

# OPTOmism

OIDA's Executive Forum & Conference

MAY 18-20, 2009

SANTA CLARA, CALIFORNIA

Powering the Green Revolution through Photonics



OPTOmism addresses the growing and critical role that photonics is playing in global efforts to "live green."

## Executive and Investor Forum: May 18, 2009



**Vinod Khosla – Keynote**  
Founder, Khosla Ventures



**Chuck Swoboda – Keynote**  
CEO and Chairman, Cree



**Greg Kats – Keynote**  
Managing Director, Good Energies

## Technical Conference: May 19 & 20, 2009



**Dr. Steven Chu – Plenary**  
*Nobel laureate; US Energy Secretary*



**Dr. Arno Penzias – Plenary**  
*Nobel laureate; New Enterprise Associates*



**Dr. Rick Duke – Plenary**  
Director, Center for Market Innovation  
Natural Resources Defense Council

Join over 100 senior speakers from industry, government, and academia addressing the technology, business and regulatory aspects of the key enablers for next-generation energy and cleantech solutions, representing:

SCHOTT Solar	Siemens	Sandia Labs	JDSU	GreenVolts
Applied Materials	Chevron	Moser Baer	Coherent	Finisar
3M	Veeco	Harvard University	Novaled	Dialight
Cree	Jabil	Ocean Optics	Newport	Siemens
Philips Lumileds	Princeton-MIRTHE	Fraunhofer	Luxtera	Ernst & Young
Duke Energy	Osram	ABB	Perkin Elmer	LLNL
Xcel Energy	NREL	Cisco	Qorex	
Intel	Shell	Lawrence Berkeley	Infinera	...and many more

OPTOmism reflects the increasing importance of photonics to manage the environment and conserve global resources. Key topics include "green" market overviews, market access, business models, and value chain issues. Industry executives, researchers, engineers, and investors can examine many green photonics technologies, explore their business implications, and review technology roadmaps with industry leaders.



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## Executive and Investor Forum – May 18, 2009

07:30 - 08:00	Registration and Continental Breakfast
08:00 - 08:15	<b>Dr. Michael Leppy</b> , President and CEO, OIDA
<b>Plenary Sessions</b>	
08:15 - 09:00	<b>Greg Kats</b> , Managing Director, Washington/USA, Good Energies
09:00 - 09:45	<b>Chuck Swoboda</b> , President, CEO, and Chairman, Cree
09:45 - 10:30	<b>Vinod Khosla</b> , Founder, Khosla Ventures
10:30 - 10:45	Break
<b>Sensing Panel - Low Hanging Fruit: Improving Energy Discovery, Generation, and Efficiency</b>	
10:45 - 11:15	<b>David Mohler</b> , VP and CTO, Duke Energy, Keynote
11:15 - 12:15	<b>Dr. Ray Gogel</b> , VP and CAO, Xcel Energy
	<b>Alfred Feitisch</b> , SpectraSensors
	<b>Henrik Hofvander</b> , CEO, Zolo Technologies
	<b>Dr. Nadim Maluf</b> , EVP and CCO, LumaSense ( <i>Moderator</i> )
	<b>Serge Melle</b> , Vice President, Technical Marketing, Infinera
	<b>Paul Sanders</b> , Founding Partner, Qorex
12:15 - 13:40 Lunch	<b>Dr. Jan Werthen</b> , Photonic Power Business Unit, JDSU (T)
	<b>Joe Muscat</b> , Partner and Americas Director of Cleantech and Venture Capital, Ernst & Young <b>Follow the Money</b> Keynote & Panel with VC and investment bankers
<b>Scaling Panel - Scaling Manufacturing: Arming the Revolution</b>	
13:40 - 14:00	<b>Dr. Gerald Fine</b> , President and CEO, SCHOTT NA, Keynote
14:00 - 15:00	<b>Brian Althaver</b> , VP of Business Development, Jabil
	<b>Bert Bruggeman</b> , VP of Operations and GM, SVTC
	<b>Dr. John Patrin</b> , VP of Marketing, Veeco Instruments
	<b>David Reamer</b> , CEO, Ascir ( <i>Moderator</i> )
	<b>Tom Rohrs</b> , Chairman, Vignani Technologies (T)
	<b>Don Veri</b> , President, OTB Solar (T)
	TBD – Equipment manufacturer
	TBD – Investment banking partner
15:00 - 15:15	Break
<b>Corporate Investors Panel - The Strategic View</b>	
15:15 - 16:15	<b>Mark Copman</b> , VP Corporate Development, 3M
	<b>John Dexheimer</b> , Partner, First Analysis ( <i>Moderator</i> )
	<b>Annette Finsterbusch</b> , Director, Applied Ventures
	<b>Gerd Goette</b> , Managing Partner, Siemens Venture Capital
	<b>Greg Kats</b> , Managing Director, Washington, Good Energies
	<b>Frank Levinson</b> , Managing Director, Small World Group
	<b>Dr. Don Reilly</b> , Venture Executive, Chevron Technology Ventures
	<b>Stephen Eichenlaub</b> , Managing Director, Intel Capital
<b>Innovators Panel - Crossing the Chasm - Innovative Business Models: Turning Green into \$\$</b>	
16:15 - 16:25	<b>Russ Johnson</b> , Partner, KPLJ Ventures ( <i>Moderator</i> ), Introductory Speaker
16:25 - 17:25	<b>Michael Cumbo</b> , Senior VP, NanoGram
	<b>David Reamer</b> , CEO, Ascir
	<b>Dr. Neil Sbar</b> , VP, Technology, Sage Electrochromics
	<b>Dr. Gildas Sorin</b> , CEO, Novaled
	<b>Michael Woelk</b> , President and CEO, Picarro
	TBD
17:25 - 17:40	<b>Dr. Michael Leppy</b> , President and CEO, OIDA
17:40 - 19:40	Networking Reception



