

WinterGreen Research, INC.

**Thin Film Solar Technology Market Shares, Strategies, and Forecasts,
Worldwide, 2011 to 2017**

Thin Film Solar Provides Abundant Energy

Mountains of Opportunity



Picture by Susan Eustis

WinterGreen Research, Inc.

Lexington, Massachusetts

www.wintergreenresearch.com

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REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

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CHECK OUT THESE KEY TOPICS

Thin Film Solar
Commercial Solar Panels
Residential Solar
Solar Panel Technologies
Thin Film Solar Cells
Thin Film Solar Cadmium
Telluride
Thin Film Solar Cells CIGS
(Copper Indium Gallium
Selenide)
Copper-Indium-Gallium-
Diselenide
Conversion Efficiency
Thin-Film On Glass Substrate
Solar CIGS On A Polymeric
Plastic Substrate
Solar Monolithic Integration
On Glass Substrate

Solar Modules Cadmium
Telluride (CdTe)
Semiconductor Material
CIGS Photovoltaic Effect
Solar Thin Film Substrates
Thin Polycrystalline
Silicon Films
Glass Substrate
Thin-Film Panels
Nanosolar
HelioVolt
MiaSole
First Solar
Photovoltaic Technologies
Solar Shading
Third-Generation Thin-Film
Solar Applications
Flexible Glass Solar Panels

Polysilicon Producers
Solar Inverter
Solar Micro Inverter
Solar Panel Electricity
Solutions
Solar Energy
Thin Film Panels
Sunlight Intensity
Micromorph Modules
BIPV Canopy Systems
CIGs
Solar Regional Market
Photovoltaic Conversion Of Sun
Light
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Photovoltaic Solar Panel
Software Localization

Thin Film Solar Energy Growth Strategy:

**Thin Film Solar Energy Technology: Market Shares, Strategies, and Forecasts,
Worldwide, 2011-2017**

LEXINGTON, Massachusetts (September 27, 2011) – WinterGreen Research announces that it has a new study on Thin Film Solar Panel and System Market Shares and Forecasts, Worldwide, 2011-2017. The 2011 study has 496 pages, 189 tables and figures. Thin film solar energy units are evolving vacuum based solid state technology.

The worldwide demand for energy is steadily increasing, doubling every 15 years. The major effort is to sustain growth in the electricity supply without causing irreversible harm to the environment. Solar energy has rapidly grown as a clean, renewable alternative to limited fossil fuels. Recognition of the need to reduce reliance on coal and fossil fuels is driving interest in solar energy.

The need to reduce reliance on coal and fossil fuels is intuitive. The science agrees -- climate change is a reality. Citizens want to do something about climate change. Countries wish to not have dependence on foreign suppliers.

Thin film solar panel and systems market segments include CadTel. CadTel is attracting more attention than CIGS thin film. Thin film silicon solar cells use significantly less silicon, about 1/100th the thickness of the normal silicon layer. The thin film silicon solar cells production process is far shorter than that for crystalline silicon solar cells. Therefore thin film silicon solar cells are expected to greatly expand the potential of solar energy.

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Those price declines are healthy for the overall industry. Solar markets need price parity with petroleum based energy sources. The process of separating the strong players from weaker ones is ongoing. U.S. solar wafer maker Evergreen Solar did not make the grade. Those countries that invest in the technology are going to be the ones that achieve significant market advantage.

Growth of solar markets will depend on continued investment in energy infrastructure by governments. When you think about it, there is no better investment government can make than in achieving development of low cost, reliable solar energy. This availability of low cost energy is what makes an economy hum. Some governments are sure to recognize these issues and make the investment, others will not.

According to Susan Eustis, lead author of the study, "grid parity has been reached by thin film solar energy products for many areas of the world." When thin film solar systems are looked at over the 25 year useful life of the systems they provide very attractive payback.

Markets at \$2.9 billion in 2010 are set to grow to \$44 billion by 2017, with the total solar energy market reaching \$ 1 trillion sometime in the middle of 2021.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

Companies Profiled

Market Leaders

**First Solar
Sharp**

Qcells

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Market Participants

5. Thin Film Solar Technology
Company Profiles
A Power Energy
Akeena Solar
Applied Materials
Ascent Solar Technologies, Inc.
ATS
Bosch
Conergy AG
Daystar Technologies
Daqo New Energy
Dow Chemical
Dyesol

ET Solar
G24 Innovations
Gintech
Greenwing Energy
HelioSphera
HelioVolt
Mubadala / Masdar
MEMC
Motech
Mitsubishi Electric
MiaSole
Intel / MiaSolé
Oerlikon Solar

Petra Solar
Scatec Solar
Schott
SEC Solar Energy Centre
SENER
SMA Solar Technology AG
SMA Solar Technology Acquisition
of dtw Sp.z o.o.
Solyndra
Telio Solar

Thin Film Solar Energy Technology: Market Shares, Strategies, and Forecasts, Worldwide, 2011 to 2017

Report Methodology

This is the 484th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

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The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2010. With 2010 and several years prior to that as a baseline, market projections were developed for 2011 through 2017. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

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This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

YOU MUST HAVE THIS STUDY

Thin Film Solar Energy Technology Market Shares, Strategy, and Forecasts, 2011 to 2017

Table of Contents

Thin Film Solar Executive Summary

THIN FILM SOLAR PANELS AND SYSTEMS EXECUTIVE SUMMARY	ES-1
Thin Film Solar Market Driving Forces	ES-1
Thin Film Solar Market Shares	ES-5
Thin Film Solar Market Forecasts	ES-8

Thin Film Solar Market Description and Market Dynamics

1. THIN FILM SOLAR TECHNOLOGY MARKET DESCRIPTION AND MARKET DYNAMICS	1-1
1.1 Sun Is The Earth's Most Abundant And Primary Source Of Energy	1-1
1.1.1 Solar Energy	1-2
1.2 Tackling Climate Change	1-3
1.3 Power From the Sun	1-4
1.3.1 PV Industry	1-5

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

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WinterGreen Research, INC.

