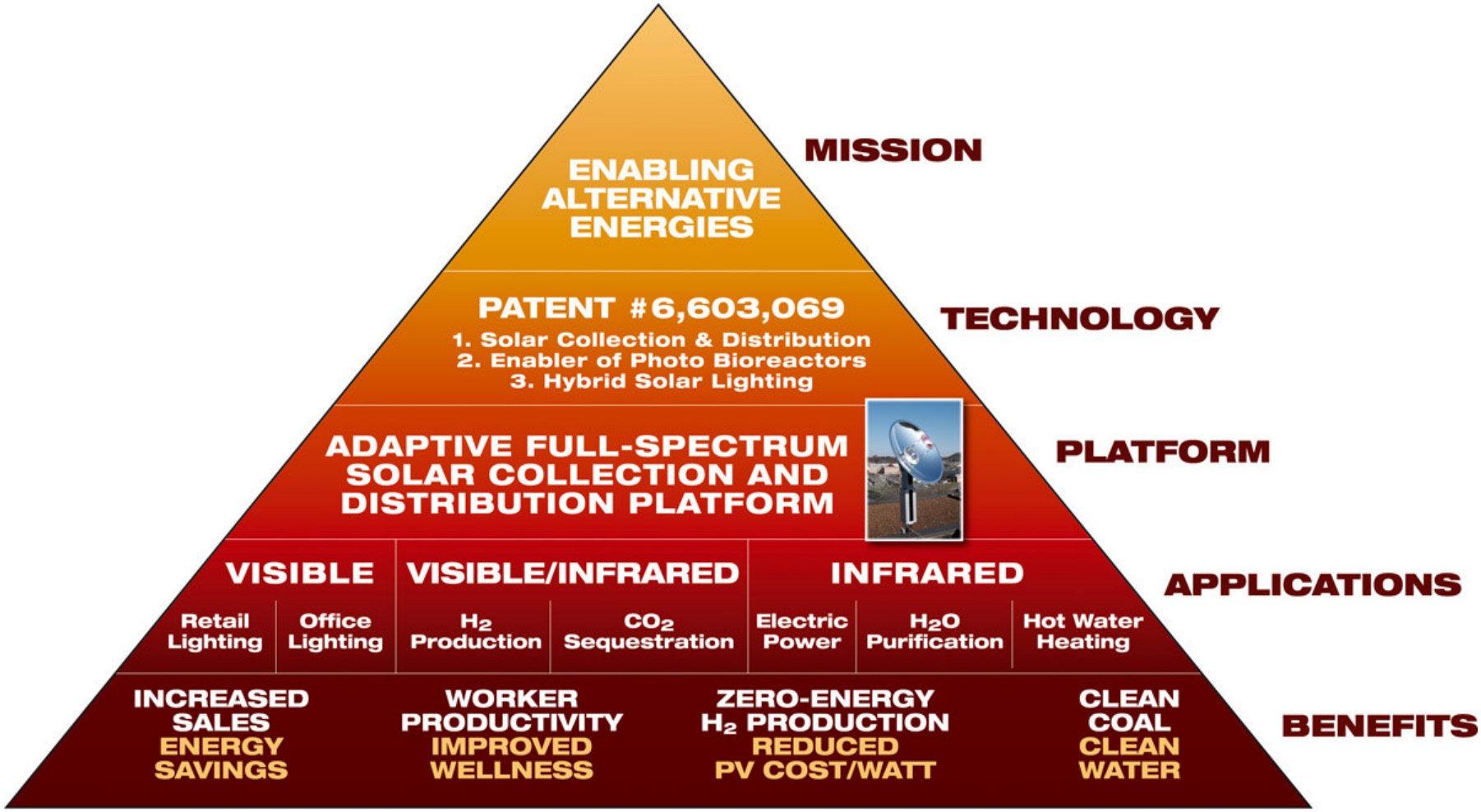
Southeast Solar Summit

John Morris, President & CEO

Business Model

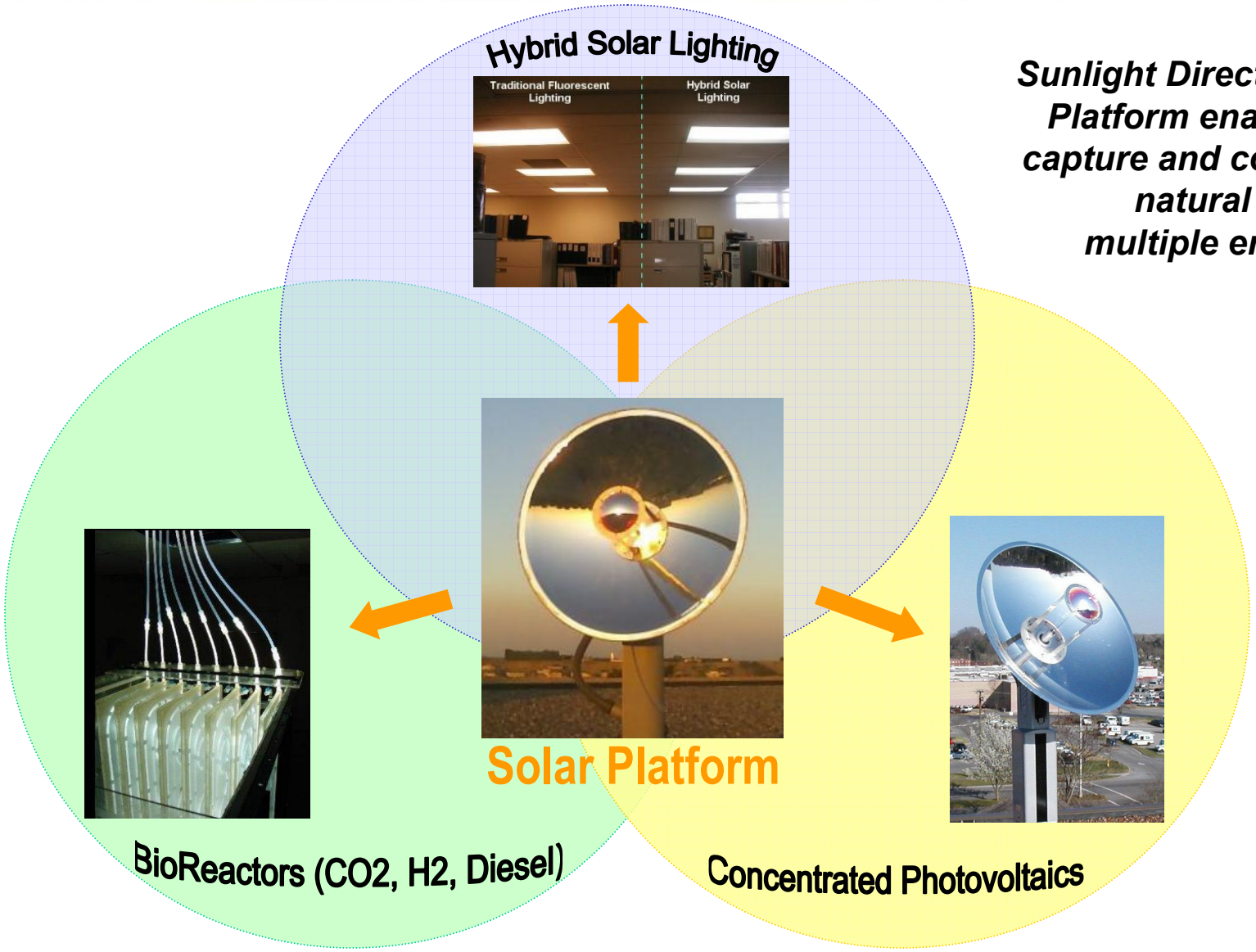


