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# POWERHOUSE



## SOLAR

INNOVATION



Spring 2011

## **DOW POWERHOUSE™ Solar Shingle: Making Renewable Energy a Reality for Everyone.**

The shingle that powers your home is almost here. In the meantime, we wanted to update you on some exciting news in solar technology. You're part of a growing movement that's looking to switch to clean, renewable energy. And Dow has been busy turning solar potential into solar reality. [Click here](#) to find out how solar is growing across the U.S.

### **A Few Facts on the DOW POWERHOUSE™ Solar Shingle System:**

- It works like a residential shingle – in both its installation technique and in the roofing protection it provides.
- It generates solar electricity by integrating solar cells into the design. In other words, the shingle is the solar panel, and the solar panel is the shingle.
- It's going to be on rooftops before the end of 2011 in select U.S. markets. We will keep you posted on its availability.

### **Solar Power Is More Affordable Than Ever**

In addition to being easy to install, the DOW POWERHOUSE™ Solar Shingles are more affordable than you think. Everyone in the U.S. qualifies for a 30% [federal tax credit](#). These credits are still available, plus there may be

### **Dow Is Bringing Solar to the People**

Dow Solar is leading the way into solar energy for everyone. We're working with builders, roofers, legislators and solar advocates, plus we're participating in events that promote cutting-edge solar technology. Here are some of the events we're involved with or sponsored:

### **Affordable Residential Solar Power Is Hot at the International Builders Show**

DOW POWERHOUSE™ Solar Shingles brought home the "Best of

[state and local incentives](#) in your area to make your initial costs even lower. Not to mention what you will save on your electric bills once your house is making its own energy.

For more information on how your state is working with solar power, check out [this article](#) in Fortune magazine: “The Most Powerful States for Solar.”

## Vote Solar Putting Solar on the Agenda

The Vote Solar Initiative is a political action group committed to driving renewable energy initiatives at the state and local level. Dow recently sponsored their yearly Equinox conference and fundraiser, helping them to raise solar awareness in communities across the U.S. [Click here](#) to visit their site and see how you can participate in your community.

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## Let Us Know.

Click the survey image below to take the poll.

**Which reason would most motivate you to switch to solar?**

Saving on energy bills

Helping the environment

Reducing dependence on utility companies

Reducing dependence on foreign oil

[Done](#)

Show 2011.” Dow was honored for overcoming the technical challenges of seamlessly integrating photovoltaic cells into a shingle that blends into the rest of the roof. For the first time, solar roofing can be functional and beautiful, too. Since our solar shingle can make residential solar power an affordable and clean energy reality, it’s no wonder why AvidBuilder called it one of the top 10 products of IBS 2011. You can watch the video [here](#).

## Dow Helps to Expand Solar in Colorado with CoSEIA

CoSEIA is the Colorado Solar Energy Industries Association, and Dow was the lead sponsor for their annual conference. Over 450 solar industry leaders came to the conference – from as far away as China – to discuss the future of solar. CoSEIA works to advance solar policy, remove market barriers and improve education and outreach. [Click here](#) to visit CoSEIA and see what they are doing to bring solar power to the people.

## Sharing Our Innovations with Other Revolutionary Thinkers at TED

Dow was proud to sponsor and be one of the six companies invited to participate on a panel discussion at the TED Innovation Lab. TED (Technology, Entertainment, Design) is a nonprofit group dedicated to bringing thought leaders in related fields together to make Ideas Worth Spreading. Dow’s Global Director of Research and Development, Dave Parrillo, attended the panel moderated by Thomas Goetz, Executive Editor of WIRED magazine. The subject was how innovation is sparked and nurtured. [Click here](#) to learn more about TED.

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## Wrap Up

You’re part of a growing community that wants to make solar energy a reality. And the best way to make

that happen is to share. Send your friends, customers and fellow solar enthusiasts [here](#) to receive our e-communications. And as we get ready to bring the POWERHOUSE™ Solar Shingles to market later this year, staying on our email list will ensure you will be among the first to get updates on where, when, how and how much. Stay tuned!

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