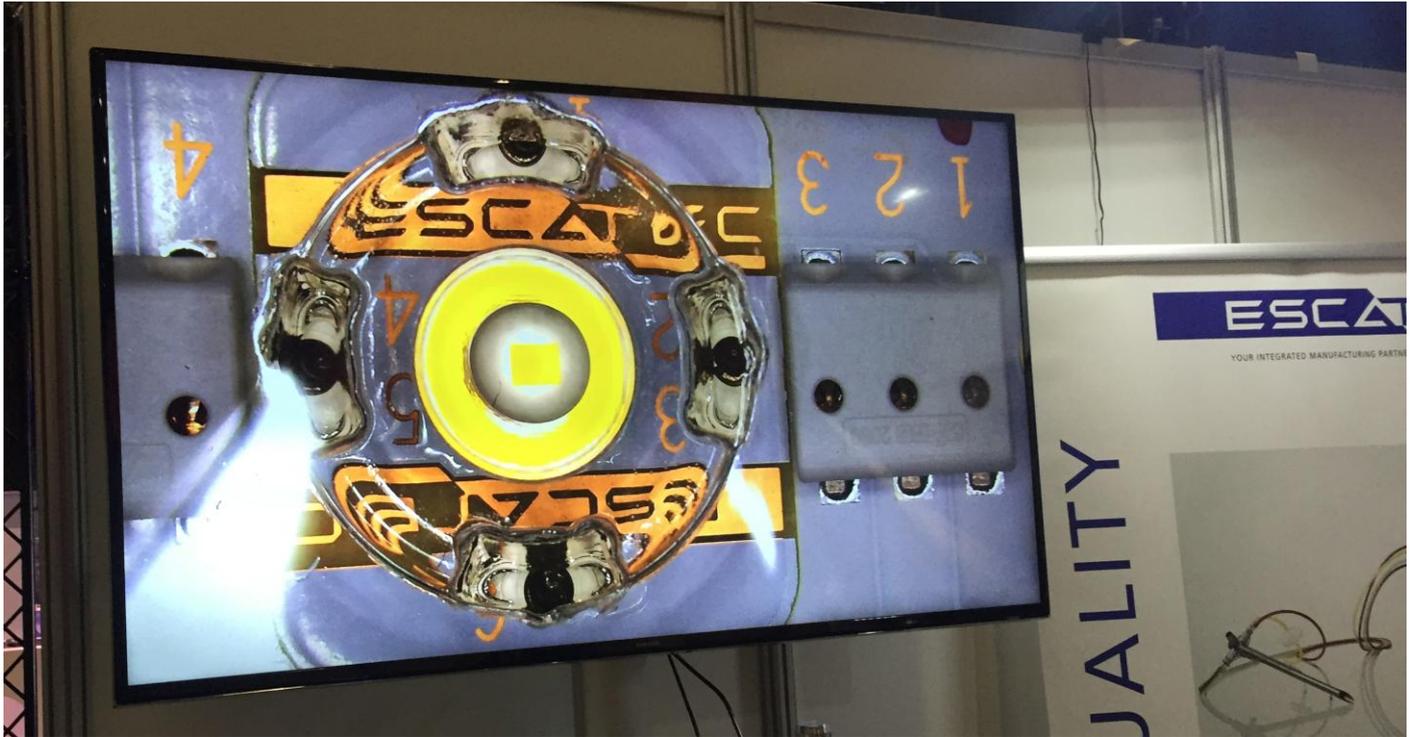


5th International LED professional Symposium highly successful for ESCATEC

In September, ESCATEC had a booth at the 5th International LED professional Symposium in Bregenz, Austria for the second year running. This show is the premier LED and OLED lighting technology event in Europe and brings in people from around the world.



There were over 1400 visitors visiting more than a hundred exhibitors so there was stiff competition for attention. The booth team did a fantastic job securing valuable leads for 20 new customer projects from ten different countries – two of which were even closed at the booth with decisions to give us POs. A great potential ROI on our investment in time and money to attend the show that we will be tracking to ensure we maximise our investment.

Catching the eye of passing visitors is vital so that they instantly know what you do so that they can decide to come on the booth or not. The MOEMS Future Lab did a great job of providing examples of their work that showed the wide range of skills and, importantly, their expertise in crafting bespoke LED solutions for customers. The video playing on a large monitor really captured people's attention as it showed close up details of the microscopic miracles created by the MOEMS Team.

The jewel in the crown was ESCATEC's new Heat Spreader. Launched a couple of months ago to the press, it has already been shortlisted as a finalist for an Elektra Award (winners will be announced on the 24th November in London). This was the first public showing of Heat Spreader and it caught the attention of the organisers who invited us to talk about it at the show's press conference bringing it to the attention of more of the world's media as well as leading people in the industry including CTO's from major possible customers – a great door opener that showcased our state-of-the-art capabilities. So impressed were the organisers that we are discussing with them about presenting a symposium on Thermal Management at next year's show.

So congratulations to all involved. Let's make next year's show even better...