1.4	Solar Energy From the Sun	1-8
1.4.1	The Solar Solution	1-9
1.4.2	Solar Industry Key Drivers	1-10
1.4.3	Government Incentives for Solar Power:	1-11
1.4.4	Solar Energy Benefits	1-13
1.4.5	Research Initiatives	1-15
1.4.6	Thin Film Material Layers	1-15
1.5	Photovoltaic Conversion Of Sun Light	1-16
1.5.1	Solar Panel Orientation	1-18
1.6	Thin Film Solar Materials	1-20
1.7	Sunlight Intensity in Various Regions	1-21
1.7.1	Average Solar Irradiance	1-22
1.7.2	Global Solar Resources for PV Photovoltaic and CSP Technologies	1-23
1.7.3	Sunshine Index	1-26
1.7.4	Economics of PV	1-27
1.8	Solar Technology	1-32
1.8.1	Cost-Competitive Solar	1-32
1.8.2	Thin-Film Solar	1-33
1.9	U.S. Building Construction Industry	1-36
1.10	Silicon Panels Harvest More Energy	1-39
1.10.1	Solar Real Estate	1-40
1.11	Smart Electric Grid Overhaul: Utility	1-41
1.11.1	IBM Smart Grid	1-41
1.11.2	U.S. Electric Grid Needs Major Overhaul: Utility	1-42
1.11.3	Flexible Solar Cells With Silicon Wires	1-42
1.12	Parts Of The Solar Cell Manufacturing Process	1-43
1.12.1	Solar Cell Plants	1-44
1.12.2	Module Assembly Plants	1-46
1.12.3	Systems Assembly	1-47
1.13	Greenhouse Gases	1-47
1.14	Productionizing Technologies	1-48
1.15	Era Of Cheap Energy	1-49
1.15.1	Unprecedented Level Of Development Worldwide	1-51
1.15.2	Population Increases	1-51

Thin Film Solar Market Shares and Market Forecasts

2. THIN FILM SOLAR PANELS AND SYSTEMS MARKET SHARES AND MARKET FORECASTS

2.1	Thin Film Solar Market Driving Forces	2-1
2.2	Thin Film Solar Market Shares	2-1
2.2.1	First Solar US Department of Energy DOE Thin Film Solar \$4.5 Billion Loan Guarantees	2-5
2.2.2	First Solar 4 Gigawatt Manufacturing	2-8
2.2.3	First Solar	2-10
2.2.4	First Solar Benchmarks In Thin Film Modules	2-11
2.2.5	First Solar Thin Film	2-11
2.2.6	Sharp Solar Thin Film Solar Modules	2-12
2.2.7	Q-Cells Q.SMART CIGS Solar Modules	2-12
2.2.8	Masdar PV Thin-Film Photovoltaics	2-13
2.2.9	Ascent Solar Technologies, Inc.	2-15
2.3	Thin Film Solar Market Forecasts	2-15
2.3.1	Thin Film Solar Market Forecasts	2-16
2.3.2	Q-Cells	2-17
2.3.3	Grid Parity	2-22
2.3.4	Solar Grid Parity	2-23
2.3.5	Thin-Film Solar Markets	2-24
		2-26

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

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WinterGreen Research, INC.

2.3.6	Thin Film Photovoltaics	2-29
2.3.7	Thin Film Photovoltaics	2-31
2.3.8	Higher efficiencies of CIGS modules	2-32
2.4	Solar Market Shares and Forecasts	2-36
2.4.1	Masdar Operates Through Five Integrated Units	2-40
2.4.2	Masdar PV Production Capacity at Ichtershausen	2-41
2.4.3	Masdar PV	2-41
2.4.4	Masdar PV and Beck Energy Open-Space Solar Park In Germany	2-42
2.4.5	Conergy Modules Installed	2-42
2.4.6	Solar Panel and Systems Markets Forecasts	2-43
2.4.7	Solar Panel Megawatts Shipped Market Shares	2-45
2.4.8	Government Incentives For Solar Energy	2-53
2.4.9	Impact of Oil Price on Solar Industry	2-54
2.4.10	Outlook for Solar Electricity	2-55
2.4.11	Solar Electricity Storage: Thin Film Batteries Complement The Hydrogen Manufacture	2-56
2.4.12	Solar Market Opportunity	2-58
2.5	Solar Industry Segment Demand	2-61
2.5.1	Solar Panel Commercial Forecasts	2-69
2.5.2	Germany and Spain Feed-in Tariffs for Photovoltaics in C/kWh	2-73
2.5.3	Solar Energy Cost-Of-Electricity Analysis	2-74
2.6	Solar Energy Marketplace And Secure Power For Buildings BIPV	2-75
2.7	Global Solar Resources	2-76
2.8	Solar Panel ROI	2-77
2.9	Solar Market Installed Capacity	2-78
2.9.1	PV Countries 2010	2-81
2.9.2	PV Installations by Technology	2-81
2.9.3	PV Installations by Application and Country	2-82
2.10	Solar industry Product Pricing	2-82
2.11	Solar Regional Market Segments	2-84
2.11.1	United States Solar Market	2-87
2.11.2	Germany, Italy, Spain, France, the United States, Canada, China, India, and Australia provide FiT, Rebates, Tax Incentives, And Other Incentives Subsidies	2-90
2.11.3	German Solar Market	2-91
2.11.4	UK Solar Market	2-92
2.11.5	France: Solar Market	2-92
2.11.6	Italy and Spain: Solar Market	2-92
2.11.7	Canada: Solar Market	2-93
2.11.8	Australia: Solar Market	2-93
2.11.9	China: Solar Market	2-94
2.11.10	China's Insatiable Demand For Energy	2-95
2.11.11	Environmental Concerns Continue To Mount	2-95
2.11.12	Chinese Concerns About Power Reliability And Energy Security	2-96
2.11.13	China's Energy Policies Are Focused On Fostering Energy And Environmental Conservation	2-97
2.11.14	India: Solar Market	2-99
2.11.15	Trina Solar Regional Revenue	2-100
2.11.16	First Solar Regional Participation	2-102