Single Patented Technology Platform Enables Multiple Applications

Enabling Sustainability

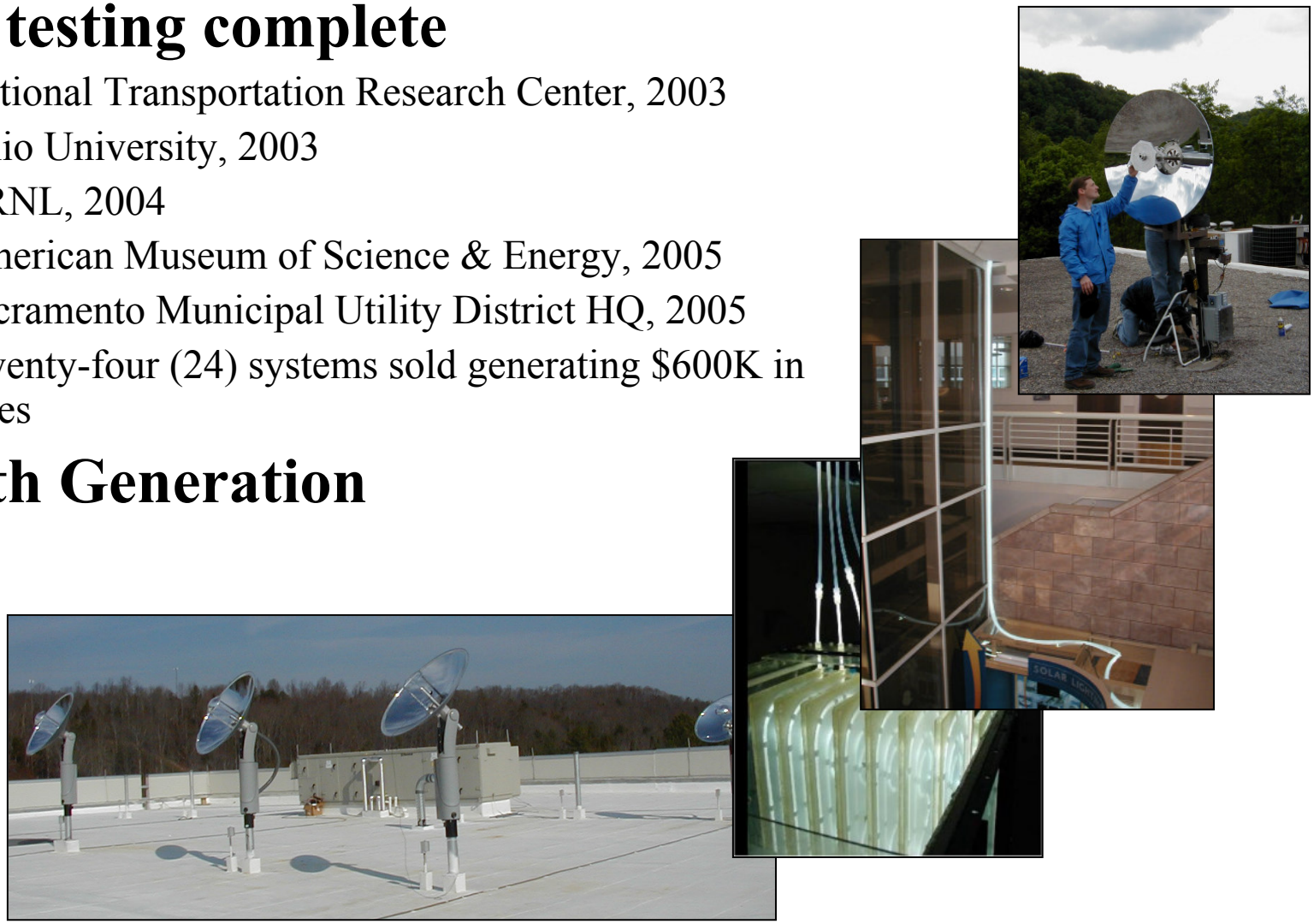
SUNLIGHT DIRECT

Sunlight Direct's Solar Platform enables the capture and control of natural light for multiple end-uses.



