



LASER OPTICS BERLIN

International Trade Fair and Congress

19 – 21 March 2012



In conjunction with:



microsys berlin
Micro-Optics and Micro-Optical Systems

Congress Organizer:

OSA[®]
The Optical Society

Research in Optical Science:
OSA Optics and Photonics Congress



Welcome to Laser Optics Berlin – your gateway to successful contacts

Berlin is right at the heart of technology development, including the optical industry and microsystems technology. Science and business will profit from ideal conditions for intelligent networking at Laser Optics Berlin, which takes place March 19–21, 2012. As an international meeting place for experts, the trade fair is a pivotal gateway between ideas and knowledge, supply and demand, today and tomorrow. Use this opportunity as an exhibitor – it can only be to your advantage.



In comparison to two years ago, I am happy to report that the trade fair has grown even bigger and become even more attractive.

**Dr. Thomas Laurent, CTO,
eagleyard Photonics GmbH**



The region is optimally networked

Due to the close integration and interaction between science and industry, the Berlin-Brandenburg region has an outstanding industry network.

7 universities

16 institutes of technology

85 research facilities

**400 companies in the optical industries
or microsystems technology**



A well-proven three pillar concept with new products and services

The combination of congress, trade fair and experts' forums makes Laser Optics Berlin the top platform for exhibitors from the entire industry. In 2012 the congress will be organized by The Optical Society (OSA) for the very first time. Another first: microsystech berlin will take place within the scope of Laser Optics Berlin. In other words: Laser Optics Berlin 2012 will become a festival of synergies.

The three pillars of Laser Optics Berlin

International congress

The OSA Optics and Photonics Congress is the centerpiece of Laser Optics Berlin 2012. Scientific and applications-oriented lectures from renowned experts equally inspire both developers and practitioners.

Trade fair

From basic technologies to applied laser technology and scientific innovations to the presentation of international projects and collaborations, Laser Optics Berlin presents the current state of affairs.

Experts' forums

Special application areas and technologies take center stage: e.g. new trends in communication technology and micro-systems technology. Industry meetings, recruiting forums and advanced training events complement the setup.

The new components of success



OSA Optics and Photonics Congress

With over 16,000 members from 100 countries, OSA's membership and activities include a global community of scientists, educators, engineers, technicians, students and business leaders with an interest in optics and photonics. The 2012 congress will discuss the fundamentals and application of higher magnetic field sources, structural research on ultrafast structural dynamics, as well as developments in the area of quantum information.



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Micro-Optics and Micro-Optical Systems

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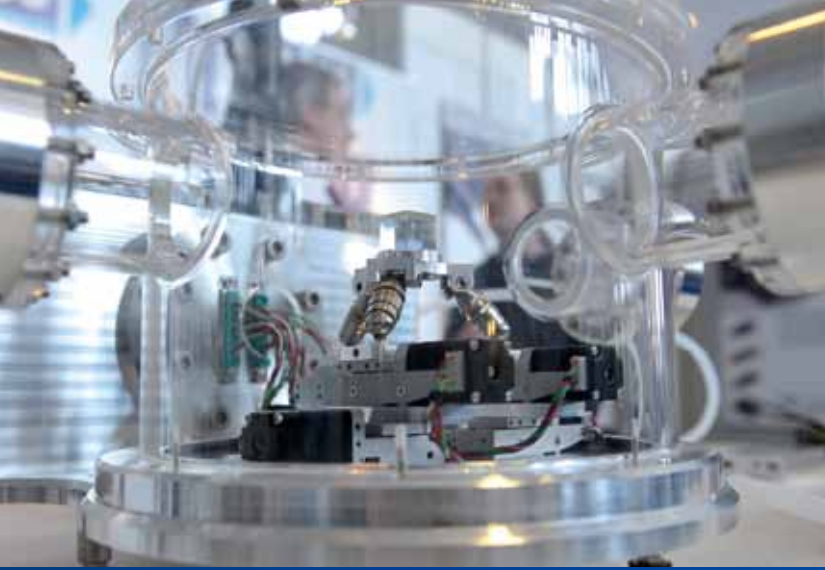
From now on, the well-established microsystech berlin – micro-optics and micro-optical systems – will take place together with Laser Optics Berlin. As a combination of exhibition and lecture program, microsystech berlin concentrates on the interface between optical technologies and microsystems technology.