Thin Film Solar Product Description

3. THIN FILM SOLAR TECHNOLOGIES PRODUCT DESCRIPTION	3-1
3.1 First Solar Thin Film	3-1
3.1.1 First Solar Operations and Maintenance	3-1
3.1.2 First Solar Strong Industry Vendor Relationships	3-5
3.1.3 First Solar Module Collection and Recycling Program	3-5
3.1.4 First Solar PV Modules	3-6
3.1.5 First Solar Utility-Scale PV Systems	3-6
3.1.6 First Solar Utility Scale Engineering, Procurement, and Construction	3-8

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

\$3,600 SINGLE COPY -- \$7,200 WEB SITE POSTING

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3.2	Daystar Technologies Target Market: Grid-Tied Utilities	3-9
3.2.1	DayStar CIGS Module	3-9
3.2.2	DayStar CIGS on Glass, Solar Photovoltaics, and CIGS Electrical Energy	3-11
3.3	MiaSole Solar Thin Film Frameless Double Glass Module	3-13
3.3.1	MiaSole Solar Panels Targeted to Utilities And Independent Developers	3-19
3.4	Sharp Solar Thin Film, Wide Impact	3-19
3.5	Q-Cells Q.SMART CIGS Solar Modules	3-20
3.6	HelioVolt	3-24
3.6.1	HelioVolt Best In Class of Thin Film	3-25
3.6.2	HelioVolt Electrical Performance	3-25
3.6.3	HelioVolt Front View	3-26
3.6.4	HelioVolt Back View	3-26
3.6.5	HelioVolt Mechanical Specifications	3-26
3.6.6	HelioVolt Highest Performing Thin Film Products	3-29
3.6.7	HelioVolt Commercial roof tops	3-30
3.6.8	HelioVolt Ground mount	3-30
3.6.9	HelioVolt Residential rooftops	3-31
3.6.10	HelioVolt BIPV	3-31
3.6.11	HelioVolt Custom Panels	3-31
3.7	Masdar PV	3-32
3.7.1	Masdar PV Modules Amorphous Modules	3-35
3.7.2	Masdar PV Micromorph Modules	3-36
3.7.3	HelioVolt CIGs	3-38
3.7.4	HelioVolt CIGS Advantages:	3-39
3.7.5	HelioVolt Advanced CIGS Manufacturing Process	3-39
3.8	Ascent Solar Technologies, Building Integrated Photovoltaics (BIPV) Modules Flexible And Lightweight Thin-Film PV Technology	3-42
3.9	Ascent Solar Electronic Integrated Photovoltaics (EIPV) Modules	3-46
3.9.1	Ascent Solar Defense Module & Applications	3-50
3.9.2	Ascent Solar Defense Operations Benefits	3-52
3.9.3	Ascent WaveSol™ Micro Solar Custom Solutions	3-54
3.9.4	Ascent WaveSol™ Micro Solar Electronic Product Benefits	3-56
3.10	Solyndra Technology / Products	3-58
3.10.1	Solyndra Systems Minimal Orientation Impact	3-58
3.10.2	Solyndra Cylindrical Modules	3-67
3.10.3	Solyndra 200 Series	3-71
3.10.4	Solyndra Agricultural Solar Products	3-73

Thin Film Solar Technology

4. THIN FILM SOLAR STRATEGY, TECHNOLOGY, AND INDUSTRY SPECIFIC APPLICATIONS

4.1	Solar Reflectors	4-1
4.1.1	Semiconductors Absorb Light	4-2
4.1.2	How Solar Energy Works	4-3
4.2	CIGS	4-3
4.2.1	Photovoltaic Systems	4-5
4.2.2	Thin Film Solar Cells Amorphous Silicon	4-8
4.2.3	Thin Film Solar Cells Cadmium Telluride	4-8
4.2.4	Thin Film Solar Cells CIGS (Copper Indium Gallium Selenide)	4-8
4.2.5	Miasolé Copper-Indium-Gallium-Diselenide	4-8
	Films Conversion Efficiency Confirmation From NREL	4-9
4.2.6	Thin-Film On Glass Substrate	4-11
4.2.7	Ascent Solar Putting CIGS On A Polymeric Or Plastic Substrate	4-11
4.3	First Solar Monolithic Integration On Glass	4-11
4.3.1	Substrate Discussion	4-16
4.3.2	First Solar Modules Cadmium Telluride (CdTe) Semiconductor Material	4-16

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

\$3,600 SINGLE COPY -- \$7,200 WEB SITE POSTING

WinterGreen Research, INC.

4.4	CIGS Photovoltaic Effect	4-27
4.4.1	Solar Thin Film Substrates	4-27
4.4.2	Gettering in Large-Grained Thin Polycrystalline Silicon Films on Glass Substrate	4-28
4.4.3	EPV Solar Contracts Deliver 300 Megawatts Of Thin-Film Panels Through 2012.	4-29
4.4.4	Photovoltaic Technologies: Single Crystal, Polycrystalline and Thin Film	4-29
4.4.5	Thin Film Panels	4-30
4.5	Shading	4-31
4.6	Third-Generation Thin-Film Solar Applications	4-33
4.7	Flexible Glass Solar Panels	4-34
4.8	Polysilicon Producers	4-36
4.8.1	Emerging Global Solar Polysilicon Producers	4-39
4.9	Inverter and Micro Inverter Markets	4-40