Status of Technology

- **Field testing complete**
  - National Transportation Research Center, 2003
  - Ohio University, 2003
  - ORNL, 2004
  - American Museum of Science & Energy, 2005
  - Sacramento Municipal Utility District HQ, 2005
  - Twenty-four (24) systems sold generating $600K in sales
- **Fourth Generation**



Hybrid Solar Lighting

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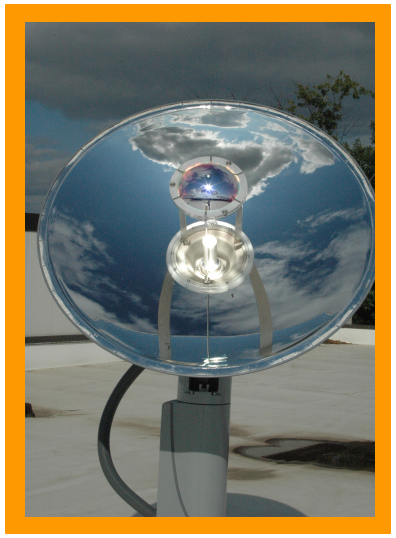
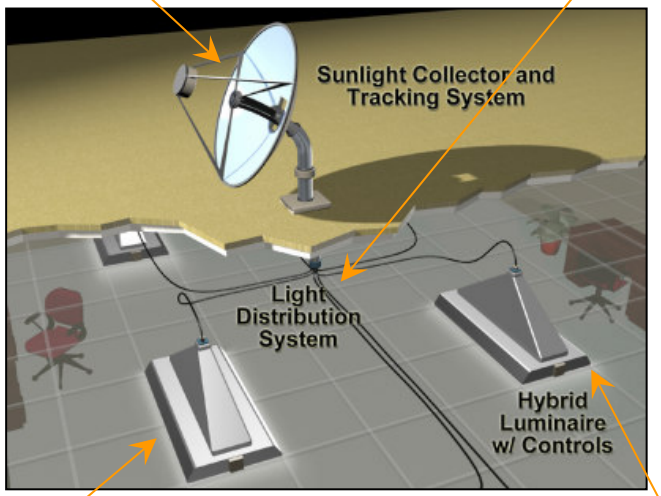
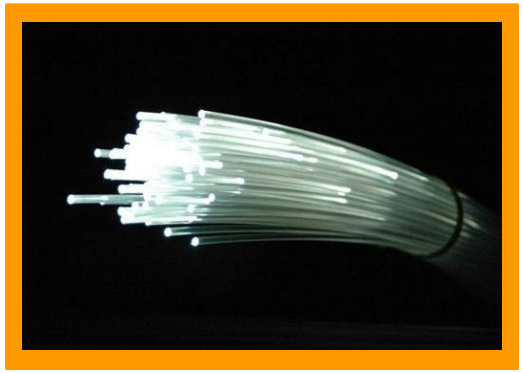
Platform Technology Integrated COMPONENTS

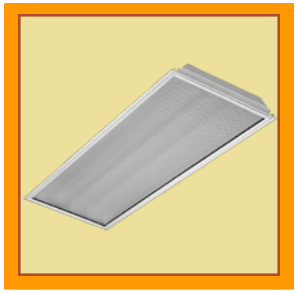


Patented Solar Tracker and Collector





Fiber optic cables, bundled using proprietary techniques



Commercially available hybrid ready, or easily retrofitted existing, fixtures (“luminaires”)