With innovative developments in the area of optical technologies, Berlin has made a name for itself well beyond its borders; today it is once again among the leading locations in Germany and Europe. In 2010 the high level of drawing power of the companies and research facilities located in Berlin could be seen in the growing share of international exhibitors. One third of all exhibitors in 2010 came from outside Germany.

Norbert Quinkert,
Chairman, TSB
Technologiestiftung Berlin





LASER OPTICS BERLIN



Laser Optics Berlin is a good opportunity to meet long-standing R&D and business partners as well as to establish new contacts.

**Dr. Björn Hansson,
Group Manager,
Acreo AB (Sweden)**



With its compact format and diverse synergies, Laser Optics Berlin offers exhibitors customized presentation opportunities. From the economically priced table-top displays in the Innovation Park for projects and startups to trade fair stands of every size, you can individually configure your trade fair presence. We are happy to advise you.

The most important advantages for exhibitors

International OSA Congress

As an exhibitor you can take advantage of special conditions.

High-tech platform with interfaces

Laser Optics Berlin presents applications which combine optical technologies with microsystems.

Target-group-specific product presentations

Take advantage of the different Laser Optics Berlin experts' forums and present your products in a target-group-specific way.

Attractive table-top displays for startups

In the Laser Optics Berlin Innovation Park we offer attractive presentation opportunities to both scientific projects and companies which are less than three years old.

Berlin-Brandenburg: Region of innovation

Present yourself to users in one of Germany's most innovative regions for optical technologies.

Recruiting @ Laser Optics Berlin

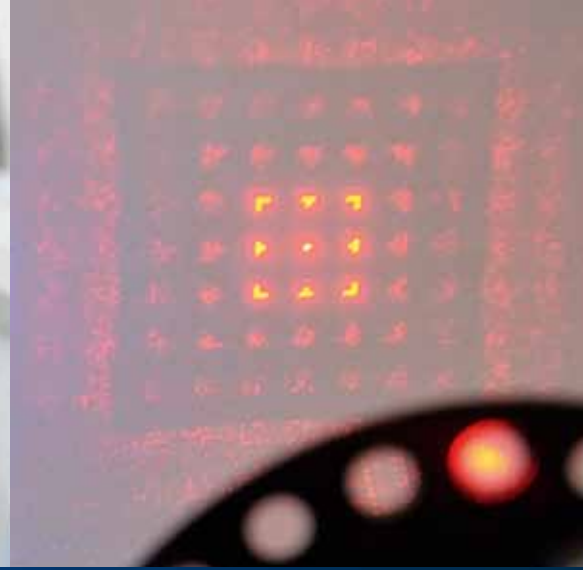
Find qualified employees and present yourself as a forward-looking employer.

Central location for new markets

Take advantage of Laser Optics Berlin's top location and establish international contacts with users in north and east Europe.

The Virtual Market Place® – the online-networking portal for your industry

Cultivate your business relationships before and after the trade fair – and reach new target groups all over the world. As an exhibitor, you can use the Laser Optics-Virtual Market Place to present text and graphics about your company, technologies and applications. Trade visitors use this online marketing platform all year round to receive information about innovations and get in touch with exhibitors.



Bright perspectives – present yourself in an innovative environment



Bright perspectives – present yourself in an innovative environment

- Laser
- Optics
- Components
- Optoelectronics
- Optical analytics
- Optical communication technology
- Metrology
- Clean room technology
- Display technology, imaging & image processing
- Illumination technology
- Optical technologies for materials processing
- Production technique
- Semiconductor technology
- Sensors & detectors
- Micro-optics and micro-optical systems
- Optical technologies for medical technology and biotechnology
- Optical technologies in security technology and traffic engineering
- Education & training
- Services



At our stand we had a great deal of English-speaking customers who wanted to invest in the region. We have many promising discussions lined up for the coming weeks; without Laser Optics Berlin, we wouldn't have been able to arrange them.

