



Corporate Overview

Nick Kanopoulos, Ph.D
President & CEO



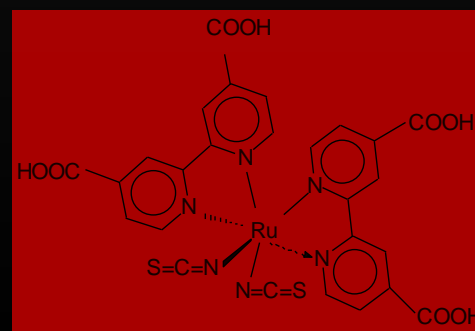
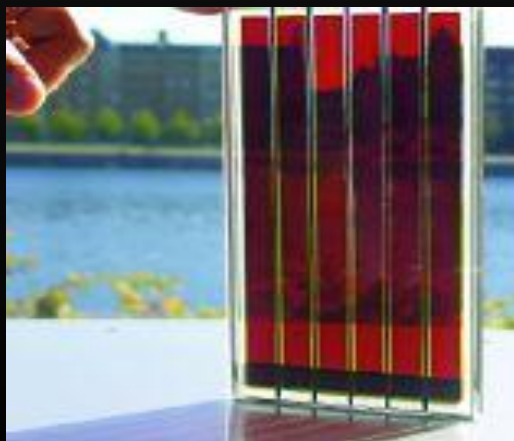
(O.P. Competitiveness and Entrepreneurship (OPC II), O.P. Macedonia - Thrace, O.P. Western Greece - Peloponnese - Ionian Islands, O.P. Crete and Aegean Islands, O.P. Thessaly - Mainland Greece - Epirus & O.P. Attica)

Contents

- Corporate Summary
- Organization Structure
- Vision & Mission
- Technology, Product & Opportunities
- Market Analysis
- Value Position
- Technology Advantages
- Management Team

Corporate Summary

Brite is a leading edge PV technology company.

