View Joins Project Drawdown at Greenbuild to Launch Climate Change Coalition

As One of Five Solutions Featured in the Greenbuild 2014 Opening Plenary, View Will Seek to Deploy Its Smart Glass on a Global Scale to Reduce Greenhouse Gas Emissions from Buildings

MILPITAS, Calif. (October 22, 2014) – This evening at the 2014 Greenbuild International Conference & Expo in New Orleans, View, the leader in dynamic glass, will announce to 30,000 attendees at the Mercedes-Benz Superdome that smart glass has been selected by Project Drawdown to aid the nonprofit organization's advocacy coalition. As one of five sustainable solutions featured in the opening plenary announcement of Drawdown, View will work with Project Drawdown to reduce the greenhouse gases created by the built environment.

The coalition will unveil a 30-year roadmap from 2015–2045 to reach "drawdown," or the point at which CO2 concentrations in the atmosphere begin to decline. Set to be published as a visually engrossing book complemented by an interactive online database, "Drawdown" will form the most comprehensive set of climate change mitigation technologies and social solutions, including smart glass.

"In collaboration with Project Drawdown, View is excited to advance the reality that the public and private sectors can work together to accomplish audacious business and social goals," said Dr. Rao Mulpuri, CEO of View. "Smart glass reduces a building's carbon footprint in addition to providing a wide range of other benefits: greater architectural freedom, enhanced occupant experience and wellbeing and significant energy savings. The industry is excited that smart glass is finally available at commercial scale. We are seeing strong demand in the marketplace, and we are committed to expand this innovation to a 'drawdown' scope."

Project Drawdown has identified the buildings category as key to reaching its 2045 goal; other impact categories include individual, community, business, city, utility and land. Project Drawdown will collaborate with View and other partners to reduce the massive carbon footprint of buildings, which account for 39 percent of primary energy consumption and 72 percent of all electricity consumed domestically, according to the U.S. Department of Energy's Buildings Energy Data Book.

"We are at a turning point for humanity and climate change, and we believe there are practical ways to reverse human impact on the environment over the next three decades," said Paul Hawken, a prominent author and environmentalist.

"Drawdown" will provide research, open source models and calculations on social impact and financial cost that can inform government policy, as well as enliven curriculum and inform advocates for change. The book will be co-authored by Project Drawdown's executive directors: Hawken, and Amanda Ravenhill, a professor of sustainable business at Presidio Graduate School.

"View Dynamic Glass is one of the many technologies commercially available that, at scale, can help forge a path toward temperature decline," said Ravenhill. "We are thrilled to announce View's participation in 'Drawdown' and look forward to collaborating with our partners to promote greater efficiency and resource productivity in the built environment."

View Dynamic Glass is a new generation of smart glass that significantly reduces the amount of electricity allocated for cooling, heating or lighting a building. In a typical installation, it reduces annual HVAC and lighting energy consumption by as much as 20 percent, and HVAC peak load by 25 percent. Using electrochromic technology, View Dynamic Glass intelligently adjusts in response to external conditions and user preferences, seamlessly transitioning through multiple tint states to improve user well being and energy efficiency.

About View

View Inc. manufactures a new generation of architectural dynamic glass that intelligently adjusts in response to external conditions and user preferences, enabling unparalleled control

over the amount of light and heat that enters a building. View Dynamic Glass provides continuously unobstructed views without heat or glare, creating a new level of occupant comfort and natural light while dramatically reducing building energy consumption. It also provides unprecedented architectural design freedom, eliminating blinds and shading structures and enabling building designs with larger glass areas.

View is headquartered in Silicon Valley with high-volume manufacturing facilities in Olive Branch, Mississippi. For more information please visit viewglass.com.

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