**Jörg Latzel, Product Manager,
Optical Spectrum Analyzers,
YOKOGAWA Measurement
Technologies GmbH**





OSA Optics and Photonics Congress – A new dimension to the congress is established



At Laser Optics Berlin 2012 the OSA Optics and Photonics Congress will discuss the physical fundamentals and application of high-field phenomena, research on ultrafast structural dynamics as well as the latest developments in quantum information. Developers and users are cordially invited to attend.

Highlights of the congress

High-Intensity Lasers & High-Field Phenomena (HILAS)

Chairs: Andrius Baltuska, TU Vienna, Austria
John Dudley, University Franche-Comté, France

2nd International Conference on Ultrafast Structural Dynamics (ICUSD)

Chairs: Thomas Elsaesser, Max-Born-Institute, Germany
Majed Chergui, École Polytechnique Fédérale de Lausanne, Switzerland

International Conference on Quantum Information (ICQI)

Chairs: Robert Boyd, University of Ottawa, Canada, and University of Rochester, USA
Alexander Sergienko, Boston University, USA

Detailed information about the congress program and registration is available online at:
www.laser-optics-berlin.de or www.osa.org.



OSA congresses bring together top researchers in specialized optics fields to discuss and share the latest research on a variety of topics. Coupling the program with Laser Optics Berlin, which takes place in a core region of the European optics industry, will only enhance that experience.
Christopher Dainty, President, OSA





Using good recruiting methods to find the best: Promoting young talent, career coaching & job board

Laser Optics Berlin is an excellent opportunity for exhibiting companies to find qualified young talent. With programs specifically tailored to pupils, students and experts, we highlight the industry's prospects – and at the same time, we support your search for young professionals for both the short and medium-term.

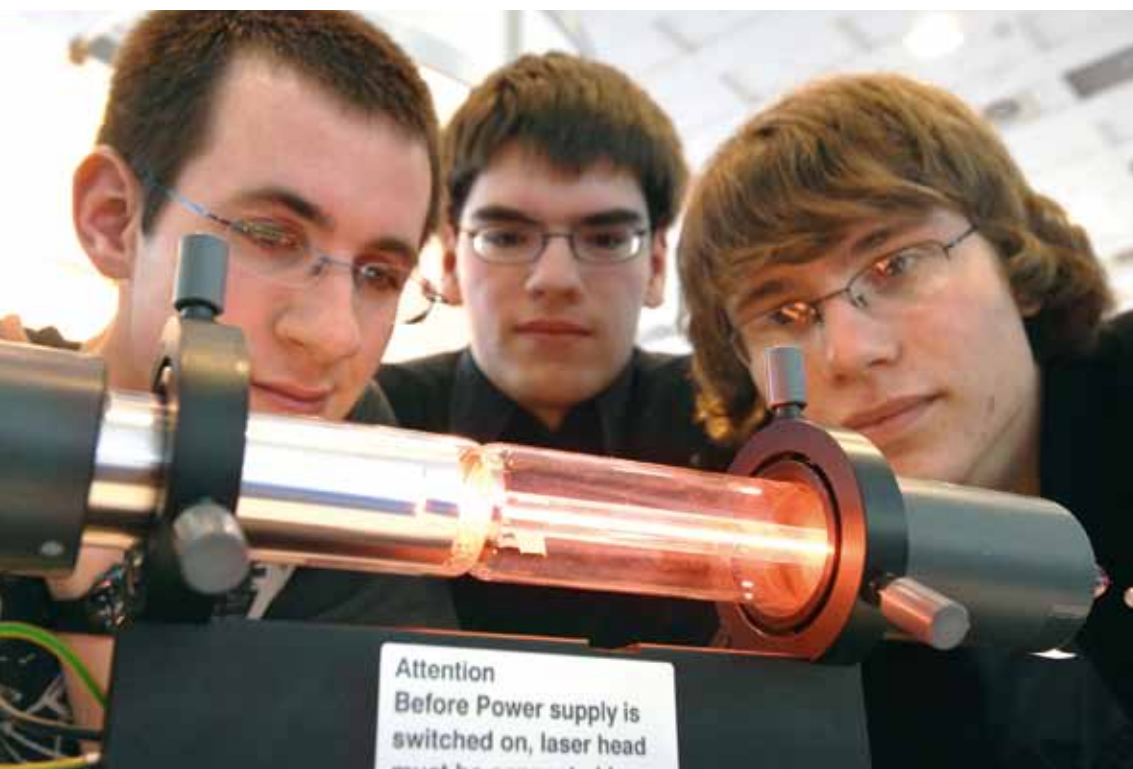
The Laser Optics Berlin Career Center, with job board, career coaching and presentations from experts, will once again address the areas of careers, job applications and the search for qualified employees. In addition, students and young academics have the opportunity to present theses and dissertations.

