

FOR IMMEDIATE RELEASE

Global PV Market's Center of Gravity Shifting to North America

Report Reviews Every PV Technology and North American PV Startup

Cambridge, Mass. – December 15, 2008 – Greentech Media Inc., the industry's leading Internet media and research firm covering greentech/cleantech markets, and the Prometheus Institute for Sustainable Development, a non-profit devoted to furthering the advancement of alternative energy and sustainable development, today announced the availability of **PV Innovations in North America**, the most comprehensive research report to-date on current and next-generation PV technologies and industry participants in North America. The \$50 billion global PV industry is fast approaching a critical juncture in its history. Though the expected shakeout in the PV industry, combined with the global recession, will result in the failure of many PV companies, those that exhibit significant technological differentiation in terms of cost, performance or application are likely to succeed.

"Among the things that are critical for making sound investments and planning decisions in this difficult financial environment include: understanding how incumbent PV technologies will affect cost curves, learning what hot new technologies are emerging to disrupt established players and considering how end users are incorporating new and up-and-coming PV technologies into their power-generation portfolios and daily lives," said Nathan Furr, senior consultant to Greentech Media and Ph.D. from the Stanford Technology Ventures Program at Stanford University. "The report provides an excellent resource for industry professionals that want a complete understanding of PV innovations and market participants in North America today and going forward."

The 164-page report, complete with nearly 50 tables, charts and graphs, builds on exclusive primary research, as well as 72 company profiles, and includes:

- Detailed overview of every PV technology available in the market today
- In-depth analysis of the North American PV market broken down by segment
- Contextual review of International PV market and its impact on the North American market
- Comprehensive review of startup innovation in the North American PV market, including profiles of 72 North American PV startups
- Complete understanding of differentiation relative to cost, performance and application
- Survey of R&D stage firms providing insight into technologies not yet commercialized
- Guidelines for potential investment strategies in the North American PV Market

Detailed information about the **PV Innovations in North America** report, priced at \$1,495, is available at the Greentech Media Website:

<http://www.greentechmedia.com/GreentechMedia/Research/GreentechInDetailReports/PVInnovationinNorthAmerica.html>.

Is the solar market overheating? The last three years have witnessed phenomenal growth and record levels of investment, but the conditions to support that growth are rapidly changing. Uneven policies, disruptive technologies, ebbing demand and global recession are changing the industry in ways that many players have yet to understand.

For additional perspective on the entire solar industry, please join us at our upcoming event, **Surviving the Shakeout: Greentech Media's 2009 Solar Industry Summit**, for two days in the desert as we debate the future of solar with the industry's leading analysts, corporate leaders, utilities and policy makers. Sessions will combine detailed market analysis from Greentech Media's latest round of reports with real-world perspectives from solar market leaders, giving attendees the tools necessary to survive the shakeout.

Find out more about PV innovations and the entire solar supply chain at Greentech Media's upcoming conference, **Surviving the Shakeout: Greentech Media's 2009 Solar Industry Summit**, being held in Phoenix, Arizona on April 14 and 15, 2009, at the Greentech Media Website: <http://www.greentechmedia.com/events/live/az09/az.html>.

About Greentech Media

Greentech Media is an integrated online media company designed to deliver the highest-quality content in the greentech industry, whether it is research, news or critical networking events. Greentech Media is headquartered in Cambridge, Mass., with operations in New York City, San Francisco and Munich. For more information, visit <http://www.greentechmedia.com>.

About the Prometheus Institute

The Prometheus Institute was founded in 2003 to accelerate the deployment of socially beneficial sustainable technologies, including those of energy, water and food, by educating industry participants, advocates and policymakers about their benefits by collecting and disseminating reliable data, quantitative analysis and practical information about these industries. For more information, visit: <http://www.prometheus.org>.

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