Thin Film Solar Company Profiles

5. THIN FILM SOLAR TECHNOLOGY COMPANY PROFILES	5-1
5.1 A Power Energy	5-1
5.1.1 A Power Positioning	5-2
5.2 Akeena Solar	5-2
5.3 Applied Materials	5-3
5.3.1 Applied Materials Silicon Systems Group	5-3
5.3.2 Applied Materials Revenue	5-6
5.3.3 Applied Materials Fiscal Second Quarter Reportable Segment Results	5-7
5.3.4 Applied Materials Quarterly Financial Information	5-8
5.3.5 Applied Materials Acquisition of Varian Semiconductor	5-8
5.3.6 Applied Materials' HCT B5 Wire Saws Selected by GCL-Poly for Solar Manufacturing	5-9
5.4 Ascent Solar Technologies, Inc.	5-10
5.4.1 Ascent Solar Technologies Technology	5-12
5.4.2 Ascent Solar Company Positioning	5-14
5.4.3 Ascent Solar Distributor Agreement with Sunload Mobile Solutions GmbH	5-16
5.5 ATS	5-16
5.5.1 ATS Innovation/R & D	5-19
5.6 Bosch	5-21
5.6.1 Bosch Group's Solar Energy Division	5-22
5.6.2 Bosch Malaysia Marketing	5-28
5.7 Conergy AG	5-28
5.7.1 Conergy for Grimmway Enterprises, Grower Of Carrots Implements 230 Kilowatts Of Solar	5-29
5.7.2 Conergy Powerplus Solar Plant At Fujifilm In Hawaii	5-29
5.7.3 Conergy 1.7 million PowerPlus Modules Installed	5-31
5.7.4 Conergy 12.4 MW solar park in Thailand	5-31
5.7.5 Conergy Is Building The Second Solar Park	5-32
5.7.6 Conergy PowerPlus Premium 56,000 Modules On Over 56 Kilometers	5-32
5.8 Daystar Technologies	5-33
5.8.1 DayStar Commercialization Strategy	5-34
5.8.2 DayStar Manufacturing	5-34
5.8.3 DayStar Technologies First Quarter 2011 Revenue	5-36
5.9 Daqo New Energy	5-37
5.9.1 Daqo New Energy / JNE Solar Module Joint Venture in Canada	5-38
5.10 Dow Chemical	5-38
5.10.1 Dow Positioning	5-41
5.10.2 Dow Rethinking Energy	5-42

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

\$3,600 SINGLE COPY -- \$7,200 WEB SITE POSTING

WinterGreen Research, INC.

5.11	Dyesol	5-42
5.11.1	Dyesol Major Research Expansion in Japan	5-44
5.12	ET Solar	5-46
5.12.1	ET Solar Corporate Vision	5-46
5.12.2	ET Solar Modules Adopted in a UK Commercial Rooftop Project	5-47
5.12.3	ET Solar / Zep Compatible Modules for Rooftop PV Systems	5-48
5.12.4	ET Solar Grid Connection of a 2.9MW Power Plant in Germany	5-48
5.13	First Solar	5-49
5.13.1	First Solar Sales	5-53
5.13.2	First Solar 4 Gigawatt Manufacturing	5-60
5.13.3	First Solar PV Modules UK MCS Certification	5-61
5.13.4	First Solar & China Power International	
	New Energy International Cooperation Framework Agreement	5-61
5.13.5	First Solar Push In The Cadmium Telluride Market	5-62
5.14	G24 Innovations	5-63
5.14.1	G24 Innovations (Dye Sensitized Solar Cell technology (DSSC) Strategic Development Agreement With Texas Instruments	5-64
5.14.2	G24I UK site first in world to make 'Green from Green'	5-68
5.15	Gintech	5-69
5.16	Greenwing Energy	5-70
5.17	HelioSphera	5-70
5.17.1	HelioSphera Micromorph Technology	5-71
5.18	HelioVolt	5-73
5.18.1	HelioVolt and NREL Renew CRADA Continue Advanced CIGS Development	5-74
5.18.2	NREL-Confirms HelioVolt Monolithic Modules Lead Environmental Performance	5-75
5.19	Mubadala / Masdar	5-76
5.19.1	Masdar Operates Through Five Integrated Units	5-78
5.19.2	Masdar PV	5-80
5.19.3	Masdar Initiative	5-82
5.19.4	Masdar PV Production Capacity at Ichtshausen	5-85
5.19.5	Masdar PV and Raabvill Kft. Build Solar Parks With Full Size Modules	5-86
5.19.6	Masdar PV and Beck Energy Open-Space Solar Park In Germany	5-87
5.20	MEMC	5-88
5.20.1	MEMC Global Sales And Manufacturing	5-91
5.20.2	MEMC Strategic Positioning Driving Sustained Achievement	5-92
5.20.3	MEMC Wafer Manufacturing Process	5-92
5.20.4	MEMC Electronic Materials Revenue	5-93
5.20.5	MEMC Semiconductor Materials Segment	5-94
5.20.6	MEMC Solar Energy Segment -- SunEdison	5-94
5.20.7	MEMC / SunEdison	5-95
5.20.8	Selected MEMC Sun Edison Customers	5-96
5.20.9	MEMC Solar Energy ROI Advantages	5-98
5.21	Motech	5-99
5.21.1	Motech Revenue	5-103
5.22	Mitsubishi Electric	5-103
5.22.1	Mitsubishi Electric Group Energy and Electric Systems	5-104
5.22.2	Mitsubishi Electric Power Module for Electric Vehicles	5-105
5.22.3	Mitsubishi Electric Group Power Module Test Samples Specifications	5-110
5.23	MiaSole	5-111
5.23.1	Intel / MiaSolé	5-112
5.23.2	MiaSolé Thin Film Solar	5-113
5.23.3	MiaSolé Shingles	5-114
5.24	Oerlikon Solar	5-114
5.24.1	Oerlikon Solar's Market Segments	5-115
5.24.2	Oerlikon Solar Products & Technology	5-116
5.24.3	Oerlikon Solar Customers	5-117
5.24.4	Oerlikon Solar Competencies	5-118