Control of artificial lighting with all the benefits of natural lighting

Current Demonstration Sites

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Installations

Installations

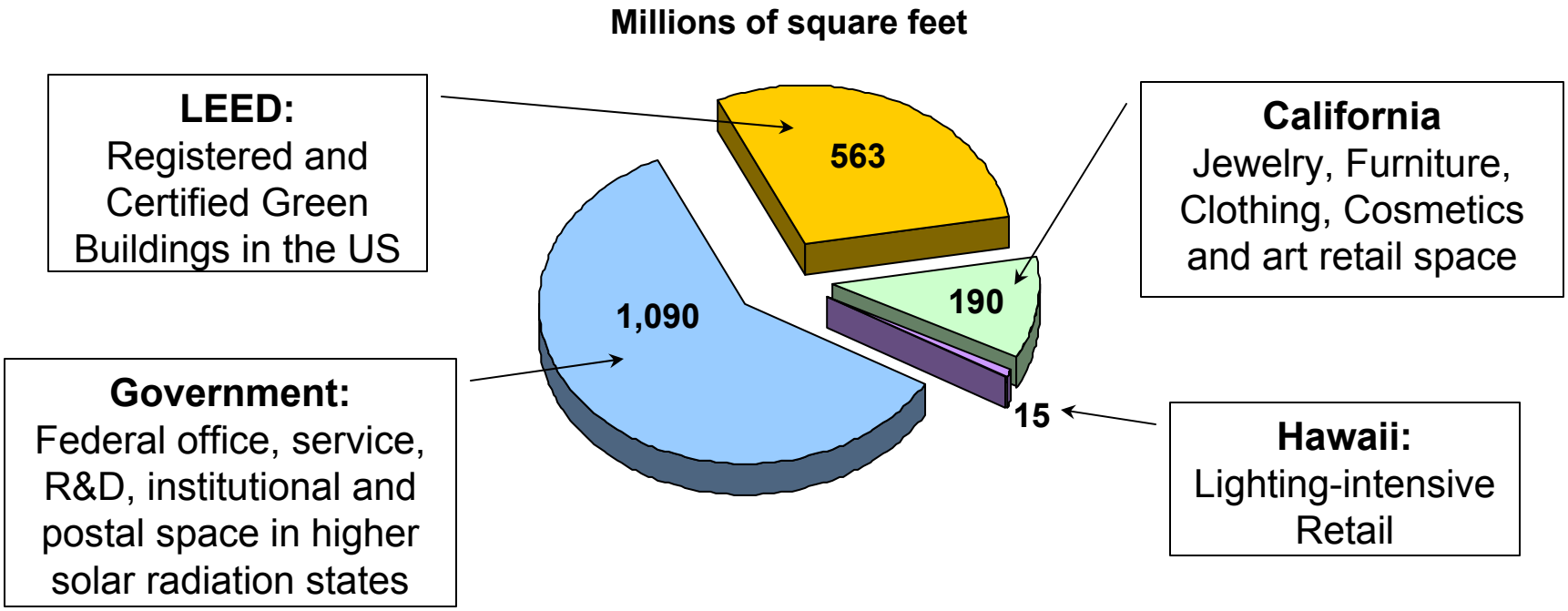
Installations

Installations

Installations

Initial Target Markets

The initial target markets encompass approximately 1.9 billion square feet of space