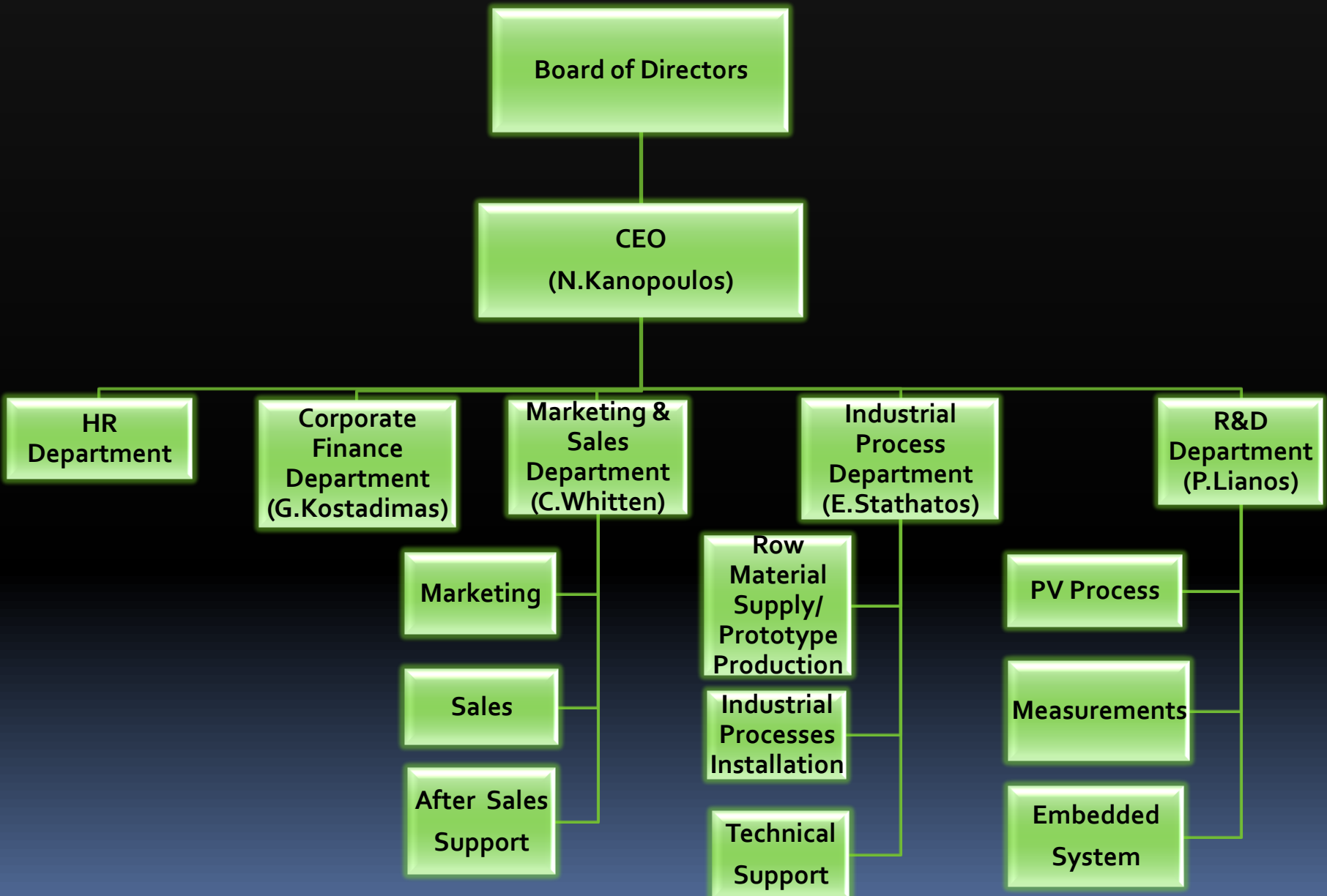


We develop 3rd generation technology for solar panels based on new composite organic / inorganic lightweight nanostructured cells (Dye Sensitized Solar Cells). Our technology is patented.

Corporate Summary

- Establishment in 2009 with offices in Greece (R&D) and the US (Marketing/Sales)
- Funded by its founders and strategic investors
- Brite won a contract with the Corallia initiative . This work aims at validating our technology for volume production.
- Currently our professional team consists of 10 highly trained, experienced, professionals.

Organization Structure



Vision & Mission

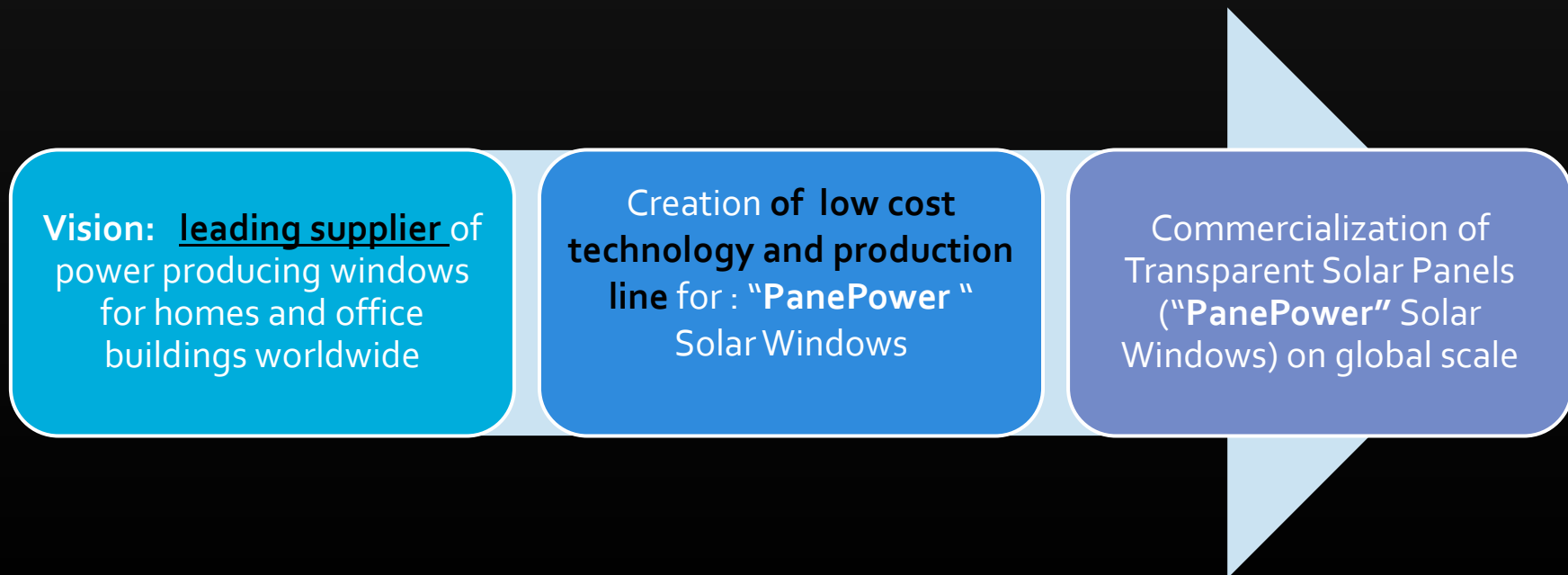
Brite's vision

- Is to become the leading supplier of power producing windows for homes and office buildings worldwide

