



Texas Solar Forum

From Sand to Demand: Economy Wide Opportunities in the Solar Future

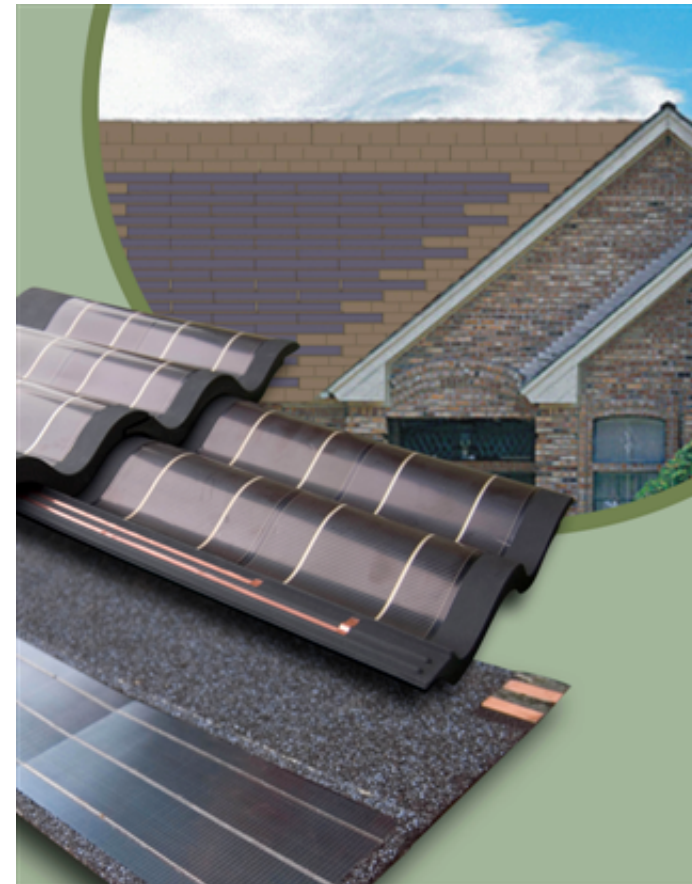
Dow Chemical Company – SAI TPP



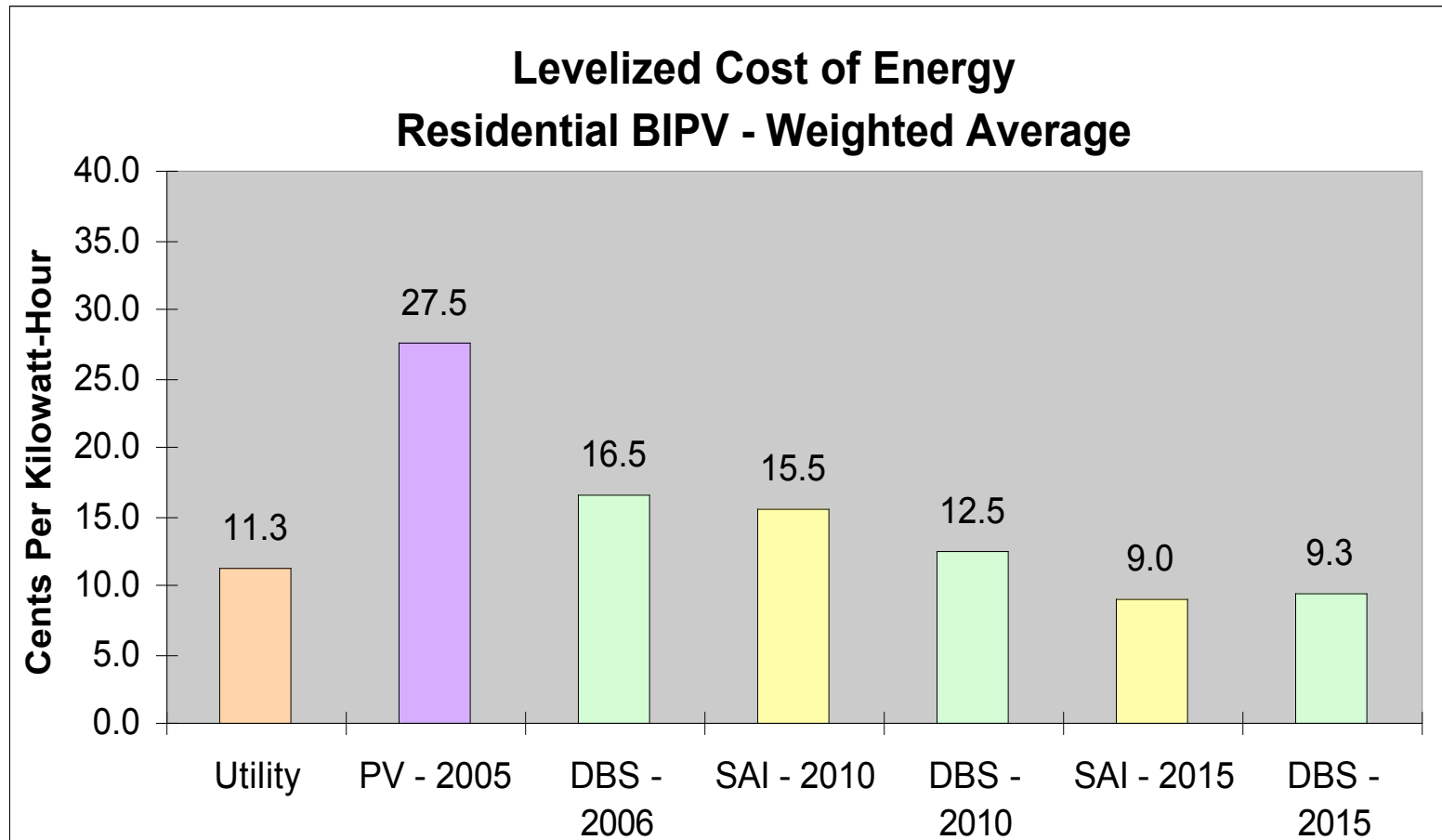
Goal: A full line of cost effective PV Containing Building Products