The free services for exhibitors and visitors are provided by the wirth + partner consulting group. "We are particularly able to reach younger engineers and scientists and arouse their interest in small to medium-sized businesses, an area they often overlook during their job search," said Stefan Wirth, from wirth + partner.



This is our first time at Laser Optics Berlin and we have been very satisfied with the way things have gone here. We would like to take part with more firms in the next Laser Optics Berlin.

Julia Kuzmina, Specialist of international activity, Business Development Centre Zelenograd (Russia)





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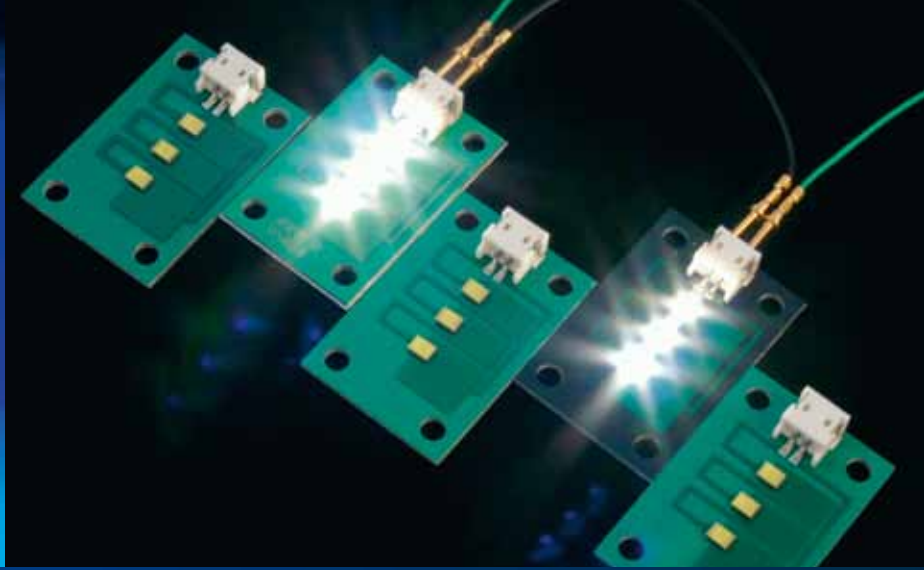
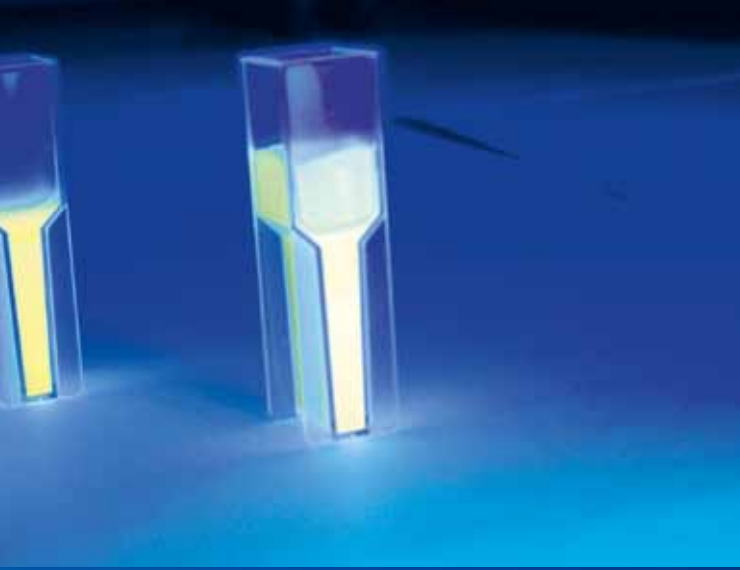
Micro-Optics and Micro-Optical Systems