Our mission

- Is to develop and establish the production technology, achieving transparent panel efficiency of 8% at a fraction of production and capex costs compared to silicon Thin Film panels

Brite's Vision Implementation

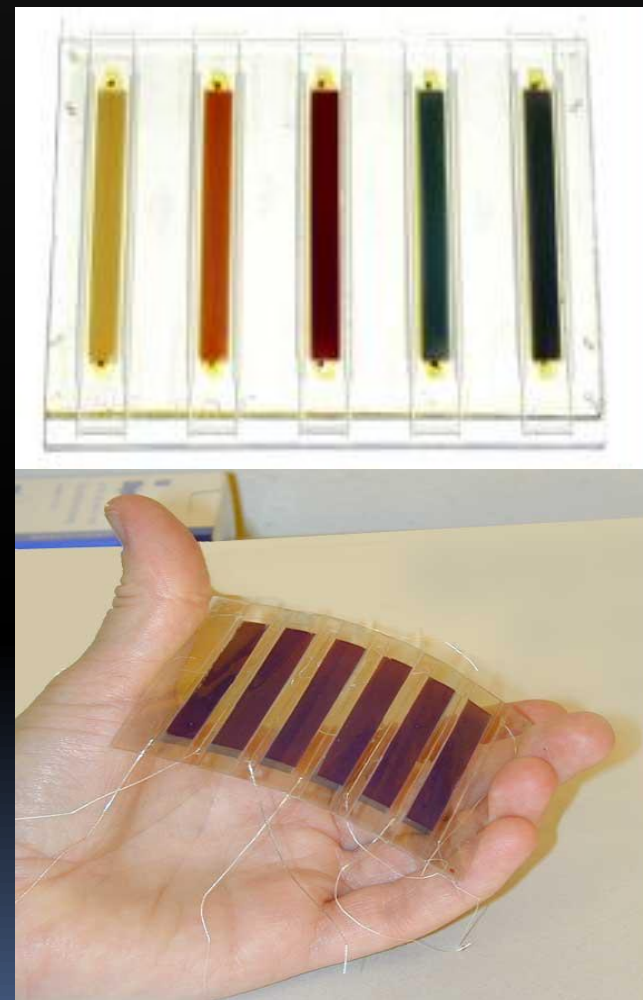


The successful **implementation** of our vision will be demonstrated by **achieving** large scale production of different **color**, transparent solar panels, at **a fraction of both the production cost and capex** required to produce silicon Thin Film panels today.

Technology Overview: Dye Sensitized Solar Cells

Dye-sensitized solar cells (DSSC, DSC or DYSC) is a relatively new class of low-cost solar cells, that belong to the group of thin film solar cells.

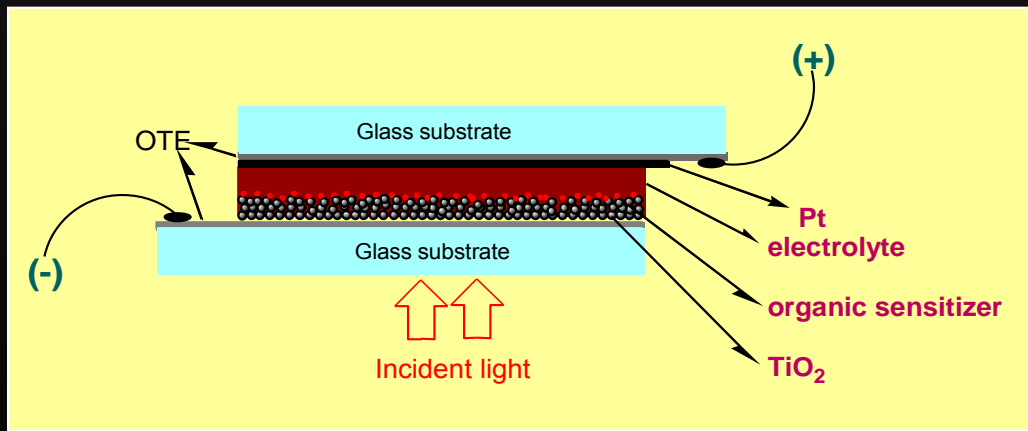
It is based on a semiconductor formed between a photo-sensitized anode and an electrolyte, a photoelectrochemical system.



