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FOR IMMEDIATE RELEASE

## LUX RESEARCH EXPANDS WITH NEW SOLAR INTELLIGENCE SERVICE

Proprietary research service uncovers hidden opportunities and risks in \$13 billion market

New York, NY – July 23, 2007 – Solar technology investment and deployment is exploding worldwide: Solar shipments in the U.S. alone grew by 35% in 2006 to over 180 MW; venture capital skyrocketed 50% to \$421 million; and over 500 companies worldwide operate in the field ranging from raw silicon manufacturers to cell developers to solar installers. In this environment, executives and investors need primary research and insider knowledge to capitalize on rapidly-changing technologies – needs met by the new **LR Solar Intelligence** service from leading emerging technology research firm Lux Research.

“We’re pleased to announce the worldwide availability of **LR Solar Intelligence**,” said Lux Research President Matthew M. Nordan. “Solar technology is constantly evolving, making it difficult to assess which technologies will disrupt today’s value chains. Our new service continuously monitors the world’s top solar innovators to spot potential partnership, investment, and joint development opportunities. LR Solar Intelligence clients – which already include some of the world’s largest materials companies, utilities, and financial institutions – are using our research to make superior business decisions and lock in competitive advantage.”

LR Solar Intelligence delivers ongoing proprietary information and analysis of the top solar innovators through:

- **The Lux Research Solar Journal** – a weekly intelligence service delivered via e-mail with:
  - In-depth analysis of 3 to 5 top solar innovators every week
  - Proprietary tidbits and data points from the Lux Research global network
- **On-demand analyst access** – direct access to Lux Research’s expert energy and environment analysts to ask specific questions in detail and in confidence
- **The Cleantech Report™** - the first comprehensive overview of emerging energy and environmental technologies covering energy, air, water, waste, and sustainability

LR Solar Intelligence helps clients gain the competitive edge by supplying them with the critical knowledge and analysis needed to minimize their risk and maximize their returns. For more information about LR Solar Intelligence, visit [www.luxresearchinc.com/lrsi](http://www.luxresearchinc.com/lrsi), or contact Steve McDermott at (646) 723-0158 or [steven.mcdermott@luxresearchinc.com](mailto:steven.mcdermott@luxresearchinc.com)

**About Lux Research:**

Lux Research provides strategic advice and on-going intelligence for emerging technologies. Leaders in business, finance, and government rely on us to help them make informed strategic decisions. Through our unique research approach focused on primary research and extensive global network, we deliver insight, connections, and competitive advantage to our clients. Visit [www.luxresearchinc.com](http://www.luxresearchinc.com) for more information. To learn more about LR Solar Intelligence, go to [www.luxresearchinc.com/lrsi](http://www.luxresearchinc.com/lrsi).

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