USGBC, US Census, EIA, GSA Real Property Profile

Global markets represent a multi-fold opportunity

Sales Model

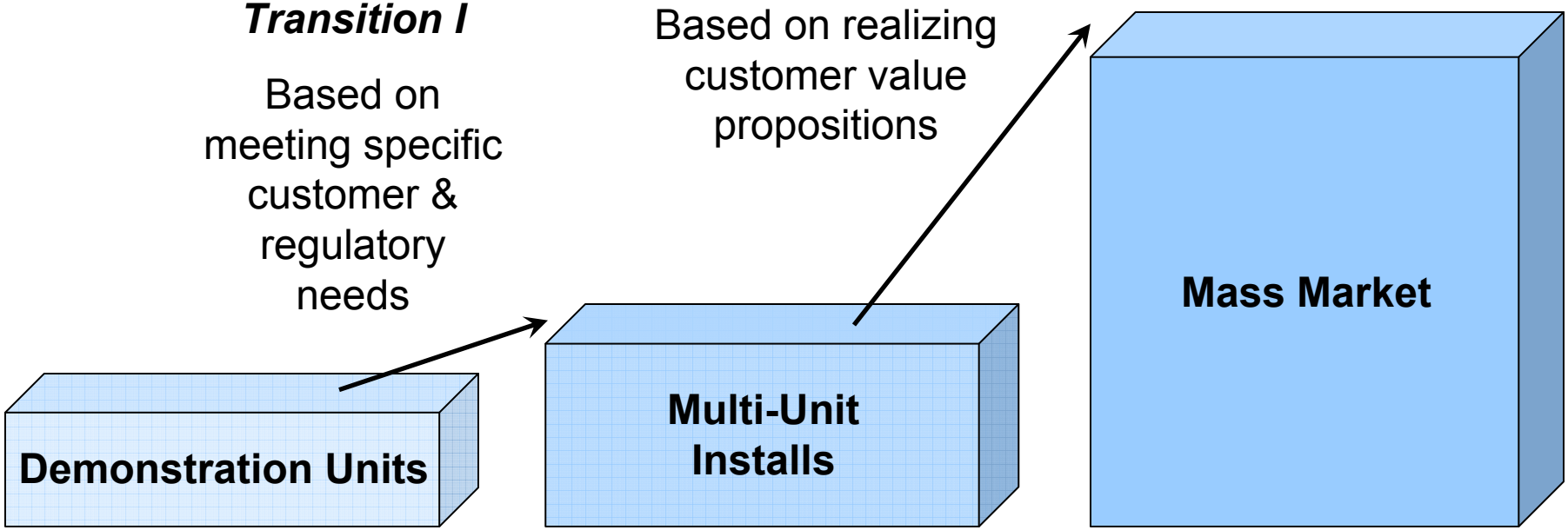
Customer Growth Process

Transition I

Based on meeting specific customer & regulatory needs

Transition II

Based on realizing customer value propositions



Sold, installed and tracking results

Sold and scheduling installation

Market Potential

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- Independent study by Anteres (2007).
- By Core building areas (enclosed areas up to within 10 feet of the building exterior walls)
- Top two floors only (distribution constraints)
- Target Facility Primary Uses: Education, Food sales, Health care, Lodging, Retail, Office, & Public Assembly
- US Gross Market (units sold per year)
  - New Construction – 356,000
  - Retrofit – 1.17 million

Competitive Results Sample

- Hawaii
  - Average insolation: 7.1 kWh/m^2/day
  - Average energy delivered 356,000 lumen-hrs/day
- Two distinct cases
  - Competitiveness based on Energy Investment Value
    - Includes energy cost savings, 30% federal tax credit on CAPEX, energy efficiency tradable credits, and incremental maintenance cost
  - For 2008 projected capital cost of $3200
    - T5 technology IRR 1%
    - Incandescent technology IRR 119%
  - For 2010 projected capital cost $2200
    - T5 technology IRR 8%
    - Incandescent technology IRR 133%
  - Competitiveness based on amenity value of skylights
    - In 2008 38% price advantage
    - In 2010 52% price advantage

More Results

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- Top ten states energy investment results 2008

State	Base Case IRR, Capital Cost 2008			
	32W T8 Fluor	28W T5 Fluor	60W Incand	90W Halogen
HI	19%	1%	119%	59%
CA	5%	-9%	69%	33%
CT	3%	-11%	63%	30%
MA	4%	-9%	62%	30%
NV	3%	-11%	64%	30%
NY	2%	-12%	59%	27%
TX	3%	-11%	62%	29%
FL	2%	-12%	61%	28%
NH	1%	-13%	57%	26%
AZ	2%	-12%	60%	28%