SAI Team Members:

**Dow Building Solutions
Fronius
Global Solar Energy
IBIS Associates
Lennar Corporation
Prost Builders, Inc
Pulte Homes, Inc.
University of Delaware - IEC
Southern California Edison**



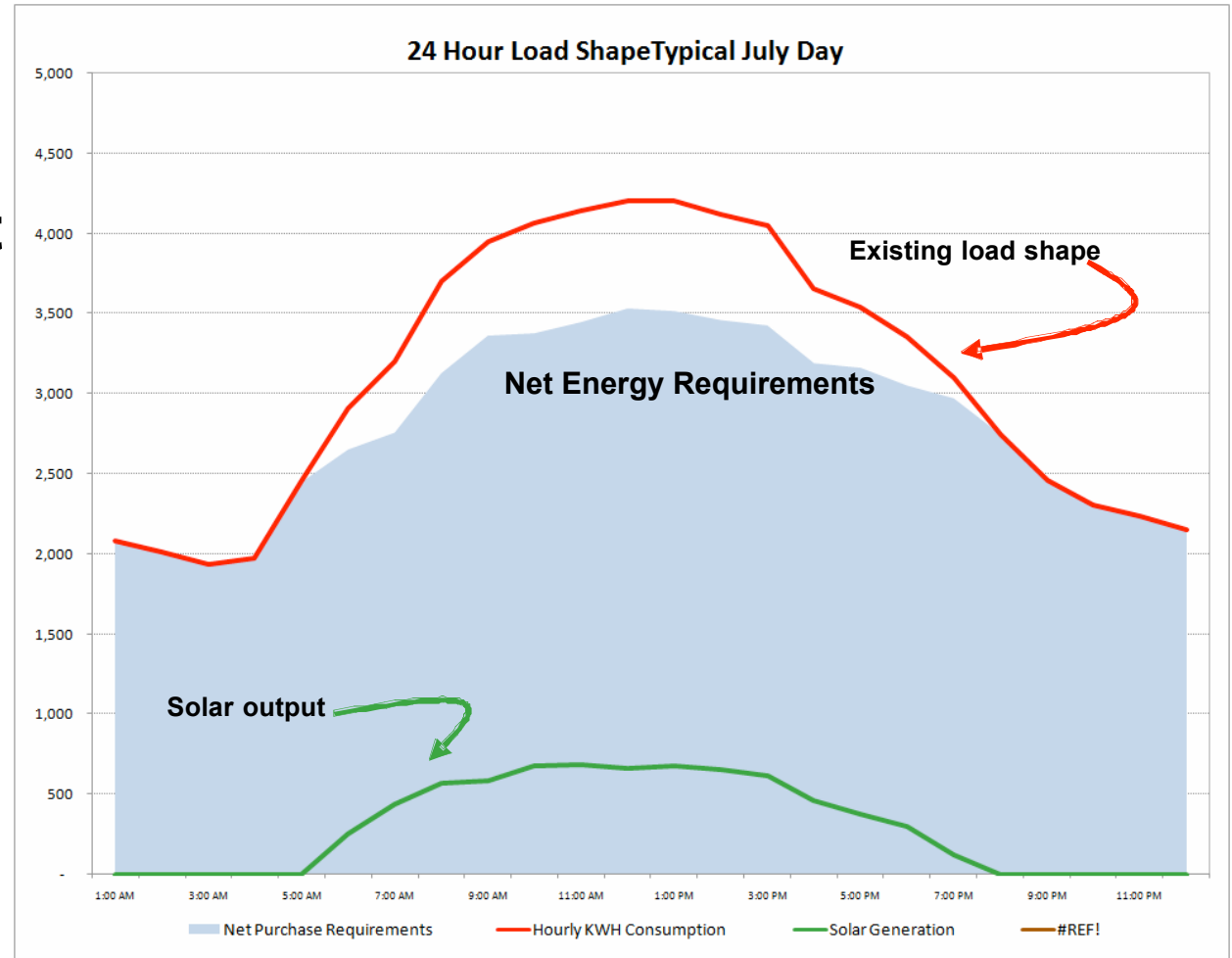
