guangzhou international
lighting exhibition
广州国际照明展览会

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整
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The Convergent Future

9 – 11 June 2017
Opposite to Hall 4.1, Along Pearl Promenade
China Import and Export Fair Complex,
Guangzhou, China

6 月 9 – 11 日
展厅 4.1 对出，珠江散步道
中国进出口商品交易会展馆
中国广州

Organizer 主办单位：

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Co - Organizer 承办单位：

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THINKLIGHT: The Convergent Future 思索照明・整合未来

9 – 11 June 2017
China Import and Export Fair Complex, Guangzhou, China

This year our event is set under the theme, "**THINKLIGHT: The Convergent Future**". To further demonstrate the theme, two concurrent forums will be held along the Pearl Promenade during the fair, "**TheConvergentFutureForum**" and "**THINKLIGHT Forum**". "**TheConvergentFutureForum**" will explore two major trends surrounding convergence in the lighting industry. They include the intersection of LED technology and the IoT as well as embedded digital art in architectural spaces. "**THINKLIGHT Forum**" will discuss the lighting from three perspectives including concept, project and application basis.
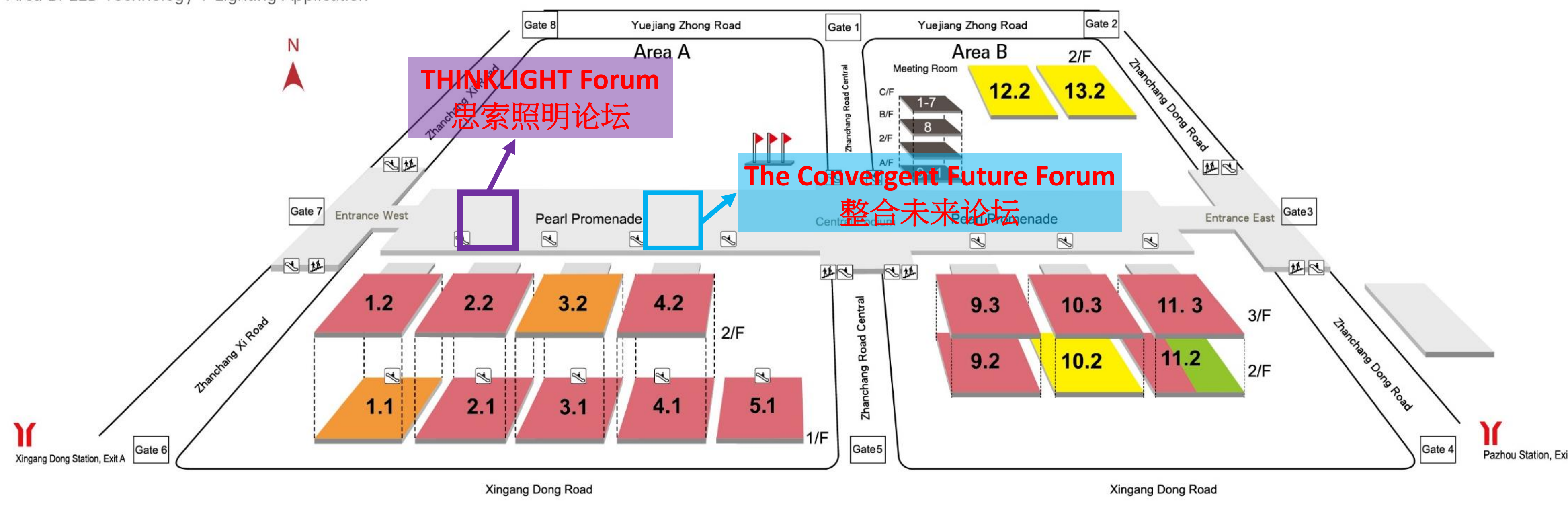
呼应本年展会主题"整合"，同期活动将以"整合未来"和"思索・照明"为两大方向，协助业界人士洞悉照明与跨行业合作所创造的契机和前景。"整合未来"论坛，聚焦照明行业的两大整合趋势，包括LED技术和物联网的融合，以及数码艺术如何融入建筑空间。"思索・照明"论坛主要讨论城市和商业空间的基本照明概念。论坛将聚焦照明质素，包括色彩、视觉、舒适度和组合。此外，主题亦会涵盖嵌入式灯光，即直接将LED灯嵌入建筑物料(如墙壁、地板和天花表面等)。相关议题将推动行业进一步完善产品设计、规格和制造，创造更多美观且实用的产品。

2017 Hall overview plan

Comprehensive product range
Area A: Equipment & Component + Lighting Application
Area B: LED Technology + Lighting Application

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Agenda at a Glance
议程一瞥 (09/06/2017)

Keynote Sessions: The Internet of Lights
主题演讲环节: 互联网下的照明行业

Time	Topic	Speaker	Speaker (CN)
10:15 – 10:30	Opening Ceremony 开幕式及欢迎致辞		
10:30 – 11:05	IoT Connected Street Lighting for Smart City 物联网路灯·智慧城市	Dr. Wu Chou IEEE Fellow · CTO of Gateway and Enterprise Network · Huawei Network Product Line	周芜博士 IEEE院士 华为网络产品线首席技术官（交换机和企业网关）
11:05 – 11:40	The Internet of Lights and Smart City Development 物联网时代的的照明与智慧城市建设	Mr. Sunny Shen Head of Marketing, Philips Lighting (China)	沈晓晖先生 飞利浦照明大中华区市场部总经理
11:40 – 12:15	The New Value of Lighting in the "Post-LED" Era 后LED时代的照明新价值思考	Mr. Xiaoming Qi, Board Director, Vice GM and CTO, OPPLE Lighting Co., Ltd.	齐晓明先生 欧普照明股份有限公司董事兼副总经理、首席技术官
12:15 – 13:00	The Convergence of IoT with Smart Street Lighting 智能路灯与物联网的融合	Mr. Chris Johnston Regional Sales Manager - Asia Pacific, Telensa Ltd.	庄思栋先生 Telensa Ltd. 亚太区销售经理

Session Highlight: Wireless Mesh Network
亮点: 无线网状网络技术

Time	Topic	Speaker	Speaker (CN)
13:30 - 14:00	Qualcomm BLEMesh: Great User Experience of Smart Lightings 无控而 "智"	Mr. Mason Song General Manager, Trusted Link Technology Limited	宋朔先生 深圳市芯联锐创科技有限公司总经理
14:00 - 14:30	Integration of Xlink IoT Platform with Lighting Industry 云智易物联网云平台与照明行业的融合	Ms. Sammy Lei CEO, Xlink IoT Platform	雷巧萍女士 云智易物联云平台行政总裁

