



Boston offers a wonderful blend of stylish sophistication and historic New England charm.

You can easily uncover the city's past while enjoying its distinctively modern edge.

Conference Venue:
Omni Parker House Hotel
60 School Street
Boston, MA 02108, USA

Organization

Organization Committee

Eckardt Günther and
 Gabriele Struthoff-Müller
 OTTI - Renewable Energies
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Accommodation

Omni Parker House Hotel
 60 School Street
 Boston, MA 02108, USA
 Phone: +1 617 227-8600
 Fax: +1 617 742-5729

The Omni Parker House Hotel offers special room rates for our participants (\$ 109.00 Petite Rooms/ \$ 129.00 Standard Rooms)

To receive this discount, please reserve your rooms by visiting www.pvrollout.us

Conference Fee

If registered by January 12th, 2011
 Per Person: \$ 960.00
If registered after January 12th, 2011
 Per Person: \$ 1260.00
At the door
 Per Person: \$ 1360.00
Reduced fee for presenters:
 Per Person: \$ 580.00

VAT **not** included.
 OTTI members and members of supporting organizations will receive a **10 % discount**.

The price includes:
 Conference materials,
 2 continental breakfasts, coffee breaks, lunches and dinner on Thursday.

Online Registration at www.pvrollout.us (opening mid-September 2010)

Deadline for submissions of abstracts: September 4th, 2010

Please upload your abstract to our review system at: <http://review.otti.eu>

Papers will be presented either orally or in poster sessions. The abstract, one page in English, should include: full title, author's full name, affiliation, address, phone/fax/e-mail, name and affiliation of co-authors, topic, kind of presentation (oral or poster), a brief summary including the purpose, methods, approach, results and conclusions of the presented work. You will receive an e-mail with the result of the evaluation by mid-October.

The submission of your abstract implies a compulsory participation in the conference and presentation of your paper or poster. Presenters will receive the reduced registration fee of \$ 580.00.

- I will participate in the conference
- I am interested in sponsorship/exhibition

**Please contact gabriele-struthoff-mueller@otti.de
 Phone: +49 941 29688-29, Fax: +49 941 29688-54**

Program

- The two-day program for this conference will comprise of
- Invited lectures
 - Oral presentations
 - Posters
 - Technical Tour on Friday afternoon (Fraunhofer CSE, Cambridge)

You will meet

- Project Developers
- System Integrators
- PV-Suppliers and Consultants
- Module Manufacturers
- Module Equipment Suppliers
- Inspection and Certification Experts
- Utilities
- Policy Makers
- Architects
- Lawyers
- Banks
- Investors
- Insurance Firms
- University Representatives
- Researchers



European American Solar Deployment Conference

PV Rollout

**Omni Parker House, Boston, USA
 February 10th/11th, 2011**



www.pvrollout.us



www.otti.eu

Supporting Organizations





© Aerial view of 2.36 MW solar PV array on roof of Atlantic City Convention Center

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Perspectives:

- Financing/Costs
- Project Development
- Electrical Standards/Structural Requirements

Topics:

- Modules
- Inverters/Power Conditioning
- Frames
- Trackers
- Wiring/Cabling/Connectors
- Grid Integration
- Financing and Risk Management

Conference Goals

- You will receive comprehensive information about the state of technology as well as the latest results from research and development.
- The scope of the conference is intended to encourage an open discussion of applications and practical experience in Solar Deployment.
- Speakers will be leading experts in the science, technology and business aspects of the solar industry
- The program structure and the conference venue will ensure intensive experience-sharing between participants, presenters and exhibitors.

Message from the Chairmen

In the last ten years, the field of photovoltaics (PV) has grown explosively from a niche market to an important international industry. The sector is currently valued at \$35 billion and is rapidly lowering costs through advances in technology and economies of scale. Germany has been the major driver of this trend with their attractive, uncapped feed-in rate structures. However, the market in the United States is now beginning its long-anticipated growth. Recent extensions and revisions of the 30% Federal Investment Tax credit make investment into PV more attractive for both investors and system owners. Additionally, more regions of the US are debating and passing legislation to broaden incentives at both the State and city levels and to create favorable investment conditions.