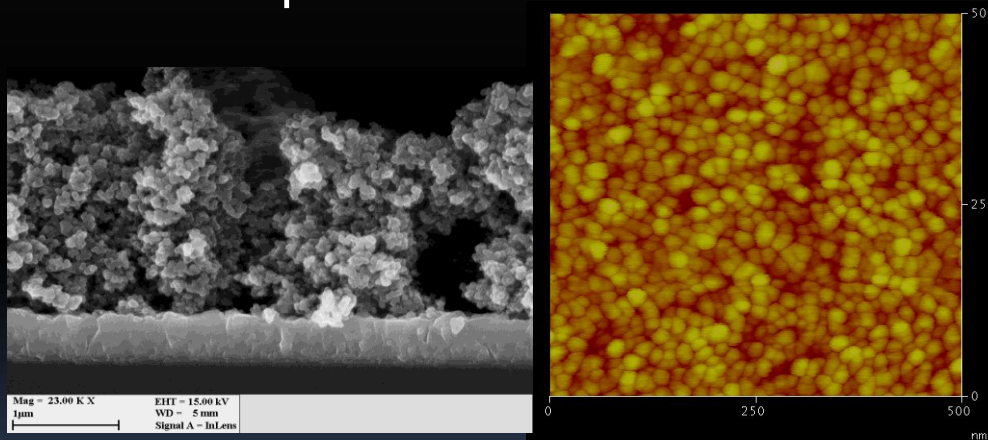
Our Technology

- Our technology may **produce** the targeted efficiency under **the radiation** of both the **sunlight and artificial light**.
- Our technology, adapted to conditions **of mass production has a large** potential for **commercial** exploitation, since it can be manufactured at very **competitive costs**.

The Solar Windows Technology



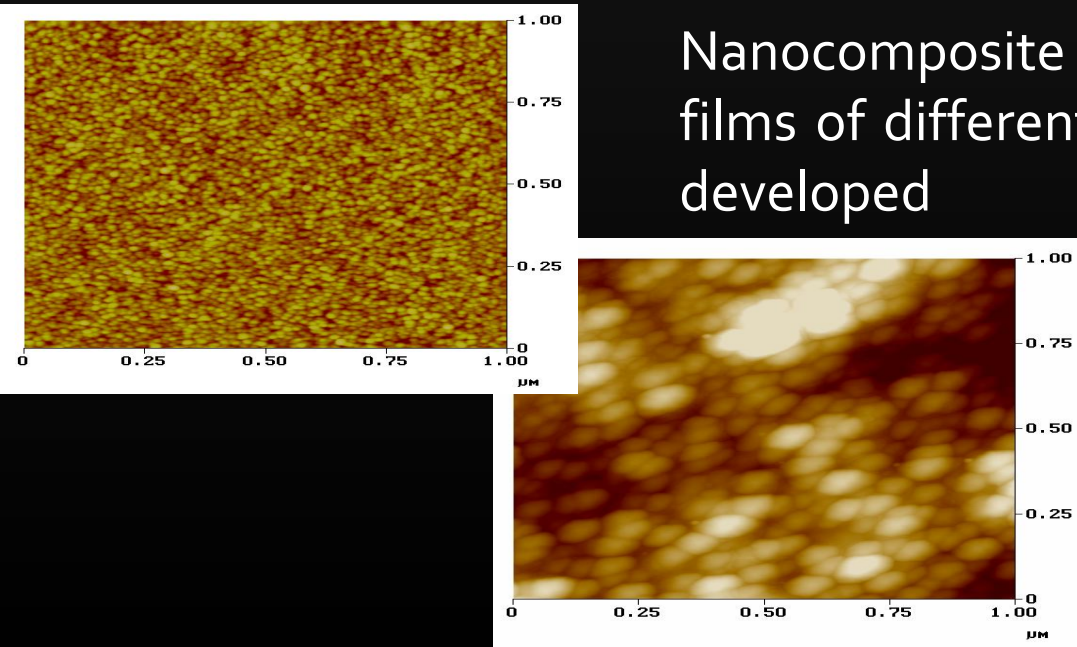
Cross section of a transparent solar cell



Novel nanotechnological routes are followed to develop semiconductors with small particle size and also maintain the transparency of the solar windows in high level

The Solar Windows Technology

Nanocomposite transparent semiconductor films of different particle sizes can easily be developed