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

\$3,600 SINGLE COPY -- \$7,200 WEB SITE POSTING

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5.24.5	Oerlikon Solar Market Segments	5-119
5.24.6	Oerlikon Solar Environmental Commitment	5-120
5.24.7	TÜV Rheinland certificate for Oerlikon Solar ThinFab™ Modules	5-121
5.24.8	Oerlikon Solar 120 MW-ThinFab™ Order	5-121
5.25	Petra Solar	5-123
5.25.1	Petra Solar Utility Pole Solar	5-123
5.25.2	Petra Solar Remote Monitoring And Control	5-124
5.25.3	Petra Solar Wins Smart Grid & Clean Tech Techamerica American Technology Awards	5-125
5.25.4	Petra Solar National Smart Solar Energy Plan at Jordan - U.S. Business Forum in Middle East	5-126
5.26	QCells	5-127
5.26.1	QCells Revenue	5-130
5.26.2	QCells Revenue	5-130
5.27	Scatec Solar	5-132
5.27.1	Scatec Solar Corporate Structure	5-132
5.27.2	Scatec Solar Offers One-Stop-Shopping	5-134
5.27.3	Scatec Solar Role in Scatec Group	5-134
5.27.4	Scatec Solar 4 MW Solar PV Plant in Puglia, Italy	5-135
5.27.5	Scatec Solar builds 6 MW Solar PV Plant In A Former Mine In Emilia	5-136
5.28	Schott	5-137
5.28.1	SCHOTT Solar Global presence	5-138
5.28.2	SCHOTT Solar Photovoltaics (PV) Business Division	5-138
5.28.3	SCHOTT Solar 2008 – Hospital Ward In Senegal	5-140
5.28.4	SCHOTT Light for Tanzania	5-141
5.28.5	SCHOTT Solar PV and Consolidated Solar Technologies Inaugurate Photovoltaic Solar Installation at Moriarty High School	5-141
5.28.6	SCHOTT Solar Black Frame Modules	5-142
5.28.7	SCHOTT Solar comes out on top in PV+ Test Conducted by Solarpraxis and TÜV Rheinland	5-143
5.29	SEC Solar Energy Centre	5-143
5.30	SENER	5-144
5.31	Sharp Solar	5-145
5.31.1	Sharp Solar Revenue	5-148
5.31.2	Sharp Corporation Regional Sales	5-150
5.31.3	Sharp Electronics Corporation	5-151
5.31.4	Sharp 3.1 gigawatts in 2007 to 4.3 gigawatts By 2010: Cumulative Solar Cell Production Volume	5-151
5.31.5	Sharp Solar Thin Film Solar Modules	5-152
5.31.6	Sharp Revenue	5-156
5.32	SMA Solar Technology AG	5-157
5.32.1	SMA Solar Technology Acquisition of dtw Sp.z o.o.	5-159
5.32.2	SMA Solar Technology AG Revenue	5-159
5.33	Solyndra	5-160
5.33.1	Solyndra: The Rooftop Solar Leader	5-161
5.33.2	Solyndra Installation Delhaize	5-161
5.33.3	Solyndra Solar Solution For Commercial Metal Roof Market	5-165
5.33.4	Solyndra Solar Panels Help Power Qwest Field Event Center	5-168
5.34	Telio Solar	5-170

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

\$3,600 SINGLE COPY -- \$7,200 WEB SITE POSTING

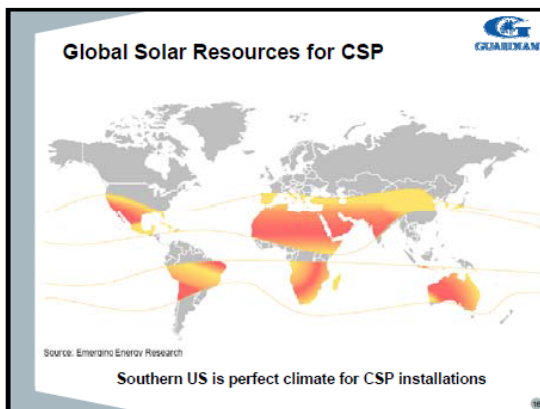
List of Tables and Figures

Thin Film Solar Executive Summary

Table ES-1 Thin Film Solar Market Key Driving Forces	ES-3
Table ES-2 Forces Driving Investment in Thin Film Solar Energy	ES-4
Figure ES-3 Thin Film Solar Panel and Systems Market Shares, Dollars, 2010	ES-7
Figure ES-4 Thin Film Solar Panels and Systems Market Forecasts, Dollars, Worldwide, 2011-2017	ES-11

Thin Film Solar Market Description and Market Dynamics

Figure 1-1 Driving Forces for Climate Change	1-6
Table 1-2 International Energy Agency Forecasts for 2030	1-7
Table 1-3 Importance of Energy Management	1-8
Figure 1-4 Global Primary Energy Scenario	1-10
Table 1-5 Solar Fosters Energy Independence	1-14
Figure 1-6 Fraunhofer Institute for Solar Energy Systems	1-16
Figure 1-7 Flisom Thin-Film Technology For Flexible CIGS Solar Cells	1-17
Figure 1-8 Solar Panel Azimuth Angle and Magnetic Declination	1-19
Figure 1-9 Nanocrystalline Silicon Layers	1-21
Figure 1-10 Average Solar Irradiance	1-22
Figure 1-11	1-23



REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

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WinterGreen Research, INC.

Global Solar Resources for PV Photovoltaic and CSP Technologies Figure 1-12	1-24
Regional Power Output Levels Per kw Of Generation Using GE Solar Electric Power Systems Figure 1-13	1-25
Map of Solar Electricity Potential In Europe Figure 1-14	1-26
Sunshine Index, U.S. Figure 1-15	1-28
US Average Daily Solar Energy Received By A Latitude Tilt Photovoltaic Cell Figure 1-16	1-29
Phases of Migration to Sustainable Solar Markets Figure 1-17	1-30
Public Policy to Encourage Sustainable Economics Table 1-18	1-31
Sustainable Solar Energy Market Aspects Figure 1-19	1-34
Australian Government Solar Technology Testing Table 1-20	1-38
Building And Construction Market Shifts Around Solar Energy Table 1-21	1-44
Parts Of The Solar Cell Manufacturing Process	

Thin Film Solar Market Shares and Market Forecasts

Table 2-1	2-3
Thin Film Solar Market Growth Key Factors Driving Demand Table 2-2	2-4
Forces Driving Investment in Thin Film Solar Energy Figure 2-3	2-6
Thin Film Solar Panel and Systems Market Shares, Dollars, 2010 Table 2-4	2-7
Thin Film Solar Energy Market Shares, Dollars, Worldwide, 2010 Table 2-5	2-14
HelioVolt Solar Panel Thin Film Benefits Figure 2-6	2-19
Thin Film Solar Panels and Systems Market Forecasts, Dollars, Worldwide, 2011-2017 Table 2-7	2-20
Thin Film, Crystalline Silicon, and Concentrated Power Solar Market Segments, Dollars, Worldwide, 2011-2017 Figure 2-8	2-25
First Solar Module Roadmap to Grid Parity Figure 2-9	2-27
Solar Thin Film Installation Figure 2-10	2-28
Thin Film Solar Panel Percentage of PV Module Production Table 2-11	2-30
Thin Film Photovoltaic Product Attributes: Table 2-12	2-32
Thin Film PV Technology	

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

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WinterGreen Research, INC.

