

# PV Thin Film Guidebook 2011

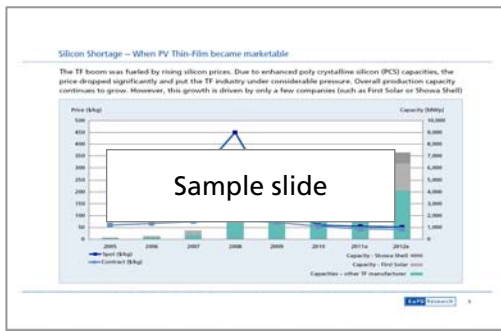
## Status Quo, Challenges and Long Term Perspectives

- 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

### Benefit from participating in this survey

- Choose a topic and co-determine the report's content
- Receive profile sheets of the most important thin film companies
- Receive a participation discount of up to 40% for this report (please contact us to find out more)
- 10% additional price reduction for Semi Members (proof required)

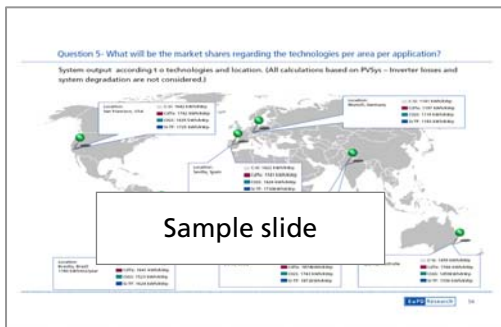
### Status Quo Analysis – Demand and Supply up to 2011



Chapter one will provide 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

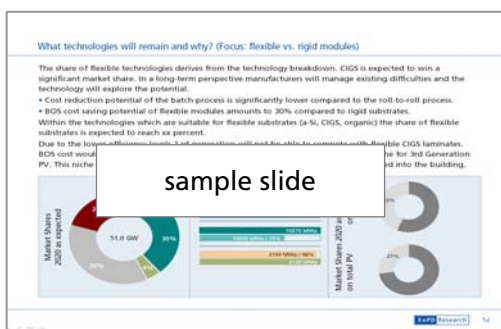
### The PV Technologies Race & Manufacturers' Strategic Positioning



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?

# PV Thin Film Guidebook 2011 – Proposal

## Status Quo, Challenges and Long Term Perspectives

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### Information Sources

- 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)
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### Contents

#### (Subject to change)

#### Acquire an overview of the status quo of the thin film industry

- Recent developments regarding supply and demand
- Mapping of the current manufacturer landscape in the thin film industry

#### One industry but several technologies – who will win the race?

- Identification & analysis of key success factors
- Technology benchmarks
- First-hand information and assessments from market participants

#### Ways to differentiate with increasingly commoditized products

- 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

#### Market outlook 2020

- Collection of data and opinions regarding future market development (insights from Delphi-Survey)
- Impact assessment of different parities

#### Topic of your choice & company profiles

- Co-determine the report's content
  - Access to primary information and expert opinions on a specific thin film issue of your choice.
  - Profile sheets of the most important thin film companies
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### Included in Delivery

1x report, high quality binding; a digital version is available on request

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### Price

- Price: € 6,500 (excluding VAT and P&P)
  - Price for Semi Members (proof required): € 5,850 (excluding VAT and P&P)
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