



luxresearch

Cordially invites you to attend its first Asian-based

Global Innovation Summit

*Disruptive Innovation Drives New Business Opportunities and Models:
How Sustainable Living Compels the Evolution of the Smart Grid*

Co-hosted with:

Mitsui Global Strategic Studies Institute

Date & Time: *February 9th, 2012 from 3:30-5 pm*

Location: *Mitsui & Co. Ltd.*

2-1-1 Otemachi, Chiyoda-ku, Japan 100-004

Lux Research presentations will be followed by a networking reception

Michael Holman, Ph.D., Research Director

Disruptive Innovation Drives New Business Opportunities and Models

Globalization of innovation combined with the limitations of traditional funding from VC's and governments are creating new sources of next generation disruptive technologies. Demand for sustainable societies is driving new technology solutions like upgrading the grid to support lower-carbon energy sources and the integration of energy storage. Drawing on Lux Research's experience studying emerging technologies and advising the world's top companies on practical ways to profit from them, this presentation highlights several upcoming business opportunities.

Steve Minnihan, Lead Analyst, Smart Grid & Grid Storage

Grid Storage Market: Which Technologies Will Succeed and Why

The emerging grid storage market is fluctuating violently due to rapid regulatory action and newfound technical issues that shift the need and shape the value of energy storage technologies. As a result, this turbulent time will serve as a proving period for emerging storage technologies, and effective execution is needed in order to ensure the future growth of these high-value technologies. In this presentation, we will examine these changing market drivers and evaluate successful market approaches. The traditional "hands-off" approach is not working. We will share how the leaders have navigated this fragmented market, and we will explain how other players can position themselves for even greater success.

***Limited seating is available, and seats will be allocated on a first come, first serve basis.*

Please RSVP to Lux Research at +81-3-4520-5490 or email:

Coming from Japan: kazuki.seki@luxresearchinc.com or karl.pisor@luxresearchinc.com

Coming from other Asian Countries connie.park@luxresearchinc.com