

OPTOmism

OIDA's Executive Forum & Conference

MAY 18-20, 2009
SANTA CLARA, CALIFORNIA

Powering the Green Revolution through Photonics

The OPTOmism conference addresses the future of green photonics™ technologies and markets.

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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Visit the OPTOmism website for more details: www.optomism.com



Program Overview

Monday May 18, 2009

OPTOmism Executive and Investor Forum

8:00-5:40 with Evening Reception

- 8:00 – 10:30 Plenary Talks (3)
- 10:45 – 12:15 Sensing Panel
Low Hanging Fruit-Improving Energy Discovery, Generation, and Efficiency
- 12:15 – 1:40 Lunch with Keynote and VC and Investment Banker Panel
- 1:40 – 3:00 Scaling Panel
Scaling Manufacturing: Arming the Revolution
- 3:15 – 4:15 Corporate Investors Panel
The Strategic View
- 4:15 – 5:25 Innovators Panel
Crossing the Chasm: Innovative Business Models—Turning Green into \$\$
- 5:40 – 7:40 Networking Reception

Tuesday May 19, 2009

OPTOmism Technical Conference – Day 1

8:00-5:00 with Evening Reception

- 8:00 – 9:35 Plenary Talks (2)
- 9:50 – 11:40 Track 1: Solar – Solar Technology Developments
Track 2: SSL/Display – Commercializing LEDs
Track 3: Sensing and Spectroscopy – Process Control
- 1:00 – 2:30 Track 1: Solar – CPV Technology
Track 2: SSL/Display – Next Step in Lighting
Track 3: Sensing and Spectroscopy – Oil Field Services
- 3:00 – 5:00 Plenary Talks (3)
- 5:00 – 7:00 Networking Reception with Poster Session

Wednesday May 20, 2009

OPTOmism Technical Conference – Day 2

8:00-5:00

- 8:00 – 9:45 Policy Keynote and Panel
- 10:15 – 11:45 Track 1: Solar – Photonics in Solar Manufacturing
Track 2: SSL/Display – Efficient Display Technologies
Track 3: Sensing and Spectroscopy – Environmental Monitoring
- 1:00 – 2:40 Track 1: Solar – Solar Manufacturing Metrology
Track 2: SSL/Display – Commercializing Lighting
Track 3: Sensing and Spectroscopy – Generation and Distribution
- 3:00 – 5:00 Track 4: New and Novel Applications of Photonics for Sustainability
Track 2: SSL/Display – Applications for SSL
Track 5: Green Communications and IT