



**SAN FRANCISCO BAY AREA
NANOTECHNOLOGY COUNCIL**

January 2009 Seminar

Subject: Nanotechnology State of the Market 2008: Stealth Success, Broad Impact

Speaker: Mark Bunger, Director of Research, Lux Research

Date: Tuesday, January 20, 2009

Time: Registration & light lunch 11:30am. Presentation & Q/A 12:00 to 1pm

Location: National Semiconductor Bldg E-1 CMA Room. 2900 Semiconductor Drive, Santa Clara, CA
<http://www.google.com/search?hl=en&q=2900+Semiconductor+Drive.+santa+clara+%2C+ca&btnG=Google+Search>

Cost: IEEE Members and Students \$5. Non-Members \$10

Please RSVP at our web site: www.ieee.org/nano

Talk Abstract:

Nanotechnology – and the nanomaterials that are the root of the nanotechnology value chain – has taken hold in many industries, as corporate, government, and venture capital funding have driven spending on nanotech R&D to \$13.5 billion. Despite some applications that failed to live up to the hype, emerging nanotechnology was used in \$147 billion worth of products in 2007, and will impact \$3.1 trillion in manufactured goods in 2015. Large companies are taking a more selective approach to nanotech, while concerns that have hampered the field – like potential environmental, health, and safety risks, and misbegotten specialist strategies – are moving towards resolution. In this presentation, Lux Research's Mark Büngrer will present market data, technology trends, and the latest in applications relevant to the IEEE community, including sensors and diagnostics, nanoelectronics, coatings, and other areas.

Speaker Biography:

Mark Büngrer is the Director of Research at Lux Research based in the firm's San Francisco office. Mark joined Lux Research 3 years ago with 14 years of business strategy experience, both as a management consultant and technology analyst. His previous work experience includes Principal Analyst at Forrester Research, International Engagement Manager at European consultancy Icon Medialab, and Managing Director of Icon Medialab's U.S. office. The first six years of Mark's career were spent at Accenture in the U.S., U.K., and Sweden.

Mark's education includes International Marketing at Mälardalen Polytechnic in Sweden, and Market Research at the University of Texas in the U.S. He also studied biochemistry through the University of California at Berkeley's extension program.