



News Release

For Immediate Release

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SOLADIGM ANNOUNCES COMMERCIAL READINESS OF ITS DYNAMIC GLASS PRODUCT AND CHANGES COMPANY NAME TO VIEW, INC.

Leading Manufacturer of Intelligent Dynamic Glass System is Ready for Global Deployment and will Be Exhibiting at Greenbuild International Conference and Expo in San Francisco

Milpitas, Calif. (November 12, 2012)—View Inc., a leading manufacturer of dynamic glass, today announced that its commercial-scale dynamic glass product is ready for global deployment. Concurrently, the company has changed its name to View in order to better align with its strategic vision that a clear, uninterrupted view is the catalyst for a fundamental change in how people design and interact with buildings.

View Dynamic Glass has intelligence built in: by continually adjusting to external conditions, it provides vivid, comfortable views, free from unwanted heat and glare—24 hours a day, 365 days a year. With commercial-scale availability, View Dynamic Glass creates new possibilities in building design, ambience, and user experience, while dramatically reducing energy consumption. In a typical commercial installation, annual HVAC and lighting energy consumption is reduced by 20 percent while HVAC peak load is reduced by 25 percent.

“The concept of window glass adjusting to outside conditions has been a designer’s dream. In addition to providing unprecedented design freedom and an amazing occupant experience, a window that allows complete control over the amount of heat and light that enter the building will also reduce energy consumption,” said Dr. Rao Mulpuri, CEO of View, Inc. “I am excited that we have been able to deliver on the market needs of dynamic glass with the right aesthetic and energy performance, commercial-scale sizes, long-term durability, and intelligent control, at cost levels that enable bringing dynamic glass to the mainstream a reality. I am proud of the View team for the innovative spirit and dedication they have shown in achieving this important milestone. We are ready to continue to execute on the vision to see wide spread use of dynamic glass in buildings.”

Glass has been central to building design for centuries, connecting occupants to the outside. However, while the use of glass maximizes views, increases natural light, and improves building aesthetics, unwanted heat and glare result in design compromises. In the past, architects and homebuilders dealt with this dilemma by adding cost and complexity—such as blinds, external shading structures, and large HVAC systems. View Dynamic Glass solves these problems in a simple and elegant way, using electrochromic technology to manage light, glare, and heat—

providing a clear, unobstructed view, greater occupant comfort, and optimal daylight, whatever the external conditions.

View Dynamic Glass is well-suited for commercial buildings, homes, healthcare facilities, educational institutions, government facilities, skylights and atria, and hotels and restaurants. View has established direct sales and distribution networks in the United States and is expanding internationally. View will showcase its large-scale dynamic glass for the first time at the Greenbuild International Conference and Expo, the world's largest conference dedicated to innovation in green building design, set to take place Nov 14–16 at the Moscone Center in San Francisco. View Dynamic Glass is also installed and operating at W San Francisco adjacent to the show.

About View

View (formerly Soladigm, Inc.) manufactures View Dynamic Glass, an intelligent glass system for buildings. View Dynamic Glass incorporates user preferences and intelligently adjusts the condition of the glass, allowing unparalleled control over the amount of light and heat that enters a building. Because View Dynamic Glass eliminates the need for blinds, shades, or other obstructive window treatments, it enables those indoors to experience inspiring views and increased natural light. Delivering vastly improved energy efficiency, View Dynamic Glass alleviates the HVAC burden typically associated with glass facades, windows, and skylights—offering architects and homebuilders unprecedented design freedom. Founded on the belief that an unrestricted view is the catalyst for great things, View inspires people to see possibility, everywhere. View is headquartered in Milpitas, Calif., with high-volume manufacturing facilities in Olive Branch, Miss. For more information, visit viewglass.com.