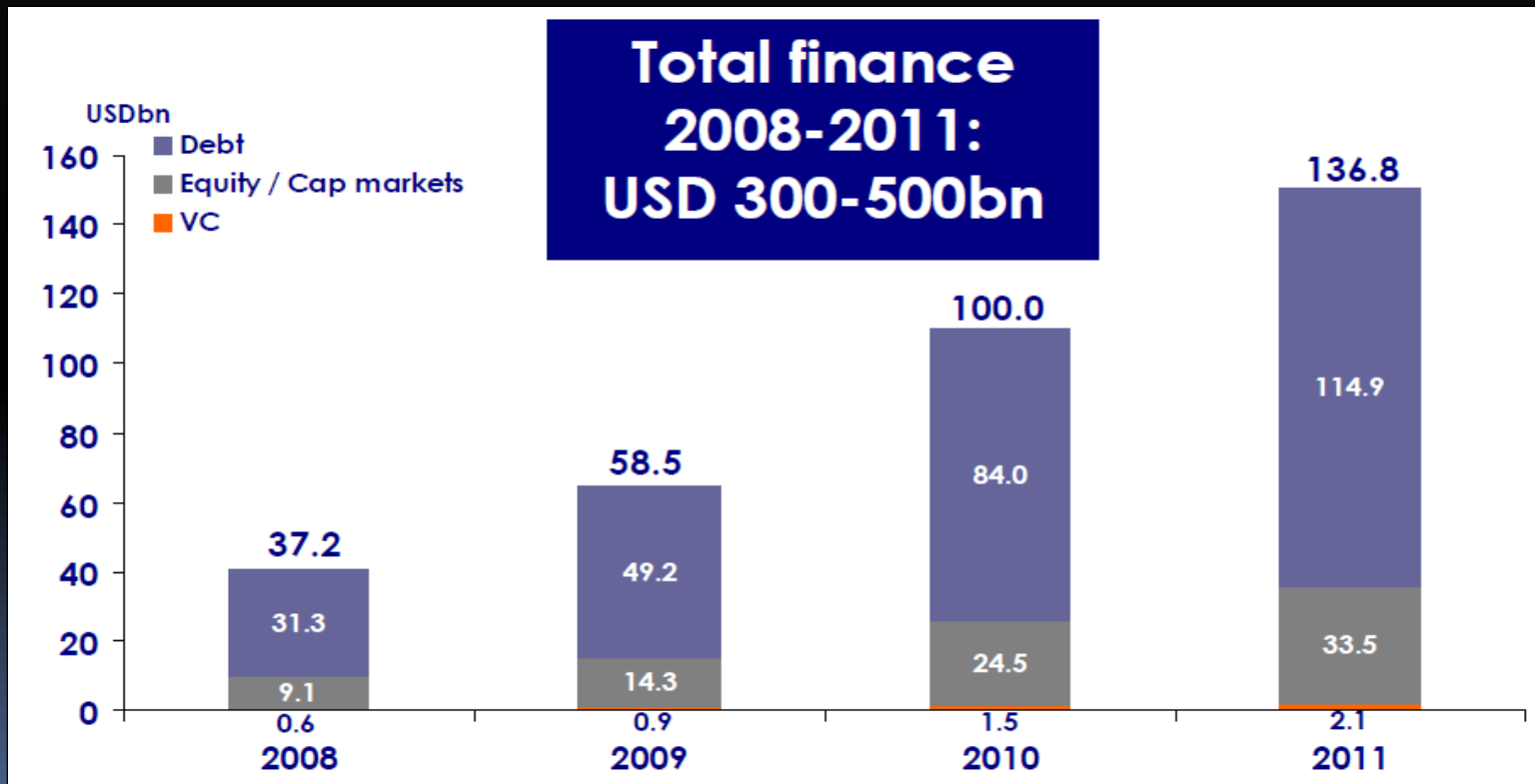


Novel nanocomposite gel electrolytes are developed promising durable and stable solar cells compared to current technologies