Session Highlight: Li-Fi Technology
亮点：Li-Fi技术

Time	Topic	Speaker	Speaker (CN)
14:30 - 15:00	Li-Fi Technology and Application Li-Fi 技术及应用	Prof. Nan Chi Fudan University	迟楠教授 复旦大学
15:00 - 15:30	Li-Fi - The Union of Light & Technology LI-Fi – 照明与技术的整合	Mr. Deepak Solanki Co-Founder & CEO, Velmenni	Deepak Solanki 先生 Velmenni 总裁

Session Highlight: Effective means for Smart Lighting – From Big Data to Smart Data
亮点：如何实现智慧照明 - 大数据及智能数据

Time	Topic	Speaker	Speaker (CN)
15:30 – 16:00	Smart City: The Integration of Light and Internet 智能城市：照明与互联网技术的整合	Mr. Mengming Yao Head of Design, Philips Lighting (China)	姚梦明先生 飞利浦照明中国区照明设计和应用部总经理
16:00 – 16:30	Cyber Security for Smart Lighting 智能照明的网络安全	Mr. Magic Tong Assistant Technical Manager of Lighting, DEKRA Testing and Certification (Shanghai) Limited	童池兵先生 德凯质量认证上海有限公司灯具技术副经理

Session Highlight: Effective means for Smart Lighting – Smart Dimming and Control
亮点：如何实现智慧照明 - 智能调控

Time	Topic	Speaker	Speaker (CN)
16:30 – 17:00	Importance of Dimming Performance in Smart Lighting 调光性能及驱动是智能照明的取胜关键	Mr. Kelvin Kwong, Product Marketing Manager, GRE Alpha Electronics Ltd	Kelvin Kwong 先生 GRE Alpha Electronics Ltd 产品销售经理
17:00 – 17:30	Application of Smart Lighting & Case Study 智能照明应用及方案	Mr. Webster Chu Specifier Service & Application Support Manager - Asia Pacific, Xicato Inc.	朱奕伦先生 Xicato Inc. 照明设计业务发展及应用工程经理 - 亚太区

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议程一瞥 (10/06/2017)

Session Highlight: Smart Cities – The Future of Urban Lighting
亮点：智能城市与未来城市照明发展

Time	Topic	Speaker	Speaker (CN)
10:00 – 10:30	Smart Cities Management under Urban LED Lighting System Case Studies 搭载于LED照明系统的智慧化城市管理与服务系统项目分享	Dr. Fangqin Yang Department of Physical Electronics, Fudan University	杨方勤博士 复旦大学物理电子学（半导体照明与智慧照明方向）
10:30 – 11:10	Smart Lighting for Smart Cities 智能城市及未来城市照明发展	Ms. Nikita Junagade Communication Manager, LUCI Association	Nikita Junagade 女士 LUCI 通讯经理
11:10 – 11:40	IoT Lighting Lights up Smart Cities 互联照明点亮智慧城市	Dr. Feng Huang Senior Expert, Philips Lighting (China) Investment Co. Ltd	黄峰博士 飞利浦照明（中国）投资有限公司创新部 高级专家
11:40 – 12:10	Development Trend of Smart Controlling Technology in Smart City 智控技术在智慧城市中的发展趋势	Mr. Min Pu Board Director & Vice President, Lumlux Lighting Inc.	浦敏先生 苏州纽克斯电源技术股份有限公司董事、副总经理

Session Highlight: Lighting & Digital Art - Have media façades become our modern urban monuments?
亮点：照明与数码艺术如何重新改造公共空间

Time	Topic	Speaker	Speaker (CN)
13:00 – 13:30	Bringing Computational Design into Media Architecture - Research to Enable Architecture in the Second Machine Age 计算设计融合媒体建筑	Dr. M. Hank Haeusler Director, Media Architecture Institute	M · 汉克 · 霍伊斯勒 博士 Media Architecture Institute 总监
13:30 – 14:00	Luminous Facades 照明立面	Ms. Florence Lam Director, Ove Arup & Partners Ltd.	Florence Lam 女士 Ove Arup & Partners Ltd.总监
14:00 – 14:30	Space Creation in Digital Era 数字化场所营造	Prof. Zhigang Chang (PhD) School of Architecture, Central Academy of Fine Arts, China	常志刚先生 中央美术学院建筑学院副院长、教授
14:30 – 15:00	Topic to be confirmed 演讲主题待定	Mr. Maxime Houot Artistic Director, Collectif Coin	Maxime Houot先生 Collectif Coin艺术总监
15:00 – 15:30	Media Facades Design under Limited Budgets 从无限到有限成本管控下的商业建筑媒体立面设计	Mr. Alex Xu Chief Designer, Alex Xu & Partners International Design Consultant (H.K.) Co., Limited	徐清流先生 A&P普莱思国际照明设计顾问(香港)有限责任公司主持设计师
15:30 – 16:10	Media Architecture and Landscape Lighting 媒体建筑与景观照明	Mr. Zhenzong Zhong Head of Landscape Lighting Department, SZUM	钟振宗先生 深圳市灯光环境管理中心景观照明部部长

Session Highlight: Lighting & Digital Art - The Colour and Lighting Technologies for Media Facades
亮点：照明与数码艺术色彩及技术

Time	Topic	Speaker	Speaker (CN)
16:10 - 16:40	Application of Interactive Control System in Landscape Lighting 互动控制系统在景观照明中的应用	Mr. Steve Lau Deputy Head of the Institute of Intelligent Lighting, Hangzhou YD Illumination Co., Ltd	刘腾海先生 杭州勇电照明有限公司智能照明研究所副所长
16:40 – 17:10	Media Architecture and LED Application 媒体建筑及LED应用	Mr. Will Huang Head of ODM/ OEM Business StrongLED Lighting System Group	黄士豪先生 大峡谷照明系统集团ODM/OEM经理

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Session Highlight: How the street lighting have been given a hi-tech makeover?
亮点：高科技街道照明发展前景

10:30 – 10:40	Opening Remarks 高科技街道照明发展前景总览		
10:40 - 11:20	Smart Lighting: The Gateway to a Smarter City 智慧路灯·通往智慧城市的桥梁	Ms. Yunxia Feng Vice President, Fonda Technology Co., Ltd	丰云侠女士 浙江方大智控科技有限公司副总
11:20 - 12:00	Multi-classified LED Smart Controls by Ume-Link LED路灯控制的厂商痛点与优联方案	Mr. Philip Huang CEO, Zhejiang UMElink Intelligent Technology Co., Ltd.	黄健翔 先生 浙江优联智能科技有限公司总裁

Session Highlight: Wi-Fi Forum (Organized by Wi-Fi Alliance)
亮点：Wi-Fi 论坛 (由Wi-Fi Alliance 承办)

