



Media Release:

Attention News, Business and Technology Editors

Bright start to LEDiscovery in Toronto

(Toronto, April 7, 2009) greenTbiz is illuminating LED technology at its second annual LEDiscovery.

The event, which starts today in the Direct Energy Centre at Exhibition Place, brings together over 30 North American light-emitting diode (LED) manufacturers and product representatives. The two day exhibition features product demonstrations, allowing professionals and public attendees to witness the potential of LED technology.

“LEDiscovery is a great way to learn about LED,” remarked Chantal Brundage, greenTbiz Program Manager. “The event is designed to foster networking, and encourage connections that will increase market acceptance and adoption of this promising technology.”

LEDs can cut electricity consumption dramatically, when used in general lighting – they last up to 50,000 hours and reduce power use by 50%-75%. LED technology also offers reduce maintenance costs and adjustable colour and intensity settings, which make it suitable for a wide range of application requirements.

“We see an increasing number of organizations and businesses adopting LED technology as its advantages become clearer, and solutions become more locally available,” Brundage continued. “Now, when organizations are so conscious of conserving energy and being environmentally responsible, is the perfect time for LEDs to emerge as the future of energy efficient lighting.”

Today’s activities, which are open to the public, include the LED Luminaire and the Energy & Environment Display Forums, as well as LEDiscussions at 5:00 pm and 7:00 pm. Walk-ins are welcome.

April 8th activities are reserved for professionals and organizations. In addition to product displays and demonstrations, attendees can hear a variety of expert speakers, such as Venkat Venkataramanan, from the Institute for Optical Sciences at the University of Toronto and Brian Owen, Canadian columnist and contributing editor to LEDs Magazine, and greenTbiz Program Advisor.

This year’s LEDiscovery expects to welcome 300 attendees from a variety of sectors, including: GTA municipalities; medical facilities; academic institutions; business improvement areas, commercial property owners; architectural and design firms, and; transportation organizations (ie. TTC, GO Transit and Toronto Parking Authority).

A full LEDiscovery agenda is available at: www.greenTbiz.org.

Visit www.greenTbiz.org to learn more about LEDiscovery.

LEDiscovery is sponsored by Exhibition Place, Innovolve, Osram Sylvania and Toronto Hydro.

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greenTbiz is a program developed by the Toronto Association of Business Improvement Areas or TABIA in an effort to assist the BIAs, their member business and property owners with energy conservation, environmental programs and general education and awareness. (www.greenTbiz.org)