26 / 10 / 2016 (Wednesday 星期三)
- Time 時間 : 2pm – 3:30pm
- Venue 地點 : OASIS, Hall 10, AWE  
亞洲國際博覽 10 號展館 OASIS
- Language 語言 : English and Putonghua (with consecutive interpretation service)  
英語及普通話 (附傳譯服務)
- Remarks 備註 : Free Admission (Please click [HERE](#) to register online)  
免費入座 「按此」登記

Time 時間	Programme 程序表
1:45pm – 2pm	Registration 登記
2pm – 2:25pm	<p><b>From Bright Lights to Dark Skies</b> 由燈光到星光</p> <p>Mr Andrew Bissell, Director, Cundall 寬德董事 Andrew Bissell 先生</p> 
2:25pm – 2:30pm	Q&A Session 問答環節
2:30pm – 2:55pm	<p><b>A Glimpse into the Know-How on Outdoor LED Lighting</b> 戶外 LED 照明相關技術探討</p> <p>Mr Victor Chen, CEO, Hangzhou Hpwinner Opto Corporation 杭州華普永明光電股份有限公司總裁 陳凱先生</p> 
2:55pm – 3pm	Q&A Session 問答環節
3pm – 3:25pm	<p><b>Explore the Wonders of Application in Outdoor Lighting</b> 探究戶外照明應用技術</p> <p>Mr Leo Liu, Key Account Manager, OSRAM Opto Semiconductors 歐司朗光電半導體(中國)有限公司華南區 SSL 大客戶經理 劉昱先生</p> 
3:25pm – 3:30pm	Q&A Session 問答環節
3:30pm	End of Seminar

Organiser 主辦機構



Supporting Organisation 支持機構



Remarks 備註:

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

## ABOUT THE SPEAKER



### Mr Andrew Bissell, Director, Cundall

寬德董事 Andrew Bissell 先生

Andrew joined Cundall in 2006 and has 20 years' experience in the field of lighting design and engineering. He heads up Cundall light4; offering architectural lighting design carefully considering all of stages of the of the process including daylighting design, architectural lighting design, light art and lighting control commissioning.

For Andrew the design process starts by understanding the people, their individual tasks and the spaces they undertake those tasks in. Focusing the lighting design on people delivers more comfortable, productive, visually stimulating environments and are typically more energy efficient.

Andrew's is involved in writing and updating the industry lighting guides; he has been involved in an European Union innovative procurement initiative which brought to market products and solutions in the field of ultra-efficient lighting and controls; he has also lectured lighting design and technology on the architecture course at Liverpool John Moores University.

Andrew Bissell 於 2006 年加入 Cundall 並創立燈光設計部門 Cundall Light4。至今 Andrew 已經擁有 20 年的燈光及工程設計經驗。設計範疇涵蓋建築燈光設計，建築自然採光設計，照明藝術設計及燈光控制設計。在設計過程中，針對不同項目類型和不同設計階段，提供完善充分的設計方案。

Andrew 認為成功的設計需由了解用戶的需求開始，了解每個日常細節及了解他們如何利用該空間。把燈光設計專著於用戶需求，打造一個舒適，提高生產力，及為用戶提供視覺享受的空間，以人為本，比只針對空間的照明設計更加節能。

Andrew 還參與照明設計規範的編寫和更新，Andrew 曾倡議歐盟科技創新的財政政策，促使市場引進了超高效照明和控制的產品，除此之外 Andrew 亦曾於利物浦約翰摩爾斯大學建築系任教燈光設計及科技專業。

### Presentation Outline

Andrew Bissell discusses a number of recently completed external lighting designs which include new public spaces, light art sculptures and events. The projects solutions have delivered the end users the ability to interact personally and remotely with the lighting which in turn delivers an animated response. The infrastructure design allows for future adaptations which offer both a local and global reach. At the opposite end of the spectrum, one project seeks to protect the night sky such that the night sky itself, the stars and constellations, are a key element of the user experience.