Microsystems technology is booming. Berlin is the third-largest microsystems technology cluster in Germany. Numerous companies have set up establishments in the Berlin area based on its excellent research landscape. In the Berlin-Brandenburg region there are around 250 small to mid-sized companies operating in the areas of sensors and measurement technology, component and module manufacturing, micro-optics, optoelectronics and laser technology. microsys berlin is an excellent opportunity for all of them to present themselves to real professionals.

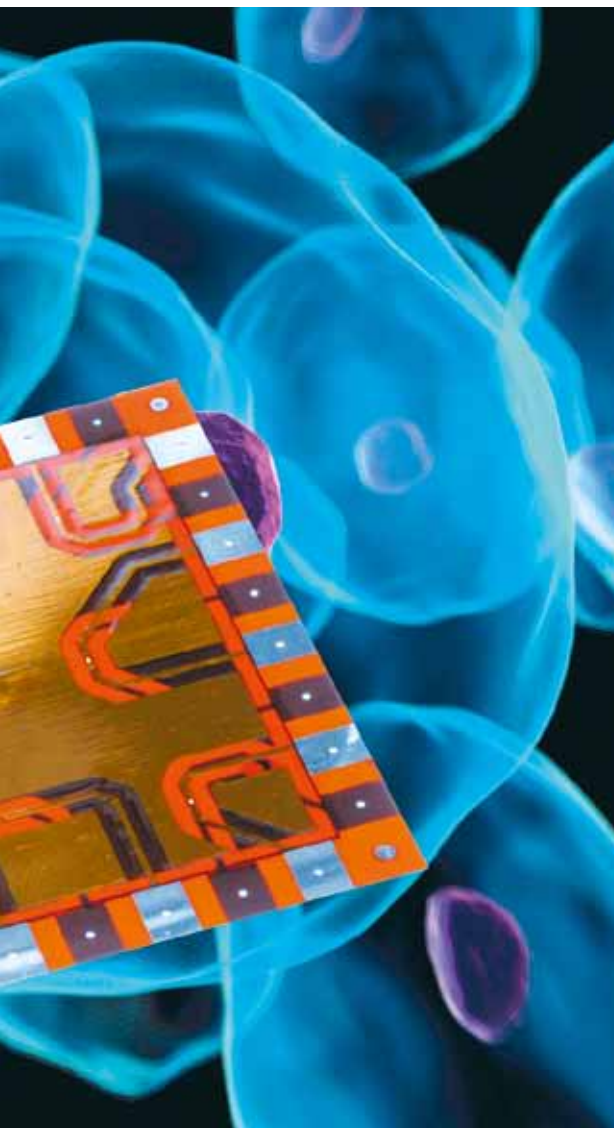
Since 2001 microsys berlin – micro-optics and micro-optical systems – has successfully presented the fascinating developments in microsystems technology. As a combination of exhibition and lecture program, microsys berlin is now breaking new ground in terms of content and structure: From now on, microsys berlin will take place parallel to Laser Optics Berlin. Its new focus is on the presentation of common fields of application between optical technologies and microsystems technology. This makes microsys berlin – formerly μ Sys – a true first on the German trade fair market.

If you would like to be an exhibitor at microsys berlin, please use the Laser Optics Berlin exhibitor documents.





