

# Smart Windows Markets 2012

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## Abstracts

After many years of being no more than a niche, the smart windows market now seems ready to take off. NanoMarkets believes that several factors are combining to make this happen. The most obvious perhaps is that there is growing awareness of energy conservation, green building and fuel efficient transportation by building owners and governments. Second, the addressable markets for smart windows are expanding rapidly as the result of the growing wealth in China, India and to some extent Latin America.

Concurrent with these demand side changes, improved smart windows technologies are emerging. And as a result of all this, we believe that the smart windows market provides important growth opportunities to everyone from materials/coatings suppliers to glass manufacturers to window manufacturers, not to mention end users such as builders, building owners, home owners, and transportation owners.

With all these developments in mind, NanoMarkets is publishing this new report to pinpoint and quantify where the money will be made – and lost – in the worldwide smart windows business. The report covers both traditional passive smart windows, as well as the new breed of active electrochromic and thermochromic smart window technologies. It also discusses the numerous challenges that will have to be overcome in this market to make new products a success.

This report analyzes the markets for self-dimming windows, self-cleaning windows and the smart windows of the future that will combine window functionality with the ability to serve as either lighting or solar panels; or both. As with all NanoMarkets reports, this report contains an eight-year forecast of shipments and revenues in this market and an appraisal of the latest strategies of major players in this market. The report also discusses in which regional markets smart windows will do best, as well as the supply chain dynamics in this business.

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