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## **LUX RESEARCH ANNOUNCES AGENDA FOR LUX EXECUTIVE SUMMIT, NANOTECHNOLOGY'S PREMIER EVENT**

Unique event focuses on nanotech's implications for corporate executives and investment managers

New York, NY – May 2, 2005 – Lux Research, the world's leading research and advisory firm for nanotechnology, today announced the conference agenda for its inaugural Lux Executive Summit: The Business Impact of Nanotechnology, to be held at the Charles Hotel in Cambridge, Massachusetts on October 24–25, 2005.

The Lux Executive Summit is the only event designed and programmed to provide corporate executives and investment managers with the knowledge and insights required to create a visionary nanotechnology strategy. The conference is nanotech's most elite gathering for CEOs, senior corporate executives, fund managers and VCs, scientific pioneers, and public policymakers.

"As we reviewed the landscape of nanotech events, we saw a field crowded with numerous conferences that are virtually indistinguishable from each other," said Lux Research CEO Peter Hebert. "As such, we are launching the Lux Executive Summit as an exclusive conference with unique proprietary content that's both critical and relevant for our top-level attendees and clients."

The conference will address such topics as creating value through nanotech; dissociating nanotech myths from realities; the size, shape, and growth of addressable markets; international strategies; winning business models; investment frameworks; new ventures and start-ups; as well as in-depth case studies. Proprietary frameworks, insight, and data about nanotechnology commercialization from Lux Research's renowned team of analysts will drive the event.

The Lux Executive Summit will feature a diverse group of leading decision makers, influencers and power brokers, including:

- Hamilton Jordan - Former White House Chief of Staff
- Paolo Gargini – Director of Technology Strategy, Intel
- Pip Coburn – Global Technology Strategist, UBS
- Norbert Riedel - Chief Scientific Officer, Baxter
- Bill Schneider – Chairman, Pentagon's Defense Science Board
- James Surowiecki – The New Yorker and author of "The Wisdom of Crowds"
- William Sahlman – Professor, Harvard Business School

Additional speakers, to be announced shortly, will include leading CEOs, investment professionals, policy makers, researchers and scientists. For early registration and additional event details, please visit [www.luxexecutivesummit.com](http://www.luxexecutivesummit.com)

**About Lux Research:**

Lux Research is the world's leading nanotechnology research and advisory firm. We help our clients make better decisions to profit from nanoscale science and technology, tapping into our analysts' unique expertise and unrivaled network. Our clients include top decision makers at large corporations, portfolio managers and analysts at leading financial institutions, CEOs of the most innovative start-ups, and visionary public policy makers. To get connected and for more information, visit [www.luxresearchinc.com](http://www.luxresearchinc.com)

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