Small systems with a big future – microsys berlin takes a new direction



The products and services at microsys berlin:

Main focus: micro-optics and micro-optical systems

- System design, system integration, reliability
- Materials, components
- Technologies, manufacturing processes
- Microoptical systems
- Applications
- Education & training



After a positive pilot test pairing the μ Sys with Laser Optics Berlin, we want to continue along this path, but the focus of the content should better reflect the elements common to both events – for example, micro-optics, MOEMS, laser- and LED-systems.
Prof. Dr. Klaus-Dieter Lang,
Director, Fraunhofer IZM
(alongside TSB Innovations-agentur Berlin GmbH, one of the initiators of microsys)





How would you like to present yourself? We are happy to advise you.

Early Bird:

10 euro/m² savings
through Oct 31, 2011

Complete stand or floor space

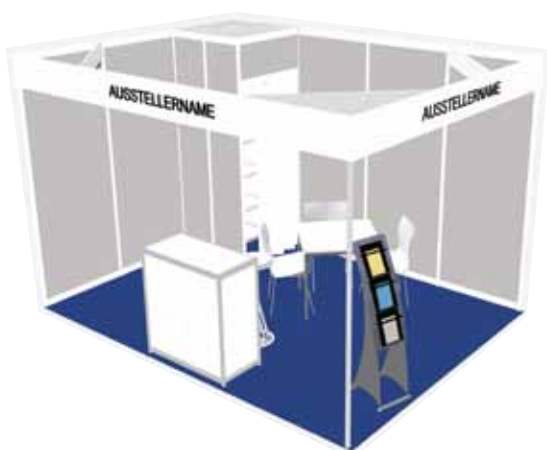
As an exhibitor you can choose between:

- complete stand (minimum size: 9 m²)
- floor space

Example: complete stand

Complete stand 12m²
(stand construction and equipment): € 1,105

plus V.A.T., stand rental charge, AUMA-fee, flat-fee for energy costs
and Media Package fee



Choose your stand type:

Row stand:	€ 170 / m ²
Peninsula stand:	€ 180 / m ²
Corner stand:	€ 185 / m ²
Island stand:	€ 195 / m ²

Table-top: € 600

Companies which are less than three years old as well as scientific projects can present themselves in the Laser Optics Berlin Innovation Park. The package consists of a table, chairs, carpeting and rear panel.

plus V.A.T., AUMA-fee, flat-fee for energy costs and Media Package fee.

Attract attention

Boost the success of your trade fair presence –
take advantage of our diverse advertising and sponsoring offers:

- Attractive sponsoring opportunities
- Display options in the official catalogue
- Banners on our internet website
- Advertising at the exhibition grounds
- Product presentation in our Innovation Report
and much more