Table 2-13	2-33
Solar Crystalline Silicon, Thin Film, Concentrated Power Market Segments, Percent, Worldwide, 2011-2017	
Figure 2-14	2-34
Solar Industry Dollars to Megawatts Ratio, Worldwide, Forecasts, 2010-2017	
Figure 2-15	2-35
Solar Industry Dollars to Megawatts Ratio, Forecasts, 2010-2017	
Figure 2-16	2-38
Solar Panel and Systems Market Shares, Dollars, 2010	
Table 2-17	2-40
Solar Energy Market Shares, Dollars, Worldwide, 2010	
Figure 2-18	2-43
Solar Panel and Systems Markets Forecasts Dollars, Worldwide, 2011-2017	
Table 2-19	2-44
Solar Market Segments Dollars, Worldwide, 2011-2017	
Figure 2-20	2-45
Solar Panel and Systems, Megawatts Shipped, Worldwide, 2010	
Table 2-21	2-46
Solar Panel Megawatts Shipped Market Shares, Worldwide, 2009 and 2010	
Table 2-22	2-47
Solar Market Segments MegaWatts and Dollars Comparison, Worldwide, 2011-2017	
Table 2-23	2-52
Solar Energy Significant Growth Factors	
Table 2-24	2-53
Solar Energy Growth Aspects	
Table 2-25	2-57
Electrical Storage Mechanisms	
Table 2-26	2-59
Solar Panel Megawatts Shipped Market Shares, Worldwide, 2009 and 2010	
Figure 2-27	2-60
Solar Energy Shipments, Market Forecasts MegaWatts, Worldwide, 2011-2017	
Table 2-28	2-61
Solar Market Segments MegaWatts, Worldwide, 2011-2017	
Figure 2-29	2-63
Crystalline Silicon c-Si PV and Thin Film PV Photovoltaic Technologies	
Figure 2-30	2-64
c-Si PV Photovoltaic Technologies	
Figure 2-31	2-65
Silicon Global Module Trend	
Figure 2-32	2-66
Size of Commercial Rooftops in Square Feet and Solar Rooftop Penetration Analysis	
Table 2-33	2-67
Selected Solar Rooftop Installations	
Figure 2-34	2-68
Commercial Solar Panel Units and Dollars, 2011-2016	
Table 2-35	2-69
Solar Energy Storage Aspects	
Figure 2-36	2-70

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

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WinterGreen Research, INC.

Solar Panel Commercial Photovoltaic Market Forecasts,
Worldwide, Dollars, 2010-2016

Table 2-37 2-71

Trackers Transform Commercial Rooftop Solar:

Table 2-38 2-72

Solar Rooftop Panels and Trackers

Table 2-39 2-75

Solar Energy Marketplace And Secure Power For Buildings

BIPV Market Factors

Figure 2-40 2-76

Global Solar Resources for PV Photovoltaic and CSP Technologies

Table 2-41 2-77

BP Solar ROI

Table 2-42 2-79

Glass Market Segments, Dollars, Worldwide, 2010

Table 2-43 2-80

Glass Building and Automotive Market Segments,

Dollars, Worldwide, 2010

Table 2-44 2-84

Vertically Integrated Manufacturing Capabilities

Table 2-45 2-85

Solar Panel and Systems Regional Market Segments, 2010

Table 2-46 2-85

Solar Panel and Systems Regional Market Segments, 2010 85

Table 2-47 2-97

Risks Related to Doing Business in China 97

Thin Film Solar Product Description

Figure 3-1 3-2

First Solar Operations and Maintenance O&M Advanced Features And Infrastructures



REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

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WinterGreen Research, INC.

Figure 3-1 (Continued) First Solar Operations and Maintenance O&M Advanced Features And Infrastructures	3-3
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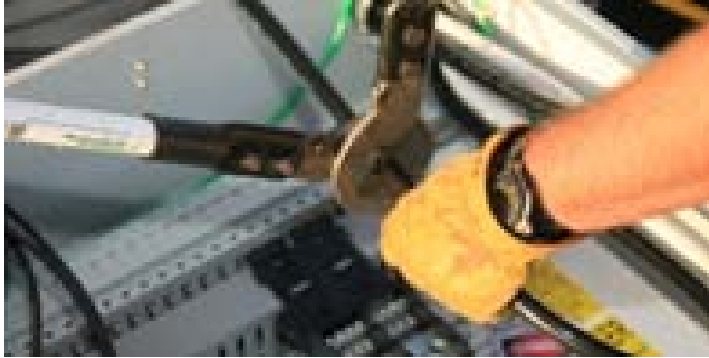


Table 3-2 DayStar CIGS on Glass	3-1
Figure 3-3 MiaSole Frameless Double Glass Module	3-13
Table 3-4 MiaSole Thin Film Solar Key Features	3-14
Table 3-5 MiaSole Thin Film Solar Electrical and Thermal Performance	3-15
Table 3-6 MiaSole Thin Film Solar Physical and Mechanical Specifications	3-16
Table 3-7 MiaSole Thin Film Solar Panel Size Specifications	3-17
Figure 3-8 MiaSole Technology	3-18
Figure 3-9 Q-Cells Q.SMART 75-95	3-21
Table 3-10 Q-Cells Q.SMART 75-95 Product Benefits	3-22
Table 3-11 Q-Cells Q.SMART 75-95 Target Markets	3-23
Figure 3-12 HelioVolt Solar Panels	3-24
Table 3-13 HelioVolt Modules Next Generation Thin Film Solar Technology:	3-28
Figure 3-14 Masdar PV modules	3-32
Figure 3-15 Masdar PV Thin-film Modules	3-34
Table 3-16 Masdar PV Modules Quality and Performance Aspects	3-35
Table 3-17 Masdar PV Micromorph Thin-Film Solar Modules Quality and Performance	3-36
Table 3-18 Masdar PV Micromorph Thin-Film Solar Modules Production Lines	3-37

