



FOR IMMEDIATE RELEASE:

LED solution: An opportunity to stand out through design & additional functionalities

Forum LED 2016, Lyon, France

Press Conference - December 9, 2016 at 2:30 PM

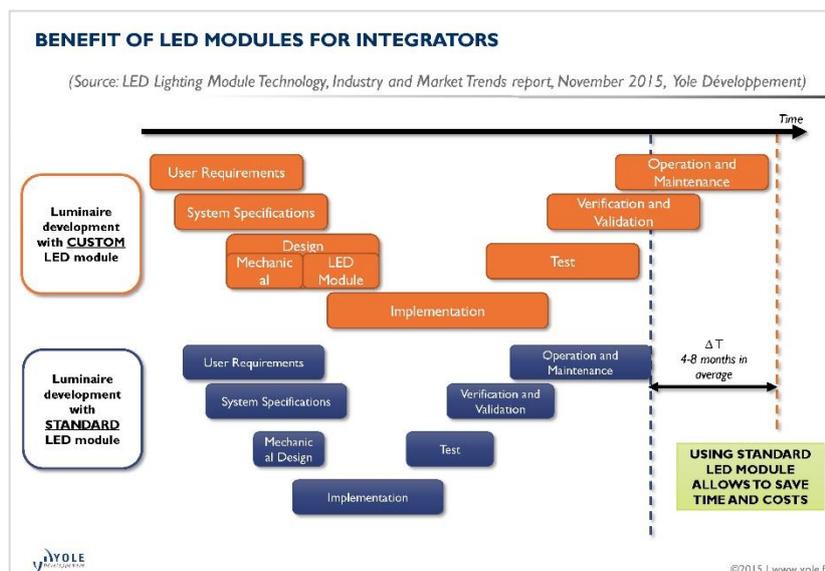
LYON, France – December 6, 2016: LED technology is no longer exclusive to the lighting industry. The added value of LED solutions and the benefits they offer at the system level are now well-known. LEDs are gradually expanding into new market segments: transportation with a special focus on the automotive sector, medicine, agriculture and more. LEDs have become ubiquitous.

Changes due to innovative LED technology have probably been the most impressive in the automotive sector. For this reason, and in part because the automotive lighting market reached US\$22.4 billion in 2015, recent the use of LEDs has evolved from being a basic, functional feature to a distinctive feature with high-value potential. LED technology has given manufacturers the opportunity to stand out through lighting design and additional functionalities.¹ The value of LED technology is now driven by the system level and related applications. The innovative platform [PISEO](#) offers a unique global approach, including technology scouting, strategic market analysis, innovative product planning, design and qualification. PISEO' strategy evaluates market needs to develop comprehensive disruptive solutions that use LED technology.

"Today, LED technology is no longer just an alternative solution," comments **Joel Thome, Director at PISEO**. *"At PISEO, we are completely re-thinking the system to develop an end solution that uses all the benefits of LED technology."* At the cutting edge of innovation, PISEO will reveal its activities and detail the added value of its services at its press conference at [FORUM LED 2016](#).

Created 5 years ago, PISEO is now celebrating its ISO 17025 accreditation along with its partners, [Yole Développement](#) and [SERMA](#). An innovative platform dedicated to smart LED-based optical systems, PISEO works closely with companies every day to create and qualify innovative, effective lighting solutions. PISEO is proud of its success, boasting a 25% CAGR since 2011.

¹Source: [Automotive Lighting: Technology, Industry and Market Trends report](#), Yole Développement, April 2016.



PISEO announced its press conference today, which will take place during [FORUM LED 2016](#), on December 9 at 2:30 PM. The company invites you to discover its ecosystem through the following program:

- PISEO Creation: Facts & Figures – Bernard Jannin, President, and Georges Delorme, Founder of PISEO
- A Unique Market Positioning Combining Consulting Services, R&D and Test Activities – Joel Thomé, Director at PISEO
- LEDs, Sensors and Systems: Business Opportunities & Market Growth – Jean-Christophe Eloy, President & CEO at Yole Développement
- LED Systems: How to Ensure Quality & Reliability Closely Linked to Their Applications – Laurent Callet, Innovations Executive at SERMA Group

That afternoon, PISEO, Yole Développement and SERMA will detail their expertise and highlight the ways in which they complement each other. The “More than Moore” market research and strategy consulting company Yole Développement analyzes the LED landscape, market trends and supply chains daily and identifies business opportunities. Yole Développement is a founding shareholder of PISEO. PISEO’s activities are focused on technology, defining and developing disruptive LED solutions. Last but not least, SERMA is in charge of testing and qualification to manufacture a reliable final product.

[EFI Lighting](#) and [Novaday](#) are both good examples of successful collaborations with PISEO. The two companies have been invited to share their experience during the press conference. EFI Lighting and Novaday will showcase their collaboration with PISEO’s team and its impact on their business development.

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**About PISEO – www.piseo.fr**

A unique innovation platform dedicated to smart LED based optical systems

PISEO owns high skilled engineers and cutting edge characterization equipment, all situated in a single location. The team, mainly issued from an industrial global leader, delivers a whole set of services to the industry throughout the entire product life cycle. Therefore, PISEO runs projects from applied research up to product recycling, including market analysis, technology scouting, strategic planning and industrial design.

About Yole Développement – www.yole.fr

Founded in 1998, Yole Développement has grown to become a group of companies providing marketing, technology and strategy consulting, media and corporate finance services. With a strong focus on emerging applications using silicon and/or micro manufacturing, the Yole Développement group has expanded to include more than 50 collaborators worldwide covering MEMS, Compound Semiconductors, LED, Image Sensors, Optoelectronics, Microfluidics & Medical, Advanced Packaging, Manufacturing, Nanomaterials, Power Electronics and Batteries & Energy Management.

The “More than Moore” company Yole, along with its partners System Plus Consulting, Blumorpho and KnowMade, support industrial companies, investors and R&D organizations worldwide to help them understand markets and follow technology trends to grow their business.

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