**Talk to us! All products and services can also be found
online at: www.laser-optics-berlin.de**



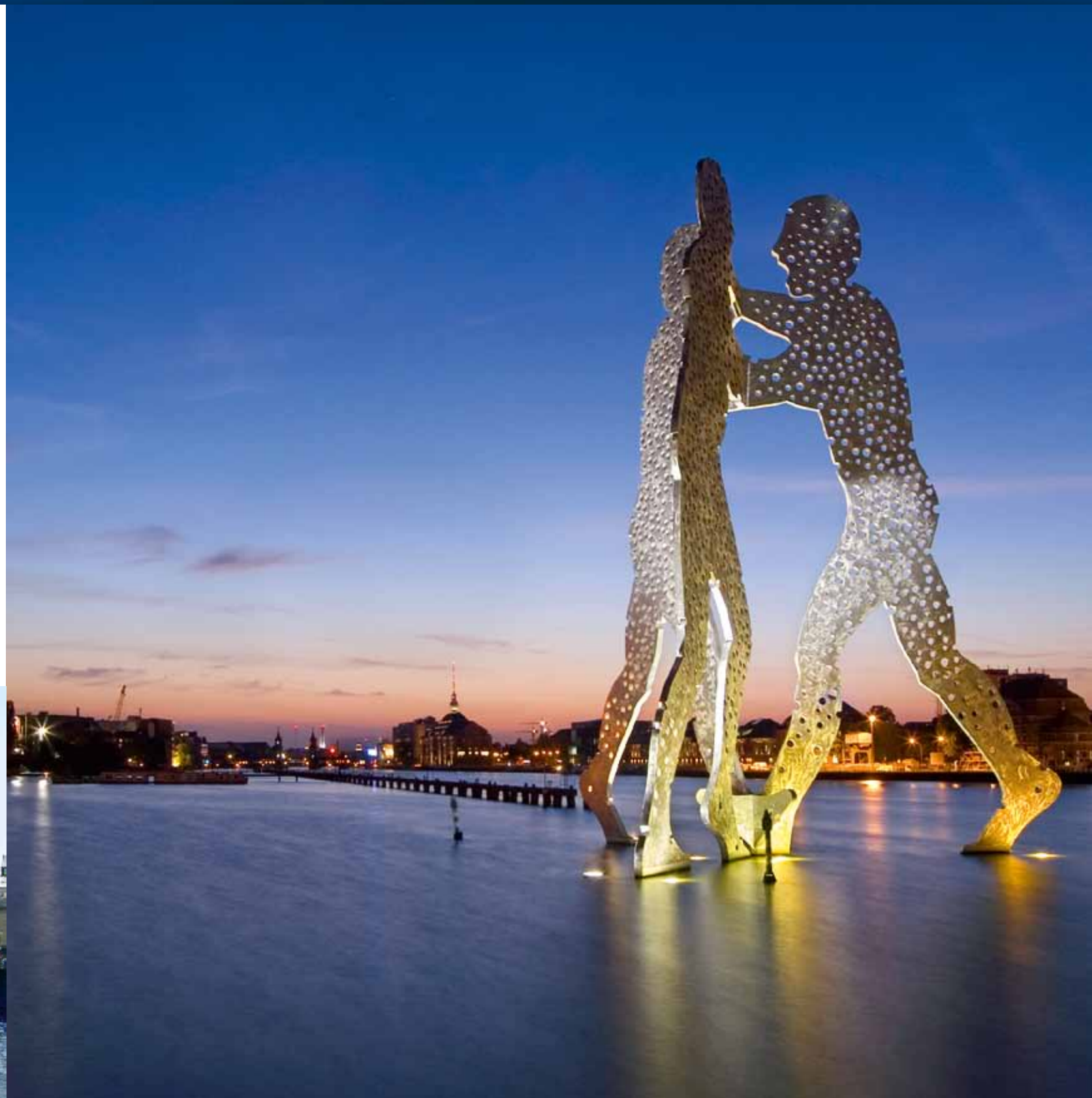
Creativity-obsessed metropolis

Berlin itself is the best reason to visit Berlin! After the trade fair day is over, there's no place more exciting than the German capital. Berlin pulsates and fascinates with an incomparable variety of cultural and gastronomical offerings, as well as with a wealth of interesting extremes.

Berlin is creative, exciting and consistently surprising. History buffs, technology fans, music lovers, gourmets and partygoers – everyone gets their money's worth in Berlin.

Not only does the city offer 500 events daily – Berlin itself is a huge event.

Get excited about Berlin!





Partner hotel:

The centrally-located Lifestyle-Hotel Ku'Damm 101, for business travelers with high-tech standards, is once again the Laser Optics Berlin partner hotel: 170 sleekly-designed rooms with high-speed WLAN internet connections, the Lounge Bar, 94 underground parking spaces and Ku'damm shopping right out front - and the exhibition grounds are only 2km away.

Single room: € 83 incl. breakfast

Double room: € 108 incl. breakfast



Contact/reservations:

Ku'Damm 101 Hotel

Kurfürstendamm 101

10711 Berlin

Tel. +49 30 / 52 00 55-713 or -731

Fax +49 30 / 52 00 55-755

reservierung@kudamm101.com

www.kudamm101.com

Keyword: Laser Optics Berlin



Dates:

19–21 March 2012

Organizer:

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Venue:

Berlin Exhibition Grounds

Co-organizer:

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