BIPV Product Design Economic Impact



Distributed System Value



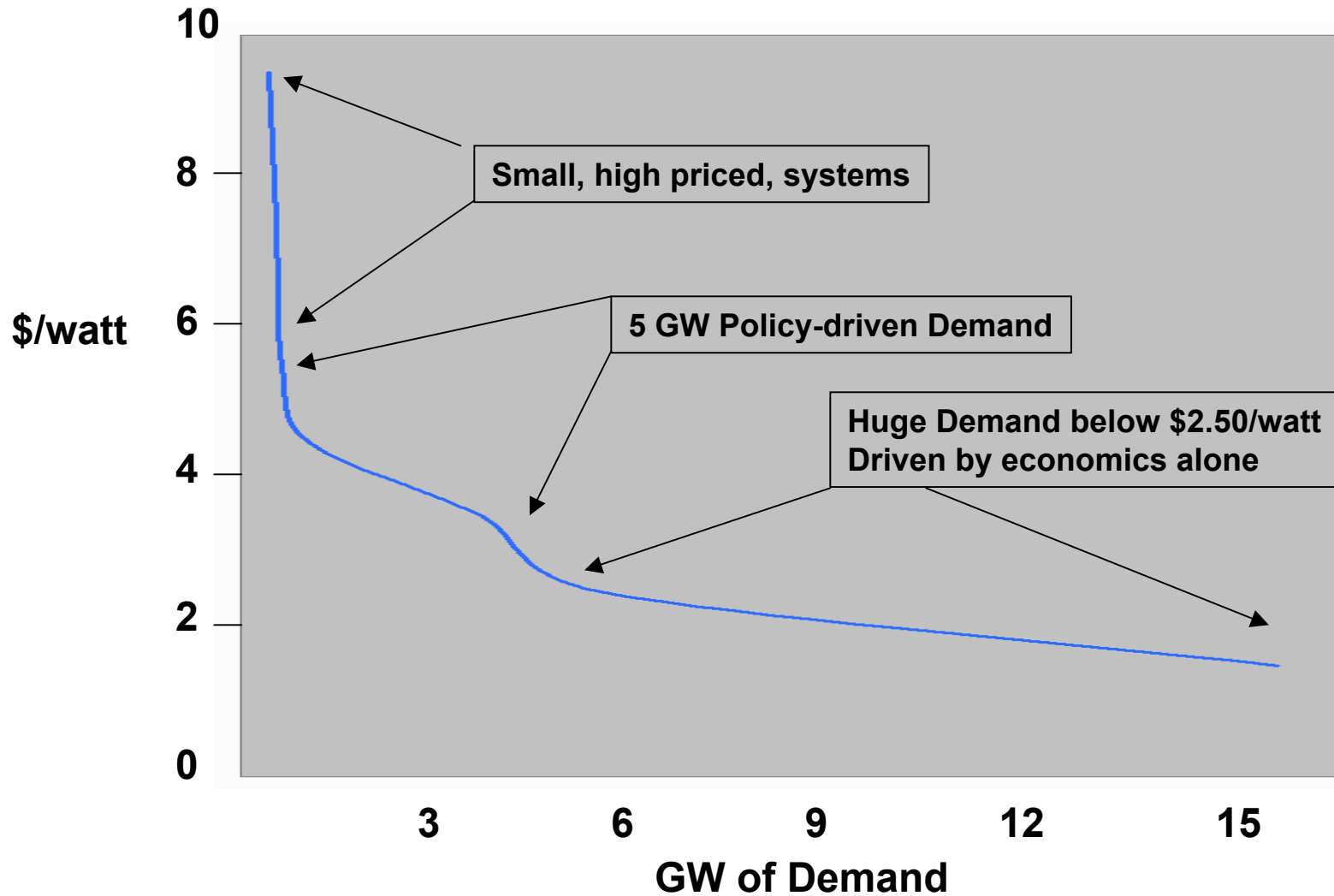
- Distributed systems don't require significant investment in transmission and distribution
- Solar provides power during peak load demands