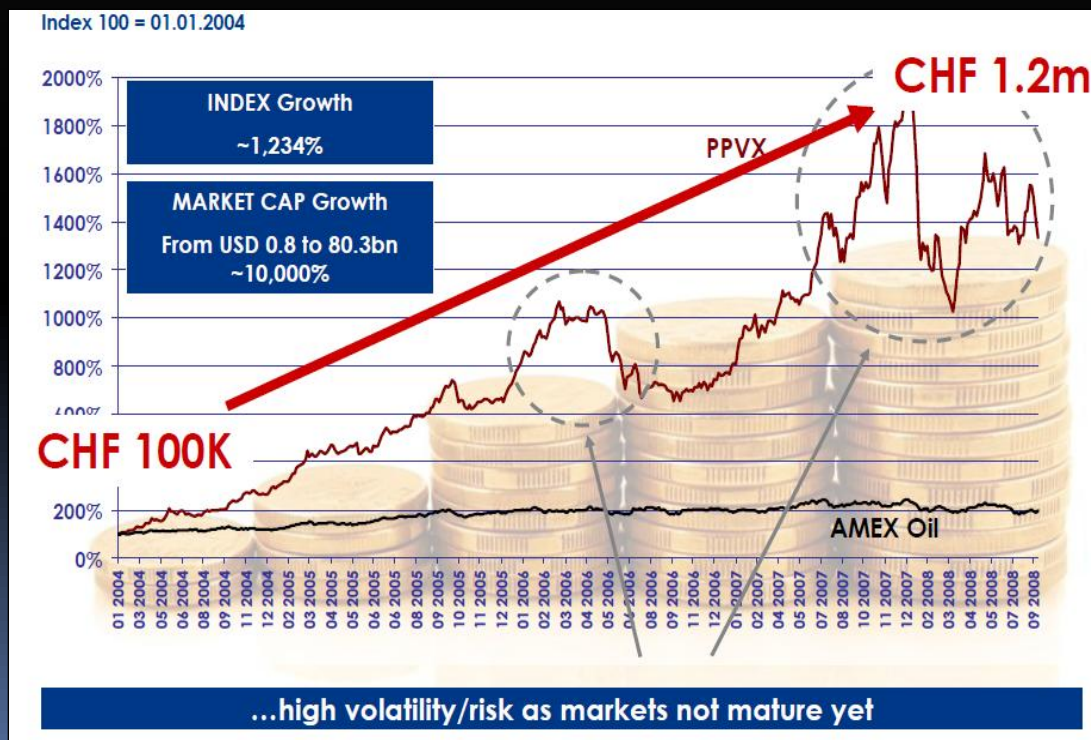
Market Analysis

Between 2008 and 2011, investments in the photovoltaic market are estimated **at \$ 300-500 billion in venture capital (VC)** to invest **between \$ 600 million and \$ 2.1 billion** to develop **technology for produce innovative, cost competitive products.**



Market Analysis

- The CHF ratio was at 100 in January 2004 and 1.2 M in September 2008, an increase of about 1,234% and a market capitalization of companies in the area was \$ 800 million and reached \$ 80.3 billion, an increase 10,000%



Market Analysis

Renewable Energy Market

Solar Energy Market- PV Panels

1st Gen:
Crystalline
Silicon

2nd Gen:
Thin Film

3rd Gen:
Organic/
Inorganic

3rd Gen PVs-BIPV

Dye Sensitized Solar
Cells (DSSC)

Organic
Photovoltaics (OPV)

