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OSRAM innovations set to brighten up CEATEC 2008

OSRAM Opto Semiconductors announced its participation at CEATEC 2008 which is Japan's leading showcase for cutting edge IT and electronics, but also one of the most high-profile shows of its kind worldwide. Held at the state-of-the-art Makuhari Messe exhibition centre in Chiba Prefecture from Tuesday 30th September to Saturday 4th, October, this year's CEATEC show will be the biggest yet with over 900 exhibitors. OSRAM is going to display its extensive LED portfolio for solid state lighting and automotive illumination.

OLED technologies that broaden designers' creative horizons

Major highlights of the OSRAM display will include the first Asian appearance of one of the extraordinary table lamps world-renowned lighting designer Ingo Maurer has created with OSRAM organic LEDs (OLEDs). An outstanding example of OSRAM's ingenuity and Mr Maurer's creativity, the limited edition "Early Future" lamp utilizes lighting tiles freshly developed by OSRAM's advanced Research and Development laboratory. "We are delighted to be able to bring Asia its first glimpse of such an exciting new style of lighting. This first OLED function lamp also proved that OSRAM is committed to anticipating and developing the lighting technologies of the future," said Dr. Alfred Felder, President & CEO of OSRAM Opto Semiconductors Asia.

OLEDs offer similarly high-energy efficiency, low operating voltage and mercury-free design benefits to conventional LEDs. These revolutionary new light sources also possess some impressive properties of their own. In using a uniform light-generating surface rather than a collection of individual light points as their primary light source, OSRAM OLEDs enable unprecedented levels of layering. The impressive end result is lights that are not only incredibly thin, but also amazingly scalable.

Setting new benchmarks in automotive safety and style

LEDs from OSRAM Opto Semiconductors on show at CEATEC 2008 are already used in the legally mandatory daytime running headlights now fitted as standard on Audi's popular, mid-range A4 models. Incorporating state-of-the-art chips and a specialist SMT package, these innovative Advanced Power TOPLEDs deliver a winning combination of high-visibility safety and stylish good looks. Best of all the lights generate 18-lumen of uniform white light from an operating current of just 140mA, barely affecting drivers' fuel consumption in the process.

In addition to its ultra-low power consumption and high functionality, these new TOPLEDs offer automotive designers the creative flexibility of an astonishingly compact housing measuring just 2.8mm x 3.2mm. What colored LEDs did for rear combination lamps (RCLs) integrating tail lights, flashers and brake lights, the new OSRAM TOPLEDs at CEATEC 2008 are now replicating on the front of vehicles.

Redefining the future of the luminaire

Another must-see at OSRAM's booth will be a new range of 80 CRI-rated, UL-certified Lotus 16-Watt LED Luminaires incorporating OSRAM's OSTAR-Lighting LEDs. The OSTAR-Lighting is very reliable due to its long product lifetime up to 50,000 hours. In addition to a choice of 12" and 27" beam angles, Lotus users will enjoy the flexibility of a unique WattageAdjust® feature that enables seamless switching between 6W, 11W and 16W operating modes.

Japan lighting professionals to enjoy their first experience of OSRAM LLFY

Also making its Japanese debut at the show will be OSRAM Opto Semiconductors' "LED Light For You" (LLFY) platform. Established in 2006, LLFY opens a new dimension in knowledge sharing between OSRAM's solid-state lighting customers and partners. By simply accessing the network, customers can easily contact some 60 certified partners worldwide – over 30 of them in Asia Pacific. All partners have been carefully selected because of their first class track record in providing value-added technological innovation and technical support in the fields of Optical, Thermals and Electrics. Ultimately, the LLFY network offers unprecedented support to customers who wish to transform their lighting ideas into a new generation of LED applications. LLFY signature solutions that will be highlighted at CEATEC 2008

include a ground-breaking street lamp from Cooler Master which incorporates OSRAM's Golden DRAGON LEDs.

Those wishing to discover more about OSRAM Opto Semiconductors and the many genuinely eye opening opportunities opened up by its OLED technologies and LLFY platform should really visit Stand 8K28 in Hall 8 of CEATEC 2008.

ABOUT OSRAM OPTO SEMICONDUCTORS

OSRAM is part of the Industry sector of Siemens and one of the two leading lighting manufacturers in the world. Its subsidiary, OSRAM Opto Semiconductors GmbH in Regensburg (Germany), offers its customers solutions based on semiconductor technology for lighting, sensor and visualization applications. OSRAM Opto Semiconductors has production sites in Regensburg (Germany) and Penang (Malaysia). Its headquarters for North America is in Santa Clara (USA), and for Asia in Hong Kong. OSRAM Opto Semiconductors also has sales offices throughout the world. In the 2007 fiscal year (to the end of September) OSRAM Opto Semiconductors employed more than 4000 people and achieved sales totaling 520 million euros. For more information go to www.osram-os.com



Picture: Ingo Maurer / OSRAM

Early Future – a work of art by Ingo Maurer with OLEDs from OSRAM

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