The forum focuses on the discussion on cross industry collaboration for smart home solutions. What will be the challenges brought forward? How to leverage other industry's knowledge starting or shortening self-company exploring in the new field?		集中探讨如何透过跨行业合作，应用Wi-Fi技术为智能家居提供解决方案，带领行业在新领域拓展业务	
13:00 – 13:20	Wi-Fi overview Wi-Fi 总览	Mr. Jerry Huang Director, Greater China Region, Wi-Fi Alliance	黄家瑞先生 Wi-Fi Alliance大中华区总监
13:20 – 13:35	Smart with Wireless Connection 智慧无线网络链接	Mr. Qing Li CEO, Winner Micro	李庆先生 北京联盛德微电子有限责任公司总裁
13:35 – 13: 50	Cross Industry Collaboration 跨行业合作	Dr. Miao Wang Patent and Standard Director, Haier	王淼博士 海尔智慧生活平台标准专利部总监
13:50 – 14:05	The Smart Appliance Value-Add 智能家电增值功能	Mr. Jun Zhang IoT Standard Director, Midea	张军先生 美的集团智慧家居研究院产品标准总监
14:05 – 14:20	Smart Solution and Challenges 智能解决方案及挑战	Mr. Long Wang Department VP, Wi-Fi Spreadtrum Communications, Inc.	王泷先生 展讯通信有限公司副总裁
14:20 – 14:35	Smart Lighting 智慧照明	Mr. Yan Sun Standardization Committee, China Illuminating Engineering Society	孙彦先生 中国照明学会标准技术委员会委员
14:35 – 15:00	Roundtable 讨论环节	Moderator: Mr. Jerry Huang Director, Greater China Region, Wi-Fi Alliance	主持人： 黄家瑞先生 Wi-Fi Alliance大中华区总监

Session Highlight: IoT in Commercial Buildings – Connected Lighting & Beyond
亮点：商业照明及物联网融合 - 连接及未来发展

15:00 – 15:10	Opening Remarks 商业照明及物联网融合发展总览		
15:10 – 15:50	Wireless and Sensing Technology Create New Value for Lighting System 无线及感应技术为照明系统带来的意义	Mr. Peng Xiao Technical Marketing Manager, Murata (China) Investment Co., Ltd	肖鹏先生 村田(中国)投资有限公司技术市场经理
15:50 – 16:20	Lighting in the Internet of Things 物联网下的照明行业	Mr. Tjaco Middel Head of R&D, Asia Pacific, Tridonic China	Tjaco Middel 先生 研发主管·锐高

整合未来 The Convergent Future

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Our Speakers
演讲嘉宾

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演讲嘉宾

Mr. Alex Xu
Chief Designeer, Alex Xu & Partners
International Design Consultant (H.K.)
Co., Limited
徐清流先生
A&P普莱思国际照明设计顾问(香港)有限责任公司主持设计师

CLDA (Chinese Lighting Designer Association)	Senior Member
AALD (Asian Association of Lighting Designers)	Senior Member
APHDA (Asia Pacific Hotel Design Association)	Senior Member

Design Focus: Urban and city lighting, 5-star hotel lighting, indoor and outdoor lighting

CLDA华人照明设计师协会	高级会员
AALD亚洲照明设计师协会	资深会员
APHDA亚太酒店设计协会	资深会员

照明研究方向：城市综合体、五星级酒店、文化旅游城等项目的室内外照明设计

Mr. Chris Johnston
Regional Sales Manager - Asia Pacific, Telensa Ltd.
庄思栋先生
Telensa Ltd. 亚太区销售经理

Chris Johnston stands as the regional representative of a company at the forefront of the fastest moving technology industry trend: smart city technologies. As Regional Sales Manager of Cambridge, UK based technology company Telensa, Chris is championing the mission of bringing the world's number one and most widely deployed Smart Street Lighting system to the Asia Pacific Region. Having opened the company's first regional office in Singapore half a year ago, Chris has been passionately working to build new markets in the Far East region by raising awareness of the significant energy saving and maintenance reducing advantages of Smart Street Lighting among the city authorities, councils and utility companies who own, manage and maintain street lights. His current focus is building up the new export channels and distribution networks across Asia Pacific for Telensa in order to facilitate the growth of the company into the region.

As an export orientated technical sales professional, Chris, who is a graduate of Mechanical engineering, has been working in the Asia Pacific region for more than half a decade and has helped several UK based technology companies to both grow sales and enter new markets in Asia with great success. He hopes to continue this success with Telensa's already world leading #1 Smart Street Lighting technology.

Chris Johnston是一家走在智慧城市科技发展前端公司的区域化表。作为英国科技公司Telensa 的区域销售经理，Chris成功将全球首屈一指并于不同城市广泛使用的智能路灯照明系统带到亚太地区。

Telensa在亚太区的第一家分公司在一年半以前在星加坡成立，作为公司亚太区的销售经理，Chris不断向亚太地区不同城市政府、城管人员、拥有及负责管理路灯的能源公司讲解智慧路灯概念，增加各城市对智慧路灯的关注并宣传智慧路灯节能省源及降低维修成本的好处。为配合公司增长发展计划，最近Chris集中于开拓更多于亚太地区的市场。

Chris 于大学时期主修机械工程，在亚太区工作多年，曾成功帮助不同英国科技公司打进亚太区域市场及推广其产品。透过Chris 多年的经验，助Telensa全球首屈一指的智能路灯照明系统打进亚太地区市场。

Mr. Deepak Solanki
Co-Founder & CEO, Velmenni
Deepak Solanki 先生
Velmenni 总裁

Deepak always has a keen eye for science - bound discoveries and inventions. Choosing electronics engineering as a lifelong pursuit, Deepak then defined his core to be aggressive and impactful R&D. He has participated in various projects from academics institutions like IIIT - Hyderabad and sine IIT - Bombay while alongside publishing multiple research reports on mobile robotics. Recently he remedied one of the Road Traffic Control issue in Delhi NCR, India. Today, he is conquering the ever - evolving start-up culture while constructing Li-Fi & disclosing its application in exciting new verticals.