These factors are enabling PV to become competitive and profitable, leading us to the threshold of a major PV deployment. The technology promises to significantly impact how power is generated in the United States in addition to providing an important economic boost to the US manufacturing sector. Wide PV deployment will also encourage discussion about the different aspects of US energy security. However, there are still obstacles that need to be overcome before PV can be successful on a wide scale.

The PV Rollout workshop, a European American Solar Deployment Conference, will examine the technical, economic, and political hurdles to rapid and widespread PV deployment. Various perspectives, including political and commercial, will be considered. The conference will also provide participants with strategies and know-how to address these hurdles effectively. In doing so, we expect that this conference will augment the North American PV Rollout by providing industry leaders the roadmap they need to understand these challenges and help them develop profitable projects.

We invite you to participate in our conference and to join in the growing excitement about PV. Hear from developers of new PV concepts and from system integrators who implement these concepts to drive innovation and cost reduction. Due to different levels of PV deployment between Europe and the US, this binational conference seeks to leverage the European experience. Experts active in the European market will be presenting at our event and will be available to network with guests interested in tapping into their experience. At the same time, this conference will consider the distinctive aspects of the North American markets to ensure that the correct solutions are found for different areas. Conference speakers will address topics such as political issues, financing and risk management. Additionally, they will provide an overview of new trends in module design and balance of system components in the PV supply chain.

We encourage all participants to submit abstracts for papers on technical, economic and policy issues related to PV Rollout. Don't miss this opportunity to become one of our speakers or poster presenters! We are looking for you – the experts in the field of PV from both sides of the Atlantic!

Prof. Eicke Weber, Fraunhofer ISE, Freiburg, Germany

Juris Kalejs PhD,

American Capital Energy, North Chelmsford, MA, USA

Conference Focus

- Development and Application of Technologies
- Exchange of Results and Ideas
- Sharing of Expertise
- Identification of R&D Needs
- Presentation of Field Experience

Chairman



Prof. Eicke Weber

Fraunhofer ISE, Freiburg, Germany

Eicke Weber is director of the Fraunhofer Institute for Solar Energy Systems ISE and Professor of Physics and Applied Sciences at the Albert-Ludwig University of Freiburg, Germany. From 1983-2006 he was on the faculty of the Department of Materials Science and Engineering of the University of California, Berkeley, and was a Professor of Materials Science beginning in 1991. Dr. Weber is a leading expert in the field of photovoltaic energy conversion. Recently he studied specifically how well solar cells may be produced from upgraded metallurgical ("dirty") silicon. He is a co-founder of CaliSolar in Sunnyvale, CA, Berlin, Germany and Ontario, Canada, which sells 16% efficiency solar cells based on its own umg-Si.

Co-Chairman



Juris Kalejs PhD

American Capital Energy, North Chelmsford, MA, USA

Juris Kalejs is Chief Technology Officer of the US Solar PV systems integrator American Capital Energy, specializing in large commercial and utility-scale PV installations. Dr. Kalejs co-founded the company with two partners five years ago. He has held various positions in R&D and management during his 35 years in the photovoltaic industry. His scientific work has concentrated on development and commercialization of silicon ribbon technology for photovoltaic applications, and this has led to over 100 publications and a number of patents. He has served on the organizing committees of the IEEE PVSC as well as other national and international conferences and workshops. He has been a member of the US Photovoltaic Roadmap Committee.

Advisory Council

Prof. Travis Bradford

President Prometheus Institute, Chicago, IL, USA and Adjunct Professor of Entrepreneurship and Renewable Energy, Booth School of Business, University of Chicago, IL, USA

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