



Ontario Centres of  
Excellence

Where Next Happens

**MEDIA RELEASE**  
**September 23, 2008**

**LED advances make this the time for signs**  
*Discover how LEDs are lighting up billboards while lightening the load*

**TORONTO, September 23, 2008** – Advances in materials used in LEDs are now making them a brilliant choice for all displays, even replacing the famous neon lights of Broadway. To discover how bright the future is for LED signage, plan to attend the **LIGHTSHIFT: LED Solutions Mean Business** forum in Toronto.

The **LIGHTSHIFT** market forum will provide attendees with everything they need to know about the technology, including projected energy savings, the market, and a series of case studies that demonstrate just how easy it is to install. The program includes a manufacturing forum, a panel discussion on LED market transformation, including standards and legislation and the launch of PATHway (Providing Assistance & Technical Help) – an assistance program to assist in the change to LED signage.

**When:** Wednesday, September 24th, 8:30 a.m. to 4:00 p.m.

**Where:** Direct Energy Centre, Exhibition Place, 100 Princes Blvd, Toronto, ON, M6K 3C3

**Cost:** \$99 + GST

Register for LIGHTSHIFT at <http://www.iidexneocon.com/2008/index.php/registration/>. Select the attendee option, click on the seminar tab, select Wednesday September 24th, check the listing for LIGHTSHIFT and continue to payment options. Please contact [info@ontariophotonics.com](mailto:info@ontariophotonics.com) if you have any questions or problems.

**LIGHTSHIFT** is a photonics initiative led by the Ontario Photonics Industry Network (OPIN) in conjunction with IIDEX/NeoCon, Light Canada and greenTbiz. LIGHTSHIFT is sponsored by the Ontario Centres of Excellence (OCE) and Osram Sylvania.

**About Ontario Centres of Excellence (OCE) Inc. ([www.oce-ontario.org](http://www.oce-ontario.org))**

Ontario Centres of Excellence (OCE) Inc. drives the commercialization of cutting-edge research across key market sectors to build the economy of tomorrow and secure Ontario's global competitiveness. OCE also fosters the training and development of the next generation of innovators, entrepreneurs and business leaders, and is a key partner with Ontario's industry, universities, colleges, research hospitals, investors and governments. OCE's five Centres work in communications and information technology, earth and environmental technologies, energy, materials and manufacturing and photonics.

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