Deepak 对科学一向有敏锐的目光——常热衷于新发现和新发明。他选择电子工程学作为毕生追求的研究领域，并确定具进取心和影响力的研究及发展就是自己的核心事业。Deepak 在多间教育机构如印度理工学院海得拉巴分校（IIIT - Hyderabad）和孟买分校（sine IIT - Bombay）参与过多项研究计划，并同时出版过多份关于移动机械人的研究报告。近期他协助印度新德里国家首都辖区的道路交通管制措施进行改善工程。今天，他正在征服不断发展的创业文化，同时也建设Li-Fi技术，并将此技术应用在设计新颖抢眼的竖杆上。

Dr.. Fangqin Yang
Department of Physical Electronics, Fudan University
杨方勤博士
复旦大学物理电子学（半导体照明与智慧照明方向）

杨方勤，高级工程师、同济大学工学博士、复旦大学物理电子学（半导体照明与智慧照明方向）博士后，曾多年供职于上海市城市投资建设公司下属公路投资等公司，2014年创办中智城科技有限公司，从事智能照明、智慧城管与智慧旅游等领域技术管理工作。
　曾负责上海市与相关联盟的半导体照明、智能控制、基于智慧照明的智慧城市应用技术研发与标准的制定工作。参与上海多项越江隧道、超深基坑等软土地下工程的科研、设计与技术管理、参与了国家、相关部委，上海市等工程建设标准的编制工作；参与了近40项课题的研发工作，撰写专业论文40余篇，在国际国内学术会议上作报告30余次，培训主讲10余次，获批专利3项，参与编写并已出版的专著3本，在编1本，2011年获上海市科技进步一等奖一项，2012年获上海市重点工程实事立功竞赛优秀建设者称号。2015年获得苏州吴江科技领军人才。

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Dr. Feng Huang
Senior Expert
Philips Lighting (China) Investment Co. Ltd
黄峰博士
飞利浦照明（中国）投资有限公司创新部
高级专家

Dr. Feng Huang focuses on the interconnected lighting technology, development strategy and standardization. He is dedicated in combining ICT and lighting technology as well as promoting the development of interconnected lighting.

Dr. Huang is one of the draftsmen of International and China lighting standards. He is awarded the National Science Progress Award. His inventions has registered for patent in China, America and Europe.

多项中国和国际标准的起草者，从事互联照明技术、战略和标准化工作，致力于将通信技术和照明进行结合，推动互联照明的发展。

曾获国家科技进步二等奖，拥有十多项欧美和中国发明专利。

Ms. Florence Lam
Director, Ove Arup & Partners Ltd.
Florence Lam 女士
Ove Arup & Partners Ltd. 总监

Florence is an Arup Fellow and Director of Ove Arup & Partners. She is based in London and leads Arup's global lighting design practice. She graduated in Engineering at the University of Cambridge before embarking on a postgraduate study in 'Light and Lighting' at the Bartlett School of Architecture when joining the firm in 1989. Her particular expertise in daylight, visual perception and holistic lighting approach play a key role in many of her projects, from museums to airports, bridges to city precincts all over the world.

Florence has a strong interest in visual light art as a lighting designer and has collaborated with a number of artists and architects on public realm projects including Anish Kapoor's ArcelorMittal Orbit in London and the World's Largest Timepiece along Bahnhofstrasse in Zurich.

Other projects of significance include the New Acropolis Museum in Athens, California Academy of Sciences in San Francisco, Nasher Sculpture Center in Dallas, Royal Ontario Museum in Toronto, Beijing Capital International Airport and Stonecutters Bridge in Hong Kong. Florence was also responsible for delivering a range of lighting projects for the London Olympic Games 2012.

Florence was named the Lighting Designer of the Year at the UK Lighting Design Awards in 2013. She is also the recipient of the Lighting Award from the Society of Light and Lighting in 2014.

Florence 是Ove Arup & Partners总监。她在伦敦领导公司的全球照明设计元素。在剑桥大学工程系毕业后，Florence 在1989年加入奥雅纳，并在同一时期于伦敦大学巴特莱特建筑学院修读「灯光与照明」系。她的几项专长如运用日光、视觉感知和整体照明管理分析，均在其参与的多个计划中发挥了重大作用，惠及全球的博物馆、机场、天桥以至市区。作为一位照明设计师，Florence 对照明视觉艺术具有浓厚兴趣，并已联合多位艺术家和建筑师一同参与公共空间设计元素，当中包括Anish Kapoor的伦敦阿塞洛米塔尔轨道塔，与及座落于苏黎世车站大街上世界最大的计时表。

Florence 的其他代表作包括雅典新卫城博物馆、旧金山加州科学博物馆、达拉斯纳西尔雕塑中心、多伦多皇家安大略博物馆、北京首都国际机场和香港昂船洲大桥。此外，Florence在2012年伦敦奥运也负责提出了一系列的照明设计元素。

Mr. Jerry Huang
Director, Greater China Region, Wi-Fi Alliance
黄家瑞先生
Wi-Fi Alliance大中华区总监

Mr. Huang is a seasoned business executive with 20 years of marketing experience in various roles from component level products to enterprise solutions to consumer products. He is currently serving as the Director of Wi-Fi Alliance Greater China Region based in Beijing.

Jerry was the Founder and General Manager of the Great Pacific Marketing, Inc. in Silicon Valley, California, focusing on assisting companies with establishing a business presence in China and other regions in Asia. Mr. Huang has held various executive positions in worldwide enterprises such as Acer, Bell Microproducts, Everdream Corporation and several startups in his career. His expertise is building teams from the early phase and producing a successful track record of results through solid growth.

Mr. Jun Zhang
IoT Standard Director, Midea
张军先生
美的集团智慧家居研究院产品标准总监

美的智慧家居科技有限该公司物联网标准负责人，负责美的智慧家居标准管理工作，具有丰富的标准化工作经验，深入参加AllSeen、智能家电等国内外多个标准组织标准化工作，推动物联网、智能家居行业标准化。

guangzhou international
lighting exhibition
广州国际照明展览会

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Our Speakers
演讲嘉宾

Mr. Kelvin Kwong
Product Marketing Manager, GRE Alpha
Electronics Ltd
Kelvin Kwong 先生
GRE Alpha Electronics Ltd 产品销售经理

Kelvin Kwong is Product Marketing Manager at GRE Alpha. Prior to joining GRE Alpha, Kelvin worked in Lighting Product Team of OSRAM Asia Pacific and has had over 15 years of experience in MCU, Electronics, LED drivers and Controls.

Kelvin holds an MBA from the University of Strathclyde and B.Sc. (Hon) in Physics from the University of Hong Kong.

Kelvin Kwong是GRE Alpha的产品营销部经理。Kelvin在磁性卡片装置、电子产品、LED 驱动器及操控方面有超过15年的经验，在加入GRE Alpha 之前，他于欧司朗亚太区照明产品部工作。

Kelvin 毕业于香港大学物理学系，并于斯特拉斯克莱德大学取得工商管理硕士学位。

Mr. Magic Tong
Assistant Technical Manager of Lighting, DEKRA Testing and Certification (Shanghai) Limited
童池兵先生
德凯质量认证上海有限公司灯具技术副经理

Mr. Magic Tong graduated from Automobile technology university of Wuhan in 1998. With 19 years' work experiences on quality control of power supplies, project improvement, safety approbation in manufacturers and testing and certification of lighting products. Mr. Tong is assistant technical manager of DEKRA Guangzhou lighting team, focused on testing and certificate of lighting products.