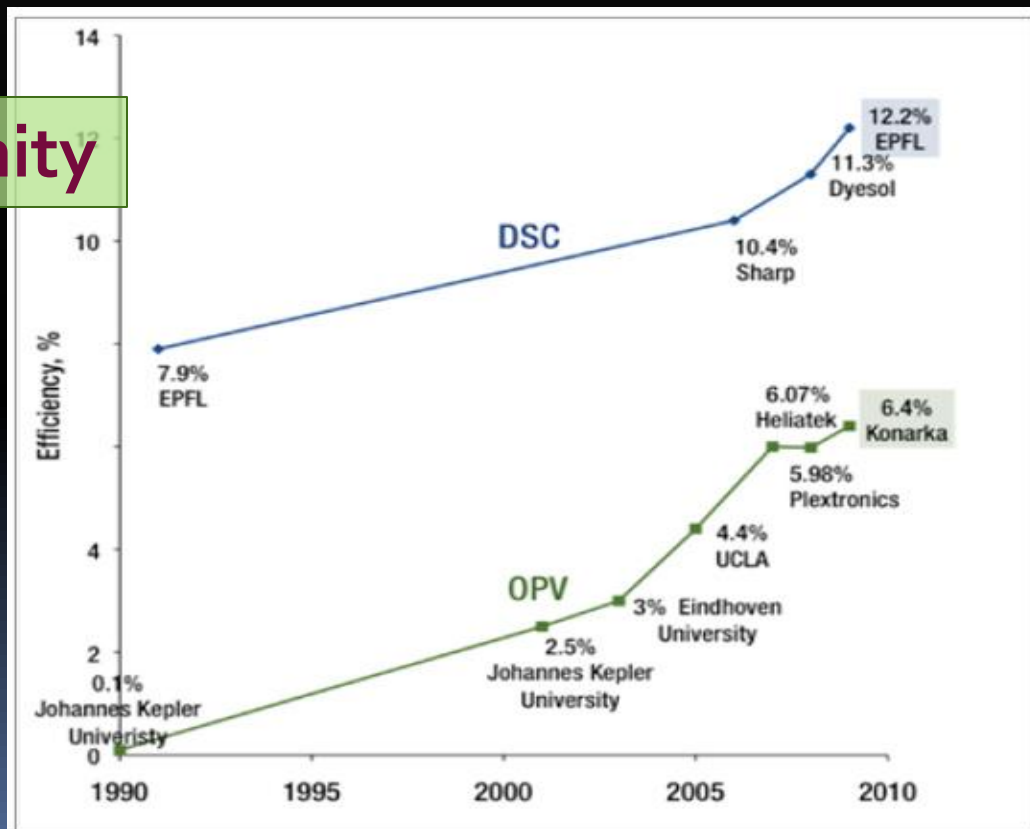
3rd Gen Panels: DSSC & OPV

Both DSSC and OPV technologies they will likely succeed in markets where their low cost, substrate flexibility, and ability to perform in dim or variable lighting conditions provide them with a significant competitive advantage.

Market Opportunity

DSSC will target larger area BIPV applications

while OPV will find its application in lower power consumer applications



Brite's Value Position



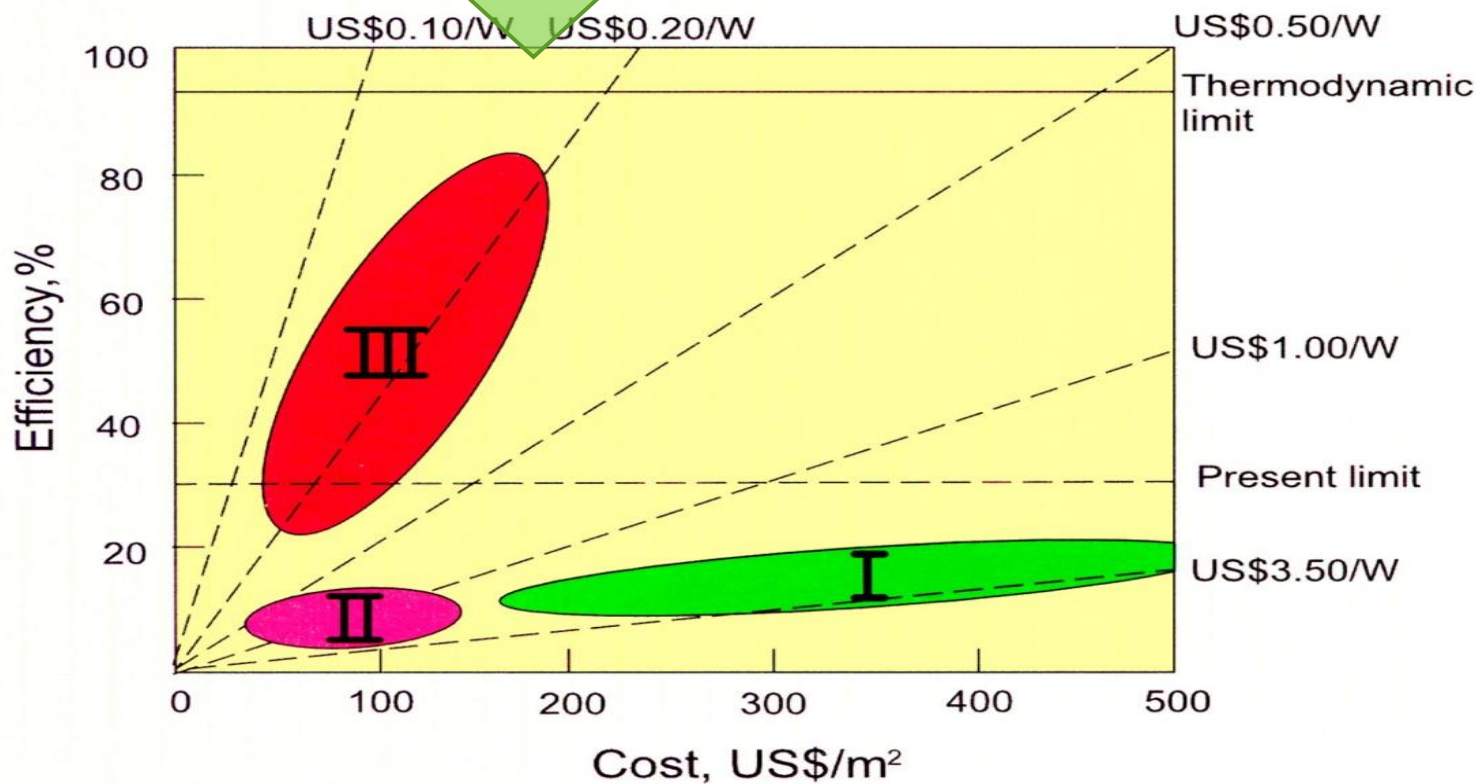
	cost	flexibility	shape factor filling	permeability	color	weight	external-internal use	efficiency
DSSC/OPV (3rd Gen)	High Advantageous	High Advantageous	High Advantageous	High Advantageous	High Advantageous	High Advantageous	High Advantageous	Medium Advantageous
Thin Film (2nd Gen)	Medium Advantageous	Medium Advantageous	Medium Advantageous	Medium Advantageous	Disadvantageous	Medium Advantageous	Medium Advantageous	Medium Advantageous
Crystalline Silicon (1st Gen)	Disadvantageous	Disadvantageous	Disadvantageous	Disadvantageous	Medium Advantageous	Disadvantageous	Disadvantageous	High Advantageous

