

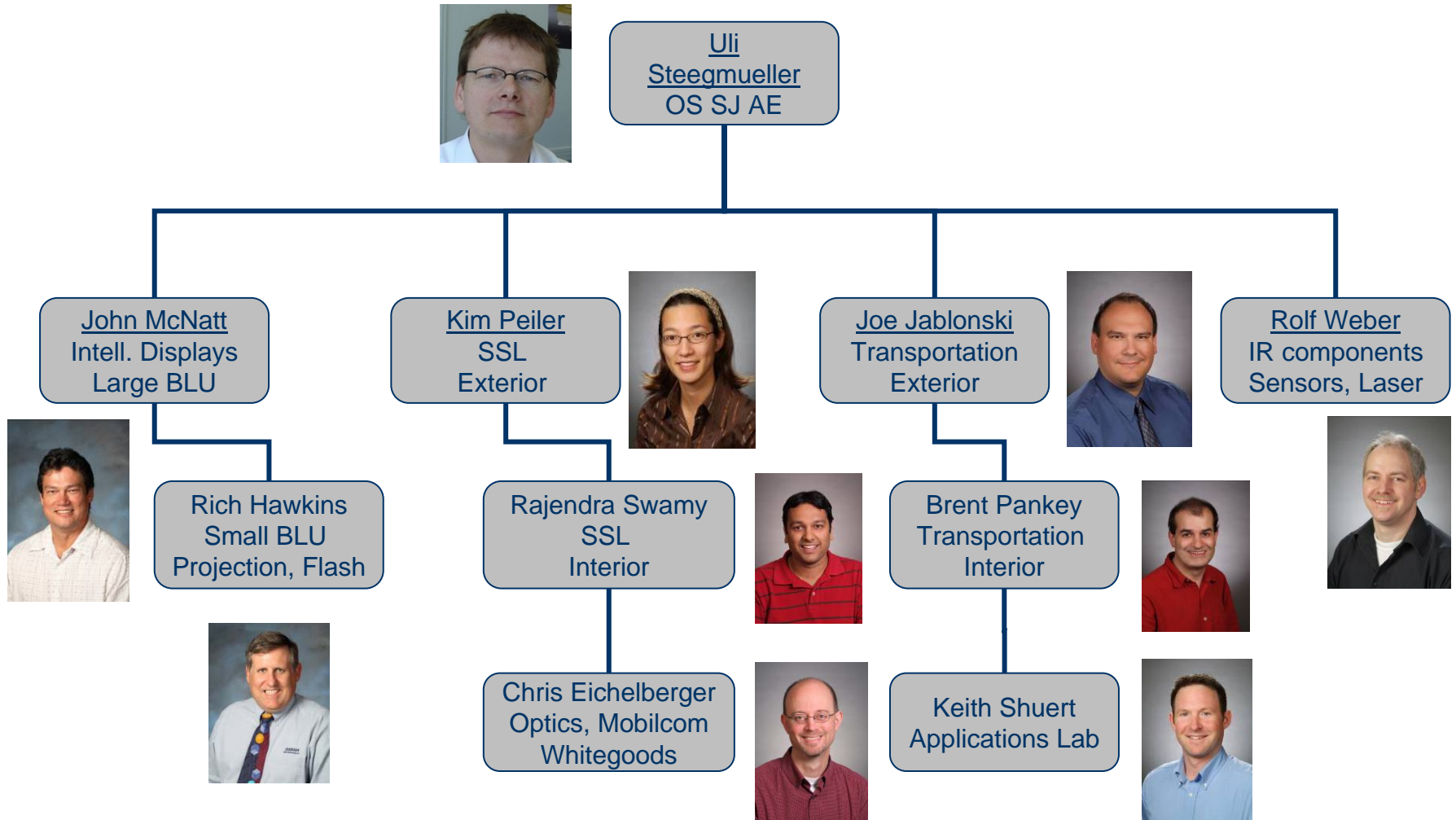
# Applications Team Intro

Applications Engineering  
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**Opto Semiconductors**

**OSRAM**

# Applications Engineering Organization



# Points of Contact within AE NAFTA

Office Location	Contact	General topics	Apps-Lab	Transportation Exterior	Transportation Interior	Intelligent Displays	Gaming, Video-walls	Large BLU	Small BLU	Projection, Flash	Keypads, Indicators	Optics	White Goods, Industrial	SSL Interior	SSL Exterior	IR Comp. Lasers Sensors
North ville	Uli Steegm.	X														
	Keith Shuert		X													
	Joe Jablonski			X												
	Brent Pankey				X											
	Kim Peiler													X		
	Chris Eichelb.										X	X	X			
	Raj Swamy													X		
Santa Clara	John McNatt					X	X	X								
	Rich Hawkins								X	X						
	Rolf Weber															X

X Lead contact      2<sup>nd</sup> contact / Representative

# NAFTA Application Engineering Capabilities

## Optical Design

LED and optics selection  
Optical system analysis  
LED ray tracing models

## Thermal Design

Design proposals  
Thermal simulation  
Thermal measurement

## Electrical Design

Design proposals  
PSPICE simulation  
Electrical measurement

## Prototype Assembly

Demonstration design  
PCB layout  
PCB assembly

## Mechanical Design

CAD  
3D modeling  
Rapid prototype

## Optical Measurement

Color  
Luminous flux and Intensity  
Luminance and Illuminance  
Spectral Transmittance



# Activities of LED/ IR Applications Engineering

- For LED/ IR products, **develop optical, electrical and thermal solutions** and **reference** designs (i.e. thermal solutions for Dragon LED)
- **Support key customers** to develop/ design their LED/ IR lighting products
- **Evaluate** technical **feasibility** and provide LED/ IR **solution proposals**
- Build **application mock-ups** to demonstrate LED/ IR solutions
- Evaluate and **identify potential lighting applications** for LED and IR devices
- **Promote OSRAM LED/ IR technologies** through industry technical committees, technical conference, and tradeshow exhibitions.
- Develop LED/ IR application **documentations** including design guidelines, application notes and design tools
- **Cooperate** with key optics, electronic and thermal management **suppliers** to develop their solutions for LED/ IR lighting (i.e. Ledlightforyou.com)