童池兵先生，于1998年毕业于武汉汽车工业大学。拥有19年的工作经验，多年来从事开关电源的质量控制，项目改善，工厂安规认可，以及灯具产品的安全检测和认证工作。现就职于德凯质量认证（上海）有限公司广州分公司，主要负责灯具产品的检测和认证，任技术经理。

Mr. Mason Song
General Manager, Trusted Link Technology Limited
宋朔先生
深圳市芯联锐创科技有限公司总经理

Mason Song has over 15-year of experience in the IT industry. He is experienced in electric components and electronic equipment application development. Mason is specialized in analyzing the new technology development trend and applying the new technologies to traditional equipment. He communicates with the clients, engineering and production team very closely and has important contribution to the BLE and BLE Mesh technology promotion and application.

宋朔，Mason Song，15年电子行业从业经验. 在电子元器件/设备应用开发领域有多年的积累与经验. 擅长分析新技术发展方向，将新技术应用在传统设备的升级与换代中. 通过与客户的紧密沟通，与工程师团队，生产制造团队的协调与配合，为BLE与BLE Mesh技术的推广与实际应用做出了重要的贡献.

Dr. M. Hank Haeusler
Director , Media Architecture Institute
M·汉克·霍伊斯勒 博士
Media Architecture Institute 总监

Associate Professor M. Hank Haeusler Dipl.-Ing. (Fh) / PhD (SIAL/RMIT) is Discipline Director of Computational Design (CoDe) at Australian School of Architecture + Design at the University of New South Wales, Sydney; board member of the Media Architecture Institute, a non-profit organisation designed to complement the work of established universities and research institutions, and Lead CI of Encircle, an ARC Linkage Grant funded research group investigating responsive transport environments.

Under Haeusler's leadership, the CoDe degree was developed as a nexus of architecture and design with engineering and science all through a profound understanding of computing and computation. The program focuses on applying state of the art thinking in design, architecture and urbanism, engineering and science, together with frontier computational skills and digital fabrication technologies. Commencing in 2015, and unique in Australia, the degree focuses on the design and application of digital technologies for and within the built and urban environment, to address and meet the challenges of the 21st century.

He is author of seven books listing publications such as: 'Media Architecture Compendium – Digital Placemaking' (avedition 2017); 'New Media Façade – A Global Survey' (avedition, 2012); 'Infostructure – A transport research project' (Freerange Press 2010); 'Chromatophoric Architecture – Designing for 3D media facades' (Jovis, 2010); 'Media Facades – History, Technology, Content' (avedition, 2009) and over 40 book chapters, journal and conference papers.
He has lectured intensively in Europe, Asia, North America and Australia at several universities including SciArc Los Angeles, ETH Zurich, TU Munich, Academy of Fine Arts Stuttgart, University of Hong Kong and the Royal Academy of Fine Arts Copenhagen. Previous to his UNSW employment he held for three years a Chancellor's Postdoctoral Research Fellowship at the UTS, Sydney. He finished his PhD at SIAL/RMIT University, Melbourne supervised by Professor Mark Burry in October 2007 and received the University Research Prize in recognition of the achievement of excellence in a Higher Degree by Research Program assessed in 2008.

He is a board member of the Media Architecture Institute and Director of the Asia Pacific branch and co-founder of the Digital Placemaking Institute, a partnership between Projects for Public Spaces, New York and MAI.

M·汉克·霍伊斯勒副教授（应用科技大学工程学硕士/墨尔本皇家理工大学空间信息建筑实验室博士）是悉尼新南韦尔斯大学建筑及设计学院的运算设计纪律主委，也是两个机构的董事局成员，分别是致力补足顶尖大学和研究院工作的非营利机构媒体建筑学院，与及获得ARC交流经费资助研究反应式运输环境的研究小组Lead CI of Encircle。

在M·汉克·霍伊斯勒 博士的领导下，运算设计学位课程透过深入了解电子计算与计算科学，能将建筑与设计及工程与科学联结在一起。该学位课程的学习重点是将现代化思维配合尖端电子计算技术和数码制造技术，适切地应用在设计、建筑与城市化、工程与科学。在2015年，该学位课程正式在澳洲首办，主要为都市环境及其环境里的数码技术设计与应用而设，藉以针对及面对21世纪的挑战。

M·汉克·霍伊斯勒副教授的著作共有7本，包括 Media Architecture Compendium - Digital Placemaking (avedition 2017)、New Media Façade - A Global Survey (avedition, 2012)、Infostructure - A transport research project (Freerange Press 2010)、Chromatophoric Architecture - Designing for 3D media facades (Jovis, 2010)、Media Facades - History, Technology, Content (avedition, 2009)，并撰写了超过40篇书籍篇章、期刊和研讨会论文。

与此同时，他集中于欧洲、亚洲、北美洲和澳洲的多间学府教学，包括洛杉矶南加州建筑学院、苏黎世联邦理工学院、慕尼黑柏林理工大学和国立斯图加特艺术学院、香港大学及哥本哈根安特卫普皇家艺术学院。在受聘于悉尼新南韦尔斯大学建筑及设计学院之前，M·汉克·霍伊斯勒副教授曾获三年悉尼科技大学博士后研究奖学金。在2007年10月，在Mark Burry的督导下，他于墨尔本皇家理工大学空间信息建筑实验室完成了博士学位课程，并于2008年获颁大学研究奖以表扬其卓越的学术成就。M·汉克·霍伊斯勒 博士现身兼媒体建筑学院董事局成员和数码空间创造学院（纽约公共空间计划与媒体建筑学院合办）的共同创办人。

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Our Speakers
演讲嘉宾

Mr. Maxime Houot
Artistic Director, Collectif Coin
Maxime Houot先生
Collectif Coin艺术总监

Musician, designer, engineer in Applied Physics, and tireless tinkerer in electronics and microcontroller, Maxime Houot creates organic installations and performances keeping the eye he had when he was 10 and he watched Terminator 2: dreamy and naïve, worried but amazed, with a particular thirst for accuracy and critical thinking.

His works have traveled long distances and have encountered numerous persons of different socio-economic, cultural and geographical origins, proving that there are no barriers for human understanding at an essential level. Light and sound are languages that every person that ever lived can talk about.

An art lab based in Grenoble (France), Collectif Coin focuses on the production of both monumental shows and intimist installations. Committed to the production of trans-disciplinary work with particular focus on the digital arts, Collectif Coin works around the notions of body, sound and light.