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

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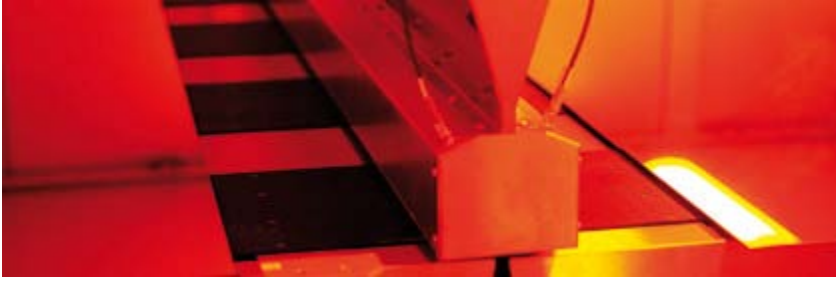


Table 3-19	3-40
HelioVolt Thin-Film Copper Indium Gallium Selenide ("CIGS") Module Advantages	
Table 3-20	3-41
HelioVolt Solar Panel Thin Film Benefits	
Figure 3-21	3-43
Ascent Solar Technologies Building Integrated Photovoltaics (BIPV) Modules	
Table 3-22	3-44
Ascent Solar's WaveSol™ Light Building Integrated Modules Functions	
Table 3-23	3-45
Ascent Solar WaveSol™ Light Modules Building Integration Benefits:	
Figure 3-24	3-46
Ascent Solar Electronic Integrated Photovoltaics (EIPV) Modules	
Table 3-25	3-47
Ascent Solar's WaveSol™ Mobile Modules	
Figure 3-26	3-48
Ascent Solar WaveSol™ Mobile Module Features	
Figure 3-27	3-48
Ascent Solar WaveSol™ Mobile Module Target Markets	
Table 3-28	3-49
Ascent Solar WaveSol™ Mobile Product Benefits for Electronic Integration	
Figure 3-29	3-50
Ascent Solar Defense Module & Applications	
Table 3-30	3-51
Ascent Solar Military Applications	
Table 3-31	3-51
Ascent Solar WaveSol™ Extreme Modules: At-A-Glance	
Table 3-32	3-52
Ascent Solar's WaveSol™ Extreme Solar Modules	
Figure 3-33	3-54
Ascent Solar Cell Phone	
Table 3-34	3-55
Ascent Solar WaveSol™ Micro Modules	
Table 3-35	3-56
Ascent Solar Electronic Devices Ideal for Ascent Solar WaveSol™ Custom Modules	
Table 3-36	3-57
Ascent WaveSol™ Micro Solar Electronic Product Benefits	
Figure 3-37	3-59
Solyndra Systems Cylindrical Design	

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

\$3,600 SINGLE COPY -- \$7,200 WEB SITE POSTING

WinterGreen Research, INC.

Figure 3-38	3-60
Solyndra Systems Copper Indium Gallium Diselenide (CIGS) With A Hermetic Seal At The End Of Each Module	
Figure 3-39	3-62
Solyndra vs. Conventional Rooftop PV Systems	
Figure 3-40	3-64
Solyndra vs. Conventional Rooftop PV Systems	
Figure 3-41	3-65
Solyndra Systems Conventional Flat PV Panels	
Figure 3-42	3-66
Solyndra Systems Independent Testing Labs	
Figure 3-43	3-67
Solyndra Systems Leverages Benefits of a Solar Cylinder	
Figure 3-44	3-69
Solyndra Cylinder Systems	
Figure 3-45	3-70
Solyndra Systems Benefits In a Snowy Environment	
Figure 3-46	3-71
Solyndra Systems Cylindrical Design Attracts Less Dirt And Airborne Particles, And Moisture	
Figure 3-47	3-72
Solyndra Systems Cell Type Cylindrical CIGS Features	
Table 3-48	3-73
Solyndra Systems Benefits for Greenhouse Applications	

Thin Film Solar Technology

Figure 4-1	4-1
Solar Reflector System	
Figure 4-2	4-4
Thin Film Technologies	
Figure 4-3	4-5
Photovoltaic Cell, Module, and Array Systems	
Table 4-4	4-7
Types of PV Systems:	
Figure 4-5	4-10
Cross Section of Typical CIGS Solar Cell	
Figure 4-6	4-12
Photovoltaic PV Theoretical Limits	
Table 4-7	4-14
First Solar Technology Advantages	
Figure 4-8	4-15
First Solar Technology Pathways to Improved Solar Conversion Efficiency	
Figure 4-9	4-17
PV Module Technology & Manufacturing	

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

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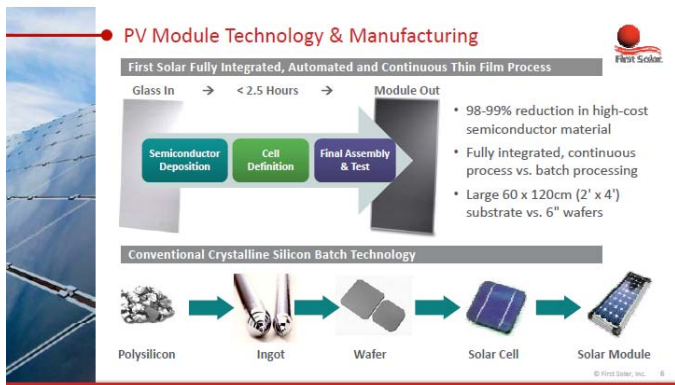


