



Victorian Seminar Invitation

## Commercialisation of the Active Reactor :

A look at a successful commercialisation from the backyard shed to product sales



The Active Reactor is a revolutionary device for the efficient control and operation of high intensity discharge (HID) lamps. The Active Reactor, when installed in conventional HID luminaires delivers substantial energy savings up to 25%, greenhouse gas reductions and extended lamp life of up to 100%

The device controls the starting and running of particular lamps commonly used in street lighting, floodlighting and industrial applications. The device has been developed by The Active Reactor Company Pty Ltd in Melbourne, Australia. It is patent protected and complies with all regulatory requirements. The Active Reactor is in production and has been incorporated into selected Australian luminaires. The energy savings and lamp life extension have been verified in a number of trials, one of which has been running for 3 ½ years.

**Speakers:** Richard Dluzniak and Brian Oldland

Richard Dluzniak, the founder, and Brian Oldland, both directors of the company, will describe the business development from the garden shed invention to product sales and the ups and downs in between. They will talk about the technology's evolution, the acquisition of funding, and the key lessons learnt along the pathway.

**Venue:** Piper Alderman  
24/385 Bourke Street, Melbourne

**Date:** Tuesday, 3 June 2008

**Time:** 12.30pm for 1.00pm to 2.00pm

**Cost:** LESANZ: \$25.00 (\$22.73 + \$2.27 GST)  
Non Members: \$40.00 (\$36.36 + \$3.64 GST)

**RSVP:** Thursday 29<sup>nd</sup> May 2008  
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Due to catering costs, payment is required despite non-attendance or cancellation after the RSVP date