Within its body of work the following themes can be found:
- The digitization of space via the creation of huge low-resolution screens, made up of freestanding basic shapes.
- A dreamy and somewhat naive vision, slightly concerned but somewhat impressed look at the technologies that surround us and the patterns of consumption available.
- A continuous questioning about artificial intelligence and the definition of "living" by materializing digital devices inspired by this research.
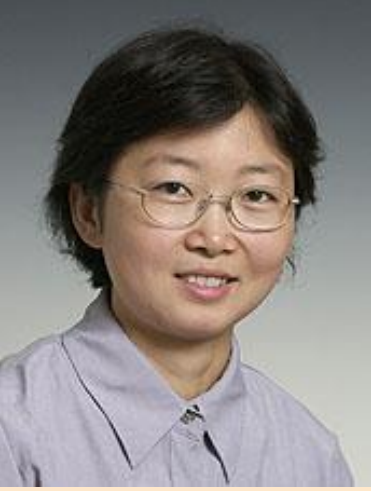- A strong attachment to site-specific art.

Mr. Min Pu
Board Director & Vice President, Lumlux Lighting Inc.
浦敏先生
苏州纽克斯电源技术股份有限公司董事、副总经理

Pumin, Male, Senior Engineer, having achieved Master Degree of Computer Science and Technology of Soochow University, Vice President of Lumlux Lighting Inc., Deputy Director of Soochow University Intelligent Institute for Protected Agriculture, has made a long-term commitment to the research of lighting driver and controlling system application, ranging from road lighting, landscape lighting, plant grow lighting. Since the research in lighting, Pumin has taken charge of and has participated in many municipal and provincial researches about lighting controllers. Also he, as one member of the Outdoor Lighting Specialized Committee, Vice Chairman of Agricultural Lighting Specialized Committee, and Vice Chairman of Transportation Lighting and Optical Signal Committee in CIES (China Illuminating Engineering Society), takes part in the compiling of many standards, such as 'Technical Standards of Automatic Controlling System in City Lighting', 'Construction Atlas of Installation in City Lighting' and so on.

浦敏，男，高级工程师，苏州大学计算机科学与技术专业硕士，苏州纽克斯电源技术股份有限公司副总经理，苏州大学设施农业智能研究所副所长，长期从事照明驱动设备、控制系统的应用研究工作，开发的产品主要应用于道路照明、景观照明、农业植物照明。从事研究以来，承担和参与了多个照明控制相关类市、省部级课题研究，现担任中国照明学会室外照明专业委员会委员，农业照明专委会副主任委员，交通运输照明和光信号专委会副主任委员，参与编写《城市照明自动控制系统技术规范》，《城市照明安装工程施工图集》等。

Prof. Nan Chi
Fudan University
迟楠教授
复旦大学

迟楠，女，复旦大学教授，博士生导师。担任中国光学学会纤维与集成光学专委会常委委员，中国通信学会光通信专委会委员，中国电子学会光通信与光网络专委会委员。先后获得教育部新世纪优秀人才，上海市曙光学者，上海市十大IT新锐和上海市三八红旗手。
长期从事高速光通信和高速可见光通信方面的研究，主要研究高谱效率多维多阶光调制技术和数字信号处理技术。共发表论文412篇，其中SCI论文238篇，SCI累计他引1511次。近5年SCI论文154篇，SCI累计他引1072次，Google Scholar引用4292次，h指数32。申请专利37项（其中12项已被授权）。应邀在国际国内学术会议作邀请报告32次（其中国际学术会议26次）。出版了《LED可见光通信技术》、《LED可见光通信关键器件与应用》两本专着和《基于数字信号处理的相干光通信技术》一本合着。

Mr. Mengming Yao
Head of Design, Philips Lighting (China)
姚梦明先生
飞利浦照明中国区照明设计和应用部总经理

姚梦明1995年进入飞利浦，现任公司飞利浦照明中国区照明设计和应用部总经理一职。同时，姚梦明担任中国照明学会副理事长，中国照明学会室外照明专业委员会副主任，中国照明学会灯具专业委员会副主任，北京照明学会副理事长，IESNA北美照明学会会员。

姚梦明带领团队获2006年、2008年、2009年、2010年、2011年、2013年中照照明奖一等奖，2009年中照照明奖特等奖，2002年、2004年国际IIDA照明设计奖。主要照明设计代表作品有国家体育场（鸟巢）体育照明、上海浦东国际机场室内照明、上海体育场/广州奥林匹克体育中心/南京奥林匹克体育中心体育照明、、同济大学综合楼室内大空间照明、上海科技馆/上海市政府大厦室外照明等。

他编着了《电气照明设计》、《办公室照明》、《高效照明系统设计指南》、《商店照明》等书籍，并参与了《建筑照明设计标准》等行业标准的编制。

姚梦明于1990年毕业于复旦大学光源与照明工程系。

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Our Speakers
演讲嘉宾

Ms. Nikita Junagade
Communication Manager, LUCI Association
Nikita Junagade 女士
LUCI 通讯经理

Nikita Junagade has been the Communication Manager at LUCI, the international network of cities on urban lighting, since 2010.
Created in 2002 at the initiative of the City of Lyon, LUCI today brings together over 70 municipalities across the world engaged in using light as a tool for sustainable urban development. Through the organization of international events and conferences, LUCI creates spaces for exchange of knowledge and good practices in urban lighting.

Nikita Junagade 自2010年担任LUCI传讯部经理，该公司是供应城市照明的国际网络。LUCI于2002年在里昂市的倡议下创立，目前将全球超过70个自治区集合起来，利用照明作为令城市持续发展的工具。透过举办国际大型活动和会议，LUCI为城市照明创造了知识和良好方案的交流空间。

Mr. Peng Xiao
Technical Marketing Manager, Murata (China) Investment Co., Ltd
肖鹏先生
村田（中国）投资有限公司技术市场经理

Peng XIAO currently works in SyChip which is a subsidiary of Murata, in charge of marketing for IOT solutions. The target market includes smart lighting, smart home etc. Peng has many years' experience in IC design, mobile phone hardware and software design etc. Peng graduated from southeast university electronics department, and has Fudan MBA degree, exchanged in ESSES business school in France.