## OPTomism Technical Conference: Powering the Green Revolution through Photonics Tuesday May 19, 2009 ♦ Day 1

8:00 – 8:05	OIDA Welcome		
8:05 – 8:50	Dr. Dave Irvine-Halliday, Light Up the World Foundation, Plenary		
8:50 – 9:35	Dr. Arno Penzias, Nobel Laureate, Partner NEA, Financial Opportunities Plenary		
	<b>Track 1 – Solar</b>	<b>Track 2 – SSL and Display</b>	<b>Track 3 – Sensing and Spectroscopy</b>
9:50 – 11:40	<b>Solar Technology Developments</b>	<b>Commercializing LEDs</b>	<b>Process Control</b>
	Dr. Lawrence Kazmerski, NREL	Ty Mitchell, CREE (T)	Prof. Federico Capasso, Harvard University
	Annette Krisko, Cardinal Glass	Dr. Berit Wessler, Osram Opto Semiconductor	Dr. John Coates, Coates Consulting
	Dr. Xiaonan Li, NREL	Dr. Dietrich Bertram, Philips	Dr. David Krohn, Light Wave Venture
	TBD	Dr. Jim Tzeng, JTProfound Technology	Prof. Harry Stephanou, Univ. of Texas
1:00 – 2:30	<b>CPV Technology</b>	<b>Next Step in Lighting</b>	<b>Oil Field Services</b>
	Dr. Nasser Karam, Spectrolab	Dr. Robert Steele, Strategies Unlimited	Jim Andersen, US Sensor Systems
	Vijaya Moham Raj, Moser Baer India	Dr. E. Fred Schubert, RPI	Mikko Jaaskelainen, Shell/Sensortran
	Dr. Lewis Fraas, JX Crystal	Dr. Jeffrey Tsao, Sandia National Labs	Samir Seth, Petroleum Geo-Services
Bob Cart, GreenVolts, TBD	Leah Chen, Univ. of British Columbia		
3:00 – 3:40	Dr. Steven Chu, Nobel Laureate, U.S. Secretary of Energy, Policy and Technology Plenary		
3:40 – 4:20	Michael Holt, CEO, Philips Lumileds, Plenary		
4:20 – 5:00	TBD		
5:00 – 7:00	Networking Reception with Poster Session		

## Wednesday May 20, 2009 ♦ Day 2

8:00 – 8:45	Dr. Rick Duke, Director, Center for Market Innovation, Natural Resources Defense Council, Policy Keynote		
8:45 – 9:45	Laser Manufacturing for the Green Revolution Panel		
	<b>Track 1 – Solar</b>	<b>Track 2 – SSL and Display</b>	<b>Track 3 – Sensing and Spectroscopy</b>
10:15 – 11:35	<b>Photonics in Solar Manufacturing</b>	<b>Efficient Display Technologies</b>	<b>Environmental Monitoring</b>
	Viren Rana, Applied Materials	Chris Williams, UK Displays & Lighting Knowledge Transfer Network	Dr. Anna Michel, MIRTH Center, Princeton University
	David Clark, Newport Corporation	Noah Horowitz, NRDC	Dr. Jason Eichenholz, Ocean Optics
	Dr. Finlay Colville, Coherent, Inc.	TBD	Nebiyu Adello Yebo, Ghent University
	Michael Scaggs, Vytek Laser Systems	Tushar Dhayagude, mSilica Inc.	Dr. Xiaojun Wang, Adtech Optics
1:00 – 2:20	<b>Solar Manufacturing Metrology</b>	<b>Commercializing Lighting</b>	<b>Generation and Distribution</b>
	Dr. Keith Emery, NREL	Jonathan Livingston, Livingston Energy Innovations	Dr. Thomas Bosselmann, Siemens Corp.
	Prof. Andrew Evans, Aberystwyth University	Noel Clarke, NovaLED AG	Dr. Klaus Bohnert, ABB Switzerland
	Art Feldman, Newport Corporation	Dr. Gareth Jones, Enfis Ltd.	Dr. Nabeel Riza, CREOL-UCF
	Dr. Erik Novak, Veeco Instruments	John Rooymans, Lemnis Lighting	Denis Boudreau, PerkinElmer
	<b>Track 4</b>	<b>Track 2 – SSL and Display</b>	<b>Track 5</b>
3:40 – 4:50	<b>New and Novel Applications of Photonics for Sustainability</b>	<b>Applications for SSL</b>	<b>Green Communications and IT</b>
	Dr. Tomás Díaz de la Rubia, Lawrence Livermore National Laboratory	Kevin Gauna, California Lighting Technology Center	Dr. John Shalf, Lawrence Berkeley National Laboratory
	Dr. Leo Schowalter, Crystal IS	Gordon Routledge, Dialight	Dr. Loukas Paraschis, Cisco Systems
	Dr. Theo Kleinfeld, University of Duisburg-Essen	Dave Leonard, Redwood Systems	Dr. Thomas Mason, JDSU
	Dr. Lars Brusberg, Fraunhofer Institute	Dr. Rafael Jordan, Fraunhofer IZM	Thomas Ellison, Finisar
	Dr. Willem Hoving, XiO Photonics	Cary Eskow, LightSpeed	Thomas Palkert, Luxtera