Source: ION Consulting

2006 Solar Module Demand Curve

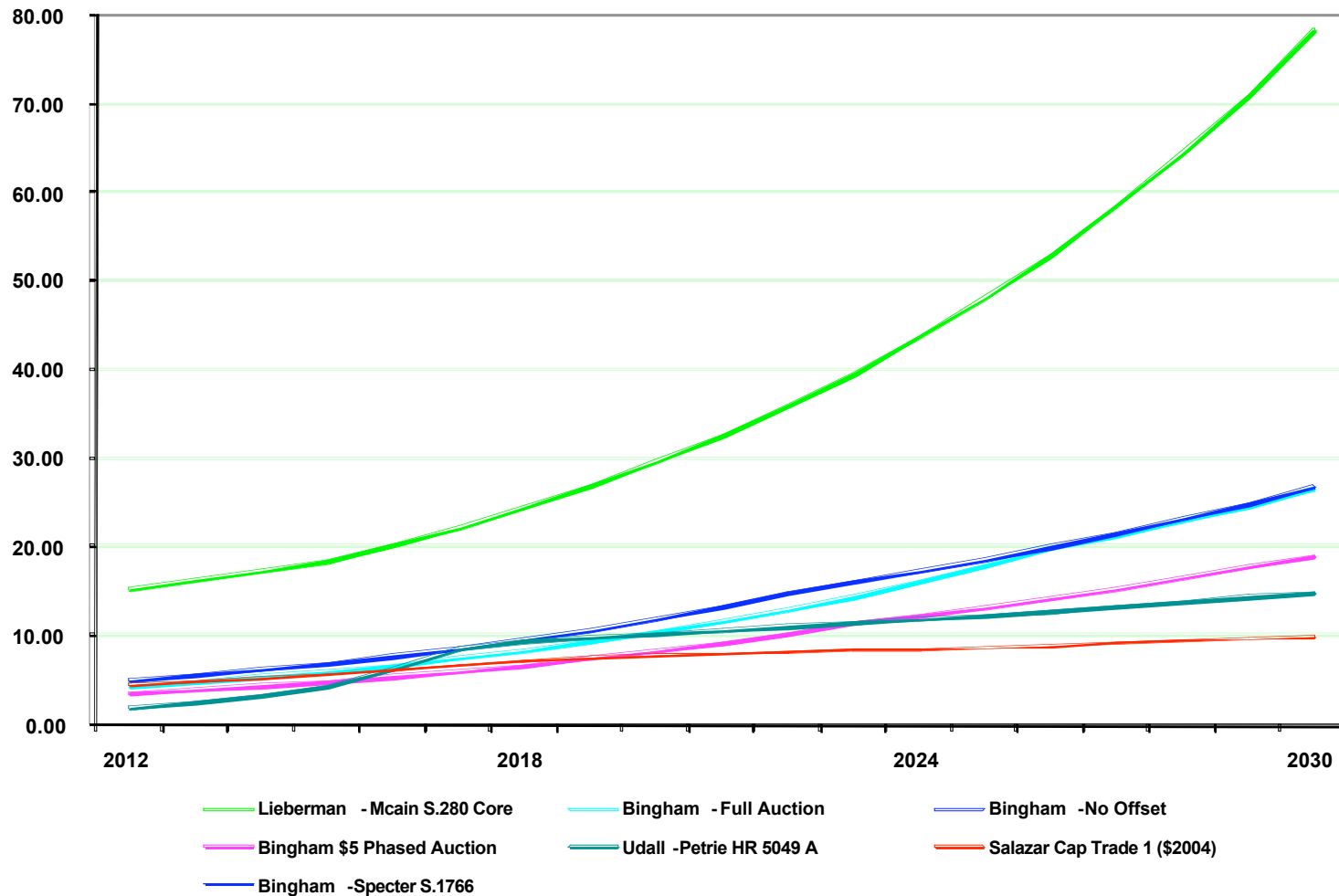
Needed Electricity Generating Capacity in 2010 – 4,500 GW



Alternative Energy Trends



Forecast CO2 prices is the most significant uncertainty facing today's generation markets



Source: EIA and ION Analysis