Andrew 將會探討多個近期完成的室外照明設計項目，其中包括新的公共空間，光影雕塑藝術及光影展覽。這些項目的設計讓公眾與燈光遠程互動，從而帶來動感的光影效果。設計更考慮到未來更新的空間，系統可以彈性更新或添加設備去滿足未來的需要。

另一方面，Andrew 亦著重自然環境光照對用戶的影響，其中一個設計項目就以保護夜空作為主題，使公眾體驗最接近大自然的夜空與星光。



### Mr Victor Chen, CEO, Hangzhou Hpwinner Opto Corporation

杭州華普永明光電股份有限公司總裁 陳凱先生

Mr. Chen Kai, awarded as a pioneering personnel in Organization Department of the CPC Central Committee's "National Ten Thousand Talents Program", innovating talents of Ministry of Science and Technology, is also the senior engineer and founder, CEO, Chairman of the Board of Hangzhou Hpwinner Opto Corporation.

Acting as a China representative at International Commission on Illumination (CIE), a council member at China Industrial Design Association, China Association of Lighting Industry, China Solid State Lighting Alliance, and China Association of Lighting Industry Standardization Technical Committee, he has submitted 451 patents applications with authorization of 232 (including 8 national invention patents) as an leading inventor. Moreover,

being a leader of the lighting industry, he is the prime draftsman of three state standards, such as LED modules Performance Requirements to the General lighting applications".

Owing to its advantages in products and business model, the company HPWINNER that he established enjoys a rapid development and has become a leading enterprise in China outdoor high-power LED lighting (ranking first in its industrial segment in 2015). It is awarded as a National high-tech Enterprises, and a China Industrial Design Model Base in its first batch. In 2015, it was successfully listed on the National Equities Exchange and Quotations (NEEQ) with a stock code of 833888.

陳凱，中組部國家“萬人計劃”領軍人才，科技部科技創新創業人才，高級工程師，杭州華普永明光電股份有限公司創始人、董事長兼總裁。

CIE (國際照明學會) 中國區代表、中國工業設計協會理事、中國照明電器協會理事、國家半導體照明工程研發及產業聯盟理事、中國照明電器協會標準化技術委員會委員，以第一發明人申報專利 451 項，授權專利 232 項，其中國家發明專利已授權 8 項。且主起草《普通照明用 LED 模塊性能要求》等 3 項國家標準，成為行業領軍人物。

其創辦的“華普永明”因產品優勢及商業模式優勢發展迅速，已躍居中國 LED 戶外大功率照明細分領域龍頭企業 (2015 年行業排名第一)，系國家高新技術企業、中國首批工業設計示範基地，並於 2015 年掛牌新三板，股票代碼 833888。

### Presentation Outline

An introduction of the current Outdoor LED lighting's working environment standards and product status as well as the advantages and necessity of modularization in LED Outdoor Lighting based on the analysis of heating, waterproofing, lighting distribution and reliability challenged by various outdoor factors such as wind, rain, thunder and chemical issues. Mr Chen will also touch on the applications of modular lighting products and some case studies.

介紹當前 LED 戶外工作環境標準及產品現狀；根據 LED 在戶外面臨的各種考驗，如風雨、雷電、化學物質等，對散熱、防水、配光、可靠性等方面進行深入的分析探討，介紹模組化方案的優勢及其必然性；模組化產品的應用及精彩案例賞析。



### Mr Leo Liu, Account Manager, OSRAM Opto Semiconductors

歐司朗光電半導體(中國)有限公司華南區 SSL 大客戶經理 劉昱先生

Mr Liu in Japan in the earlier years and been in the LED industry for 8 years ever since. He has worked in positions such as senior engineer, senior product manager and account manager at Cree, Seoul and Osram.

劉先生早年曾留學日本，回國後 LED 行業從業經驗 8 年，曾先後在 Cree, Seoul 和 Osram 擔任高級工程師，高級產品經理和大客戶經理等職位。