

1st Quarter 2011 Newsletter

April 22nd, 2011

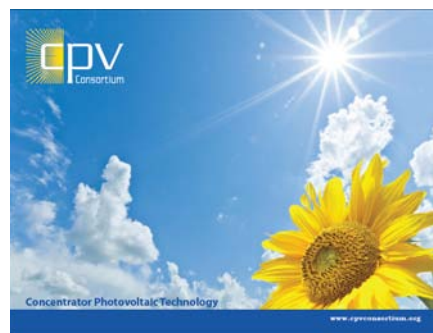
Dear CPV Consortium Members:

The beginning of 2011 has demonstrated great success for the CPV. Our Board, Steering Committee and Membership have had the opportunity to meet via phone and meetings a number of times so far this year with a goal of greater participation and clear actions on identified initiatives that are important to consortium members in furthering the technology in the commercial marketplace. This newsletter will update you on some of the specific activities we have accomplished in the past quarter and those that we are planning for the year ahead.

1st Quarter Events in Review

Release of the Updated CPV Consortium Brochure

The CPV Consortium debuted its new brochure at the CPV-7 conference in Las Vegas, Nevada. The new brochure showcases CPV technology and its advantages, and includes graphics of member products as well as information about the CPV Consortium. The new literature will help further educate audiences on the technology and its advantages, as well as promote the Consortium. We will continue to have brochures readily available at all conferences. Please contact Claire van Zuiden if you would like more brochures.



CPV-7: International Conference on Concentrating Photovoltaic Systems

April 4th- 6th

Las Vegas, NV USA



Industry Presentation

The CPV Consortium opened the industry presentations at CPV-7 and spoke to its commitment to the industry and its current activities.

Membership Meeting

In conjunction with the CPV-7 conference, the CPV Consortium held its first membership meeting of the year. The meeting reviewed the 2010 expenditures and presented the 2011 budget proposal. The group reviewed and approved the 2011 initiatives proposed by the Board and the Steering Committee, as well as the upcoming workshop plans and possible



expansion for 2011. The group broke out into working groups for each of the initiatives and created roadmaps to complete each project. Following the break out session, the group discussed CPV rating from a market perspective.

2011 Initiatives

At the Membership Meeting held at CPV-7, the participants discussed the identified initiatives to be pursued by the CPV Consortium in 2011. The following is a summary of the discussion points and proposed actions. The initiative leaders will be working directly with the membership to have concrete plans for furthering progress on the goals of the initiatives. If you have ideas or are interested in joining work on specific initiatives, please reach out to the initiative lead to get engaged.

1. Create a Near and Long Term Cost Analysis

Discussion Points Included:

- Look into dollar/watt initiative for the US market (need to be sure to fold in CPV story around dollar/watt initiative)
- Should be Euro and Dollar based version
- Need to be sure to clarify rating used in cost analysis (ie. 850, 900 or 1000 watts/meter²)
- Should express that CPV technology allows for more headroom for improvement than other solar technologies
- NREL and Fraunhofer offered to help as 3rd party validation

Lead: System Suppliers

2. CPV Industry Rating Proposal

- Create a joint proposal from the CPV industry perspective to suggest a standard rating for the IEC standards meeting in April at CPV-7
- This initiative will evolve into the **Cost Analysis Initiative**

Lead: Hansjörg Lerchenmüller, Soitec

3. Develop Competitive Positioning of CPV vs. CSP/PV

Discussion Points Included:

- Want to show comparison of cost, environmental impacts, etc
- This needs to demonstrate that the technology can stand alone and then compare, can't be aggressive/finger pointing
- Create materials to share and educate---include these on website
 - o Share with World Bank: go through Dan Kammen as a connection

Lead: Nancy Hartsoch, SolFocus and Claire van Zuiden

4. Create a Common Voice on the Scalability of CPV Technology

- Quantify the resources, raw materials, and system manufacturing capabilities of CPV technology
- Create a fact sheet/one-pager with the information, figures, and numbers to give to customers in order to show answers quickly and easily

5. Continue to Educate Financial, Developer and Utility Audiences

- Continue to pursue current workshops in conjunction with established conferences. Looking to expand to do two more conferences in 2011-consider focusing on investor conferences
- Continue to speak and pursue speaking engagements at conferences on behalf of the Consortium

Lead: Claire van Zuiden

6. Leverage Environmental Advantages of CPV Technology

- Concluded Environmental Study with Professor Kammen
 - o Review study and provide feedback
- Share results on the website, with members, and with customers

Lead: Nancy Hartsoch, SolFocus

7. Engage in a Government Position for CPV Technology

- Travel to Washington DC to meet with head of Solar Technology Program of the DOE to try to educate about the advantages of CPV technology
- Demonstrate that the EU has understood its great potential to meet their objectives
- Goal is to try to shape government opinion in their desire to support CPV technology

Lead: Russ Jones, Spectrolab

Welcome New Members



SolPoint Energy Inc. recently joined the Consortium as a trial member. SolPoint Energy develops and installs CPV systems.



Teknia joined the Consortium as a trial member. Teknia is a developer and manufacturer of CPV technology.

Upcoming Events in 2011

SolarExpo

May 4th, 2011

Verona, Italy

Concentrated Photovoltaic (CPV) Workshop:

Understanding Advanced Technology for High Energy and Deployment



The workshop at SolarExpo was very well attended. Since this happened in Q2, details on this event will be reviewed in our next newsletter.

Solar Power International

October 17, 2011

Dallas, Texas

Full-day CPV workshop



We are in the process of submitting our workshop description and proposal.

We are investigating workshops at other conferences. Possibilities being investigated are included here.

- **PV Taiwan**, September 29-Oct. 2, 2011, Taipei, Taiwan
- **26th European Photovoltaic Solar Energy Conference and Exhibition**, *September 5-9, 2011*, Hamburg, Germany
- **Project Finance and Investment Conferences**, Infocast, Fall 2011
- **Intersolar India**, December 13-15 2011
- **China Market**

As you have questions and suggestions, please don't hesitate to contact Claire or myself.

Sincerely,

A handwritten signature in black ink that reads 'Nancy Hartsoch'.

Nancy Hartsoch

CPV Consortium, Chairman