 **Disadvantageous**
  **Medium Advantageous**
  **High Advantageous**

Brite's Value Position



Building integrated PV market (BIPV), expects to grow substantially, from \$528.5 million in 2008 to about \$8.2 billion by 2015.



Advantages of Our Technology

- Our solar panels will be manufactured in ambient conditions without special purity, which **drastically reduces the cost of production and also the capex for the production line.**
- Our dye sensitized solar cells are **transparent** and thus can be used as "photovoltaic windows".
- Depending on the used **photosensitive** dye we can give the window a varied hue, thus producing the aesthetic effect chosen by the end user or the building architect.

Advantages of Our Technology

- Works with **diffuse radiation** that can hit the window from any direction, from either side. This property is not available in conventional silicon based PV panels available in the market today.
- In contrast to DSSC proposed by competing technologies **we are using a patented solid electrolyte** that warrants the **long term reliability** of the panel. This is a **significant advantage** to all DSSC technologies which are using a **liquid electrolyte**.

Management Team

- **Dr. Nick Kanopoulos** has many years of experience in creating and managing large teams of development, mass production, and marketing of semiconductor products for the global market. Before founding Brite he was **Managing Director for Channel Development in Europe/Africa/Middle East** for the Solar Business Unit of **Applied Materials**.

He was **Director** of the Multimedia & Communications (MMC) business division of **Atmel Corp.** managing product development groups based in the **U.S. Greece, Sweden and China**. He was **founder and CEO of Data Communications Technologies**, which was acquired by Atmel, **Director of the Integrated Electronics Group** at RTI International(one of the largest independent research institutes in the U.S.) and for 10 years adjunct **professor at Duke University in North Carolina**. He has been a special advisor to the Minister of Macedonia&Thrace in Greece for matters of technology and to various semiconductor companies.

He graduated in Electrical Engineering from the University of Patras, Greece and holds MS and Ph.D. degrees from Duke University. He has published one book and over 100 papers in journals and conference proceedings, has a US patent and is a member of several international trade and scientific organizations.

Management Team

- **Dr. Panagiotis Lianos**, is professor in the University of Patras, Greece. He is an expert in 3rd generation solar cells with emphasis on organic and organic-inorganic mesoscopic solar cells. His research experience also extends to the study of nanocrystalline semiconductors, organic LEDs, heterogeneous photocatalysis and photo-electrochemical hydrogen production. His research is published in more than 290 papers in scientific journals, conference proceedings and 2 patents. He has also participated in more than 45 research projects. He studied Physics at the University of Thessaloniki and obtained his doctorate degree from the University of Tennessee, Knoxville, USA.
- **Dr. Elias Stathatos**, is Associate Professor in the Technological Institute of Patras since 2007. He studied Physics at the University of Patras, where he also earned his PhD. He is expert in Nanostructured Materials as applied to 3rd generation photovoltaics and also an expert in organic electronics. He is the author or co-author of 65 published papers in international journals and co-inventor on 2 patents. He has participated in 40 international and 4 Greek conferences and 11 research projects.