肖鹏，任职于村田子公司赛芯电子，负责村田物联网解决方案的技术市场，包括传感器及无线通讯技术在智能照明，智能家居等细分领域的解决方案应用和推广。之前在半导体芯片设计，手机软硬件研发设计及方案应用方面有多年从业经历。
教育经历：08年毕业于东南大学电子工程系，复旦大学MBA学位，法国ESSEC商学院交换学习经历。

Mr. Philip Huang
CEO, Zhejiang UMElink Intelligent Technology Co., Ltd.
黄健翔 先生
浙江优联智能科技有限公司总裁

Mr. Philip Huang is the CEO of Zhejian UMElink Intelligent Technology Co., Ltd. Graduated from the Department of Automation of Shanghai Jiao Tong University, he is the founder and General Manager of Shanghai Long-Join Electronics Co., Ltd. The company focuses on developing and manufacturing outdoor and indoor lighting control equipment and is dedicated in the smart lighting control area. Our clients include lighting companies in North America, lighting control companies and supermarket chains.

黄健翔，浙江优联智能科技有限公司CEO。毕业于上海交通大学自动控制系，1995年起创立并历任上海龙骏电子、朗骏电子、朗骏机电科技、朗骏机电进出口、朗骏智能科技公司的总经理。上海市青联委员、上海市新长征突击手。朗骏智能科技现已挂牌于全国中小企业股份转让系统（"新三板"），逾20年专攻户外及室内灯具光控器件研发制造，积累了包括北美各大照明灯具公司、各大光控品牌、各大连锁建筑超市、国内各大户外灯厂在内的优质客户，依托自有专利及其他知识产权，长期服务于照明自动控制子行业，坚持致力于打造照明行业智能控制领域的至高性价比的技术后盾。下属企业包括：全资制造基地——浙江朗骏电子科技、贸易企业——上海朗骏机电进出口、及与上海雍敏科技公司的合资研发中心——浙江优联智能科技公司。

Mr. Qing Li
CEO, Winner Micro
李庆先生
北京联盛德微电子有限责任公司总裁

清华大学毕业，在物联网Wi-Fi通信领域从业十余年，现任WinnerMicro（北京联盛德微电子有限责任公司）CEO。

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Our Speakers
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Ms. Sammy Lei
CEO, Xlink IoT Platform
雷巧萍女士
云智易物联云平台行政总裁

Sammy Lei is the CEO of Xlink IoTs Platform. She worked for 163.com and Sina and started her career in the field of connecting and managing smart equipment with some famous companies, including Lenovo, Yonyou and ChinaMobile in 2010. In 2014, Sammy joint-hand with ehouse China and developed Xlink IoTs Platforms. After a year's development, the Xlink IoTs Platform has become the number one smart living IoTs platform and served over 1,400 clients, including GE, Osram, GOME and Karcher.

Sammy is experienced in IoTs platform and servicing. Having studied the relationship between consumers and their internet using behavior for over a decade, she is specialized in cloud platforms positioning and has some fresh insights in how to apply IoTs to smart living.

雷巧萍，云智易物联平台CEO。早年就职于网易、新浪，2010年开始服务于企业智能设备的连接与管理，成功服务过联想、用友、中国移动等知名企业。

2014年接受易居中国战略投资，创建云智易智慧生活物联平台，专注于消费物联网，集多年积累技术优势和投资方易居中国的战略资源重新出发。经过2015年一整年的发展，做到智慧生活物联平台的第一品牌的地位，赢得了超过1400个新客户，包括GE（美国通用电气）、方太、欧司朗、公牛电气、天际、国美、德国凯驰、美国H&K等品牌客户，建立物联网全产业链生态合作伙伴100余家。

多年物联网设备的服务经验和十余年的消费者互联网使用行为研究，对传统产业智能化转型的发展趋势和云平台的定位，以及物联网产业在智慧生活领域如何落地有着深入思考和独到见解。

Mr. Steve Lau
Deputy Head of the Institute of Intelligent Lighting, Hangzhou YD Illumination Co., Ltd
刘腾海先生
杭州勇电照明有限公司智能照明研究所副所长

Steve, Lau Teng Hai is currently the deputy head of the Institute of Intelligent Lighting at Yong Dian Illumination.

He received his bachelor degree for Applied Physics from University Kebangsaan Malaysia in 2000 and a master degree for Solid State Physics from University Science Malaysia in 2005.

Lau participates actively in LED measurement, calibration and standardization activities in CIE division 2 for Technical committee's meeting and is an associate member of CIE for Malaysia. Lau is currently member of several TCs including TC2-79 Integrating Sphere for Photometry and Spectroradiometry and TC2-84 Recommendations on LED package test data reporting. He also participates actively in conferences, meetings and seminars both International and within China region. He published a lot of papers and gave many speeches in many countries like India, Australia, China etc.

2000 年获得马来西亚国民大学应用物理学的学士学位，2005 年获得理科大学固体物理学的硕士学位，刘腾海积极参与LED的测量，校准和标准化，积极参与CIE 第二分部技术委员会议，是CIE 在马来西亚的准会员.他目前是TC2-79 Integrating Sphere for Photometry and Spectroradiometry 和 TC2-84 Recommendations on LED package test data reporting的正式委员. 他积极参加国际和国内的论坛、会议、研讨会等。他在中国、印度、澳大利亚等国家发表了很多的论文和演讲。

Mr. Sunny Shen
Head of Marketing, Philips Lighting (China)
沈晓晖先生
飞利浦照明大中华区市场部总经理

沈晓晖先生自2015年6月起担任飞利浦照明大中华区市场部总经理一职，主要负责飞利浦照明在大中华地区的产品营销、渠道营销以及营销传播策略的制定和执行。

在加入飞利浦照明之前，沈晓晖曾在美国亚美亚通讯设备有限公司任职18年，历任销售经理、中国区技术总监、大中华区产品总监、大中华区副总裁（负责业务运营和渠道管理），以及全球增长型市场大区业务运营官等重要职位。

沈晓晖毕业于中山大学计算机科学系计算机软件专业，并于暨南大学获得工商管理硕士（MBA）学位。

Mr. Tjaco Middel
Head of R&D, Asia Pacific, Tridonic China
Tjaco Middel 先生
研发主管，锐高

Tjaco Middel is the head of R&D of Tridonic APAC, Graduated in 1993 in the first wave of "Power Electronics" graduates from The University of Amsterdam. Out of his 23 year career in applied power electronics technologies ranging from CFL-I converters to High Voltage IC design for Plasma TV he spent over 10 years in Mainland China focusing on Lighting Electronics R&D management for Mixed Signal Power Electronics for Digital HID display systems and LED lighting applications.

