

Press Release

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New publication supports strategic decision making in the thin film market

This week sees EuPD Research publish a new publication titled "PV Thin Film Guidebook 2011". It provides comprehensive insight on the thin film segment of photovoltaics. In this publication, the authors cover the most important questions currently under debate in an uncertain market environment. They examine the latest market information and forecasts made by key industry stakeholders.

Bonn. EuPD Research, leading service provider in the analysis and evaluation of solar markets and cleantech applications, are releasing the new publication "PV Thin Film Guidebook 2011" this week. The institute located in Bonn is looking at the thin film technologies for the third time, an important photovoltaics submarket. In order to provide answers on the questions most important to the segment, the authors analyze not only individual manufacturers and their unique selling points. In a multi-stage process, they consulted stakeholders relevant to the thin film industry to provide a picture as balanced and comprehensive as possible on current and future developments. With it, the market experts ensure that well-founded insight on the assessments of manufacturers, customers and competitors from crystalline photovoltaics as well as investors is delivered.

Status quo, challenges as well as long-term perspectives

With this publication, EuPD Research is making a comprehensive market overview available to market participants. Having access to such an overview is of even greater importance as thin film lost some of its cost advantages due to strong cost reductions on the part of crystalline competitors. In addition to an overview of the manufacturer landscape status quo, authors have also identified and described significant success factors and carried out a technology benchmark analysis. Thus, they analyze and compare thin film technologies with each other and also in comparison to crystalline competition.

Due to the large number of manufacturers producing comparatively homogenous products, distinction to competitors will become even more important. This aspect has been dealt with by the market researcher in an own chapter, whereby manufacturer unique selling points are compared to each other, a GAP analysis is carried out and best practice cases described. In conclusion a market overview for 2020 brings together the assessments and projections of market participants as well as the authors.

Information on the publication

More information on “PV Thin Film Guidebook 2011 – Leading the Way to the Future of Photovoltaics” can be obtained from the EuPD Research press office.

If you have any questions, please do not hesitate to contact us:

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