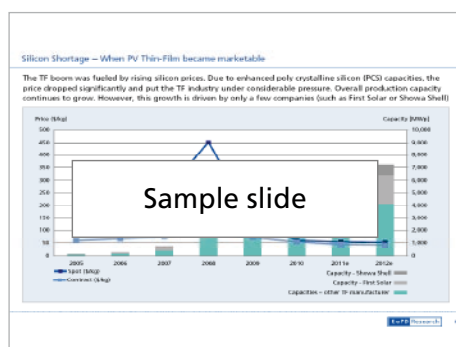


Status Quo, Challenges and Long Term Perspectives

- Findings of a comprehensive survey that address customers, thin-film manufacturers (150), crystalline manufacturers (150), project developers (50), banks and financiers (20), as well as the research community.
- Overview of the status quo of technologies, the market and the manufacturing landscape.
- Competitor analyses and strategic positioning within the industry.
- Comparison and benchmark of the different thin film technologies.
- Manufacturer and customer assessment of the USPs of various thin film technologies.
- Content of report partially codetermined by industry participants.
- Receive profile sheets of the most important thin film companies.

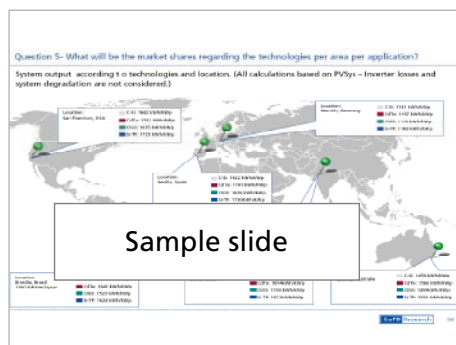
STATUS QUO ANALYSIS – DEMAND AND SUPPLY UP TO 2011



This chapter provides a concise overview of major developments of the past in PV thin film.

- Overview and status quo of currently commercialized thin film technologies
- Market development 2007 – 2011 according to country and segment
- Market shares of each type of PV thin film technology
- Development of PV technologies production capacities

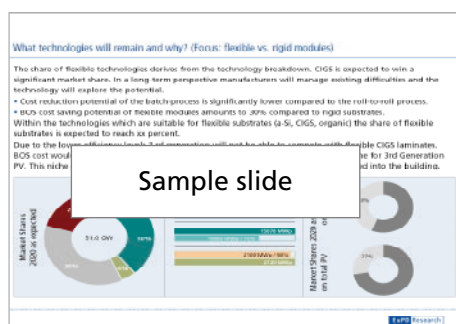
THE PV TECHNOLOGIES RACE & MANUFACTURERS' STRATEGIC POSITIONING



Issues to be tackled:

- Efficiency roadmaps
- Real-life performance
- Cost reduction potential according to technology
- Segments and niches
- Scarcity of raw materials

MARKET OUTLOOK 2020



The future development of thin film PV will be assessed: which technologies will dominate and why? The objective at hand is not only to provide a ballpark figure but also to collect in-depth data from which long term development scenarios can be derived.

- Where will the future of thin film markets be?
- What will the impact of grid parity be, and when will it be reached?
- What are the challenges to further growth, and what key success factors will play a role?



Product Data Sheet

Release Date	August 2011
Information Sources	<ul style="list-style-type: none"> Quantitative interviews with thin film producers and market entrants Qualitative interviews with analysts, academics and other stakeholders Systematic desk research (external databases, business reports, etc.) EuPD DAT – internal database (developed in over ten years of industry expertise)
Contents (Subject to change)	<p>Acquire an overview of the status quo of the thin film industry</p> <ul style="list-style-type: none"> Recent developments regarding supply and demand Mapping of the current manufacturer landscape in the thin film industry <p>One industry but several technologies – who will win the race?</p> <ul style="list-style-type: none"> Identification & analysis of key success factors Technology benchmarks First-hand information and assessments from market participants <p>Ways to differentiate with increasingly commoditized products</p> <ul style="list-style-type: none"> Comparison of unique selling positions (USPs) communicated by various manufacturers Gap analysis of customer perception and manufacturer portrayal of USPs Best practice cases – what can a manufacturer do to achieve a USP <p>Market outlook 2020</p> <ul style="list-style-type: none"> Collection of data and opinions regarding future market development (insights from Delphi-Survey) Impact assessment of different parities <p>Special topic & company profiles</p> <ul style="list-style-type: none"> The role of carbon footprint in PV Profile sheets of the most important thin film companies
Benefits for your company	<ul style="list-style-type: none"> Provides a comprehensive foundation for strategic decision making in a setting where thin film manufacturers face tightening global markets and increased competition. Receive profile sheets of the most important thin film companies
Included in Delivery	1x report, high quality binding; a digital version is available on request
Price	<p>Price: € 4,900 (excluding VAT and P&P)</p> <p>Price for Semi Members (proof required): € 4,410 (excluding VAT and P&P)</p>
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