

# ILLUMINATING ENGINEERING SOCIETY

## MISSION SECTION

# LEDs - From Substrate to Device... in Layman's Term

### Program

There is a sense of mystery, and sometimes dread, when thinking about LEDs and the term 'quantum physics'. In truth, the basic concepts can be simplified and broken into very easy fundamentals. Mr. Jerry Kieran will open with this dialogue believing that this rudimentary understanding will prove invaluable as LEDs evolve. This fundamental knowledge will help with understanding the next phase in LED development.

Mr. Kieran will explain that an LED is simply another emitter of light that needs to be controlled to allow designers to create their desired visual environments. Optics is somewhat the missing link. Jerry will educate us on the various means to reflect, collimate, refract, and diffuse these incredible light sources.

This presentation will also include product samples to highlight various concepts and some of the possibilities the future will bring with LED lighting.

This presentation will prepare you for our annual LED Show & Tell to be held April 17.

### Featured Speaker



Jerry Kieran is Vice President of Global Sales at Illumitex, a startup company designing and manufacturing packaged LEDs with optics-on-die technology.

Prior to Illumitex, Jerry was co-founder of Evolution Energy & Light, a manufacturer of energy efficient lighting solutions providing design-build services directly to end users. Along the way, as General Manager at Eco Engineering, Jerry was responsible for managing the team executing the design-build model for their clients and ESCO partners. Mr. Kieran began his career in lighting as a sales engineer at Holophane, where he worked his way up to become Director Strategic Pricing & Sales Operations.

### Location & Cost

**New Location!!!**

#### Marmalade Café

3825 State St, # E149 La Cumbre Plaza  
Santa Barbara, CA 93105

**Time:** 6:00 - 6:30 No Host Bar  
6:30 - 7:15 Dinner  
7:15 - 8:15 Presentation

**Cost - \$ 30.00 - members / non-members**

**RSVP - [rickenmiller@rnm-eng.com](mailto:rickenmiller@rnm-eng.com) or 415-307-5106**

#### Marmalade Café

3825 State St,  
# E149  
La Cumbre Plaza  
Santa Barbara

**March 20, 2012**

Tuesday 6:00 PM



#### IES Mission Serving

Ventura, Santa Barbara,  
San Luis Obispo  
Counties

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#### Board Members

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### Upcoming Events

**April 17, 2012**

LED Show and Tell

**May 7 - 11, 2012**

Lightfair 2012