Figure 4-10	4-18
First Solar Top Down Efficiency of CdTe Technology	
Figure 4-11	4-19
Bottom Up Efficiency of CdTe	
Figure 4-12	4-21
CdTe Capabilities vs. First Solar Requirements	
Figure 4-13	4-22
First Solar Comparison of CdTe to Other Technologies	
Figure 4-14	4-23
Tuson Arizona Electric Use of Solar Power	
Figure 4-15	4-24
First Solar Improvements in Module Conversion Efficiencies	
Table 4-16	4-25
First Solar Roadmap	
Figure 4-17	4-26
First Solar Module CdTe Efficiency Gains vs. Crystalline Silicon >3x	
Figure 4-18	4-30
Thin Film Panels	
Figure 4-19	4-31
Effect of Shading on Solar Panel Efficiency	
Table 4-20	4-36
Polysilicon Producers	
Figure 4-21	4-37
Polysilicon Feedstock to Module Competitive Cost Structure	

Thin Film Solar Company Profiles

Table 5-1	5-4
Applied Materials Silicon Systems Group Global Positioning	
Table 5-2	5-5
Applied Materials Company Facts	
Table 5-3	5-6
Applied Materials Core Competencies To Achieve Leadership	
Figure 5-4	5-11
Ascent Solar Technologies Panel	
Figure 5-5	5-12
Ascent Solar Technologies Flexible Substrate	

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

\$3,600 SINGLE COPY -- \$7,200 WEB SITE POSTING

WinterGreen Research, INC.

Table 5-6	5-15
Ascent Solar Company Positioning	
Figure 5-7	5-16
ATS Automation Tooling Systems	
Table 5-8	5-18
ATS Positioning	
Figure 5-9	5-23
Bosch Solar Energy Target Markets	
Figure 5-10	5-25
Bosch Solar Cell	
Figure 5-11	5-26
Bosch Solar Cells: Production	
Figure 5-12	5-35
DayStar CIGS Monolithic Manufacturing Process	
Figure 5-13	5-40
Dow Policy Of Transparency And Accountability	
Table 5-24	5-41
Dow Positioning	
Table 5-14	5-45
Dye Solar Cells Benefits	
Figure 5-15	5-56
First Solar Shipped Modules Energy Generating Capacity	
Table 5-16	5-58
First Solar Achievements	
Figure 5-17	5-63
G24I Flexible Solar Module	
Table 5-18	5-64
G24i's Dye Sensitized Thin Film: Features	
Table 5-19	5-65
G24I Indoor Solar Power Target Markets	
Table 5-20	5-66
G24I positioning	
Table 5-21	5-67
G24I Technology Platform: Manufacturing Technologies	
Figure 5-22	5-80
Masdar PV Thin-Film Modules	
Table 5-23	5-82
Masdar PV Focused And Holistic Strategy Activities	
Table 5-24	5-83
United Arab Emirates Technology Commitment to Masdar	
Table 5-25	5-84
Masdar PV Technology Development Partners	
Figure 5-26	5-89
MEMC business units: Semiconductor Materials, Solar Materials and Solar Energy Served Market Size	
Table 5-27	5-90
MEMC Leadership and Expertise	
Figure 5-28	5-91
MEMC Global Sales And Manufacturing	
Figure 5-29	5-92
MEMC Wafer Manufacturing Process	
Table 5-30	5-98
MEMC Solar Energy ROI Advantages	

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

2011

\$3,600 SINGLE COPY -- \$7,200 WEB SITE POSTING

WinterGreen Research, INC.

Table 5-31	5-100
Motech Solar Cells Quality Advantages	
Table 5-32	5-101
Motech Cell-To-Module Performance (CTM)	
Figure 5-33	5-102
Motech Moonnocrystalline x-Cells	
Figure 5-34	5-106
Mitsubishi Electric Power Module for Electric Vehicles	
Table 5-35	5-107
Mitsubishi Electric Group J-Series Features	
Table 5-36	5-108
Mitsubishi Electric Group Automotive-grade quality and functionality	
Table 5-37	5-109
Mitsubishi Electric Group J-Series T-PM	
Table 5-38	5-110
Mitsubishi Electric Group Power Module Test Samples Specifications	
Table 5-39	5-118
Oerlikon Solar Positioning	
Table 5-40	5-122
Oerlikon Solar's ThinFab™ Advantages:	
Figure 5-41	5-123
Petra Solar Utility Pole Solar	
Figure 5-42	5-131
QCells	
Figure 5-43	5-132
QCells 2010 Targets and Achievements	
Figure 5-44	5-133
Scatec Solar Corporate Structure	
Table 5-45	5-139
SCHOTT Solar Products Photovoltaic Modules Advantages	
Figure 5-46	5-146
Sharp Solar Power Plants	
Figure 5-47	5-147
Sharp Solar Auto	
Table 5-48	5-154
Sharp Solar Panel Advantages	
Figure 5-49	5-163
Solyndra Rooftop Systems	
Figure 5-50	5-164
Solyndra Rooftop Solar Systems	
Figure 5-51	5-166
Solyndra Rooftop Mounting Solar	
Figure 5-52	5-168
Solyndra Rooftop Solar	

REPORT # SH24841852

496 PAGES

189 TABLES AND FIGURES

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ABOUT THE COMPANY

WinterGreen Research, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology. Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

ABOUT THE PRINCIPAL AUTHORS

Ellen T. Curtiss, Technical Director, co-founder of WinterGreen Research, conducts strategic and market assessments in technology-based industries. Previously she was a member of the staff of Arthur D. Little, Inc., for 23 years, most recently as Vice President of Arthur D. Little Decision Resources, specializing in strategic planning and market development services. She is a graduate of Boston University and the Program for Management Development at Harvard Graduate School of Business Administration. She is the author of recent studies on worldwide telecommunications markets, the top ten internet equipment companies, the top ten contract manufacturing companies, and the Top Ten Telecommunications market analysis and forecasts.

Susan Eustis, President, co-founder of WinterGreen Research is a senior analyst. She has done research in communications and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, and electronic voting. She is the author of recent studies of the Solar REnewable Energy, Wind Energy, Thin Film Batteries, Business Process Management marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College.

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