Tjaco Middel先生是锐高亚太地区研发负责人，于1993年毕业于世界著名学府阿姆斯特丹大学。在 Tjaco Middel 先生23年职业生涯中，他从事和开发从阴极管转换器到等离子电视的高压集成芯片设计等一系列功率电子技术。Tjaco Middel先生在中国从事照明相关的电力电子研发管理工作十年以上，他结合了信号处理和功率电子的数字HID显像系统和LED照明应用。

The Convergent Future

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THINKLIGHT 思索·照明

Our Speakers
演讲嘉宾

Mr. Webster Chu
Specifier Service & Application Support Manager - Asia Pacific, Xicato Inc.
朱奕伦先生
Xicato Inc. 照明设计业务发展及应用工程经理 - 亚太区

Webster Chu is the Specifier Service & Application Support Manager of Xicato Inc. to provide lighting designers service & education roles as well as technical support for lighting manufactures around Asia Pacific.
For the last 15 years, Webster has been application support and product development roles in LED and power electronics industries across Asia, where he leads the development of over 300 products of LED luminaries & relative control gears products and managed the technical support team for the company's global base of customers.

Webster Chu 是 Xicato Inc. 的专有服务及应用程序支持经理，负责为亚太区照明生产商提供照明设计服务、培训教育和技术支持服务。

在过去15年，Webster 致力为亚洲各地的LED和电力电子工业的应用程序支持和产品研发作出贡献，他领导了超过300款照明灯具及相关控制产品的研发工作，与及管理公司全球顾客的技术支持小组。

Mr. Will Huang
Head of ODM/ OEM Business StrongLED Lighting System Group
黄士豪先生
大峡谷照明系统集团ODM/OEM经理

Working Experience:
Asst. General Manager of Strong LED Lighting System Group
Operational Consultant of MAIC
Strong LED Executive representative of Center Of Industry and Academy R&D of Media Architecture & Arts

工作经历
大峡谷照明系统集团 总经理特别助理
中国媒体建筑学会 MAIC 运营顾问
中央美术学院建筑学院大峡谷光电媒体建筑艺术产学研实习基地 执行代表暨特聘讲师

学习经历
台湾成功大学工学院毕业
英国南安普顿大学 管理学硕士

Dr. Wu Chou
IEEE Fellow，CTO of Gateway and Enterprise Network ，Huawei Network Product Line
周芙博士
IEEE院士
华为网络产品线首席技术官（交换机和企业网关）

Dr. Wu Chou obtained his Ph.D. in Electrical Engineering from Stanford University, worked at Bell Labs (AT&T/Lucent), Avaya, joined Huawei in 2011 as Chief IT Scientist and the head of Huawei Shannon(IT) Lab, and became CTO of the Enterprise Network Product Line since 2015.

He published 200+journal and conference papers, with 50+ granted US and international patents.

He is an IEEE Fellow， a leading expert in data networking, Cloud computing, SDN/NFV, IoT, AI, machine learning, signal and natural language processing, human-machine interaction, Internet, etc.

He worked as an editor and area expert for multiple standard bodies, including ISO, W3C. ECMA, ETSI, etc., and served as an editor for IEEE Transactions (SC, AL), IEEE TSC Special Issue on Cloud Computing, IEEE Transactions Special Issue on Human-machine Interaction, etc.

He served as a member of advisory board for multiple professional societies, including a member of the advisory board of MIT Computer Science and Artificial Intelligence Lab (CSAIL) Big Data Program and a member of the advisory board of New Jersey Institute of Technology (NJIT).

Dr. Wu Chou (周芙) 是美国斯坦福大学电机工程博士，曾在AT&T贝尔实验室/Lucent贝尔实验室任资深研究员。2000年至2011年在Avaya任研发主管和Avaya实验室Fellow，2011年加入华为，担任华为香农（IT）实验室主任和首席IT科学家，2015年起担任华为企业网络产品线CTO。
他已经发表国际论文200+篇，并且获得50+项美国和国际专利。

周芙博士是IEEE 院士，网络，云计算，SDN/NFV，物联网，人工智能，机器学习，通信，信号处理，自然语言处理，人机交互系统，互联网等领域的专家。

他曾担任国际IEEE Transactions期刊（SC, AL）的编辑。是多个国际标准组织的专家组成员。在国际标准组织W3C, ISO, ECMA, ETSI中曾担任数十个国际标准的编辑，曾任IEEE Transactions云计算专刊和人机交互系统专刊的特邀编辑。

他还担任过多个专家和技术委员会成员，包括美国麻省理工学院（MIT）计算机和人工智能实验室（CSAIL）的大数据研究项目指导委员会的成员（member of the advisory board），以及美国新泽西理工大学顾问委员会成员。

Mr. Xiaoming Qi,
Board Director, Vice GM and CTO, OPPLE Lighting Co., Ltd.
齐晓明先生
欧普照明股份有限公司董事兼副总经理、首席技术官

Xiaoming Qi graduated from INSEAD with MBA and NTU with Master of Engineering. He served successively as R&D engineer in China Huajing Electronics Group, division manager and senior R&D engineer in PEPPERL+FUCHS Pte Ltd, senior project manager at Global Technology Center, director and senior manager at Asia Pacific Fluorescent Lamp R&D Center, Global CFL Department technology officer and senior director, senior director at Professional Lighting R&D Center of Philips Lighting. Since October 2011, he had been the CTO at R&D Center in OPPLE Lighting until he became the Board Director, vice GM and CTO of OPPLE Lighting in June 2012.

欧洲工商管理学院工商管理硕士和新加坡南洋理工大学工程硕士。历任中国华晶电子研发工程师，PEPPERL+FUCHS Pte Ltd部门经理和高级研发工程师，飞利浦照明全球技术中心高级项目经理、亚太荧光灯研发中心高级经理和总监、全球CFL事业部技术官/高级总监、亚太专业灯具研发中心高级总监。2011年10月至2012年5月任职于欧普有限担任研发中心首席技术官；2012年6月至今担任欧普照明股份有限公司董事兼副总经理、首席技术官。

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Our Speakers
演讲嘉宾

Mr. Yan Sun
Standardization Committee
China Illuminating Engineering Society
孙彦先生
中国照明学会标准技术委员会委员

孙彦,男,毕业于UBC Sauder学院,通信电子工程硕士,高级标准化工程师,现任半导体照明技术评价联盟秘书处顾问,中国照明学会标准技术委员会委员,苏州亿凌泰克智能科技有限公司总经理,从事标准技术与专利技术研究,评价,应用智能服务。曾任松下电器中国技术法规责任者,欧普照明标准化高级经理,日本照明学会会员。

Mr. Zhenzong Zhong
Head of Landscape Lighting
Department, SZUM
钟振宗先生
深圳市灯光环境管理中心景观照明部部长

本人自2007年起在深圳市灯光环境管理中心进行城市景观照明建设及维护管理工作,参与了深圳市多次重大事件的景观照明提升设计及实施,作为管理方对项目全过程进行监管,在城市景观照明管理方面有较丰富的经验。

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