

Winter 2011 Edition



VIEW FROM THE TOP

DOW POWERHOUSE™ Solar Shingles have changed what America expects from the roof.

The sun was out. The crowds were out. Even government officials came out as DOW POWERHOUSE™ Solar Shingles made their brilliant debut on new rooftops in scenic Arvada, Colorado.

[View the launch video.](#)

Co-hosted by Dow Solar and prominent homebuilder D.R. Horton, Dow POWERHOUSE Solar Shingles became a standard feature on 50 roofs in the newly built Spring Mesa community — enabling supporters and potential buyers to experience the seamless integration as well as the potential energy and financial savings that POWERHOUSE Solar Shingles make possible. This event marked the beginning of a remarkable and renewable energy product that will soon protect people's homes and power their lives across the U.S. in 2012 and beyond.

Excitement has been building about the POWERHOUSE Solar Shingles, and we have a steady stream of calls and emails to prove it. Authorized DOW POWERHOUSE Dealers will be announced in January for Colorado, and soon after these innovative shingles will appear in Northern California and Texas. Stay tuned to know when POWERHOUSE becomes available in your area — and experience firsthand the future of the roof, reinvented.

Crowds enthusiastically attend first POWERHOUSE event.



[View video ▶](#)

Knowledge is power too. Learn more about DOW POWERHOUSE™ with these Frequently Asked Questions.

Take this month's survey:

WHAT DO YOU THINK IS THE MOST IMPORTANT CONSIDERATION IN PURCHASING A RESIDENTIAL SOLAR PRODUCT?

[Vote now ▶](#)

ELECTRIC AVENUE: OUT AND ABOUT WITH DOW SOLAR

Sponsored events mastermind smart, new ideas.



At Dow Solar, we have a vision to innovate sustainable energy solutions that can reduce our global footprint. That's why we participate in events and activities that can drive new ideas that will help grow the use of residential solar.

Several recent events gave us the opportunity to work with students who share our passion to create solutions that use the sun's energy to address our energy demands.

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2011 U.S. Department of Energy Solar Decathlon



Check out these amazing sustainable homes built by some of today's brightest students - including the CHIP house that uses hand gestures to control energy.

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Dow Solar Design to Zero Competition



Dow challenges student teams around the world to design dwellings that can achieve near-zero energy usage.

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GreenBiz Innovation Forum 2011



POWERHOUSE takes center stage as Kirk Thompson, Dow Solar Associate R&D Director, introduces Solar Shingles.

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SOLAR NEWS

Solar energy continues to make a powerful statement.



“For Congress members looking to find ways to create jobs, solar is a win-win.”

— Rhone Resch, President/CEO
Solar Energy Industries Association

Recent studies prove that interest in solar development is booming. And not only does solar save energy and money, it creates jobs.

- 9 out of 10 Americans support the use and development of solar energy*
- If in charge of U.S. energy policy, 39% of Americans would financially support solar over natural gas, wind, nuclear and coal*
- DOW Solar makes POWERHOUSE™ Solar Shingles in the U.S.A., with plans to add 1,275 jobs in Michigan by 2015
- Up by 69% last year, solar is now among the fastest growing economic sectors
- In the last two years, the solar industry's workforce doubled and now employs over 100,000 Americans at 5,000 U.S. businesses

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*As indicated by the 4th annual SCHOTT Solar Barometer, November 2011

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