

**Opportunity
Assessment for
Solar Installers**

November 2015



Who we are

SolarEdge, a global provider of solar inverters and solar panel optimization electronics, is a leader of the DC optimizer market.

Mission

To become the leading provider of intelligent inverter solutions across all market segments enabling the availability of cost-effective, clean, renewable solar energy worldwide.

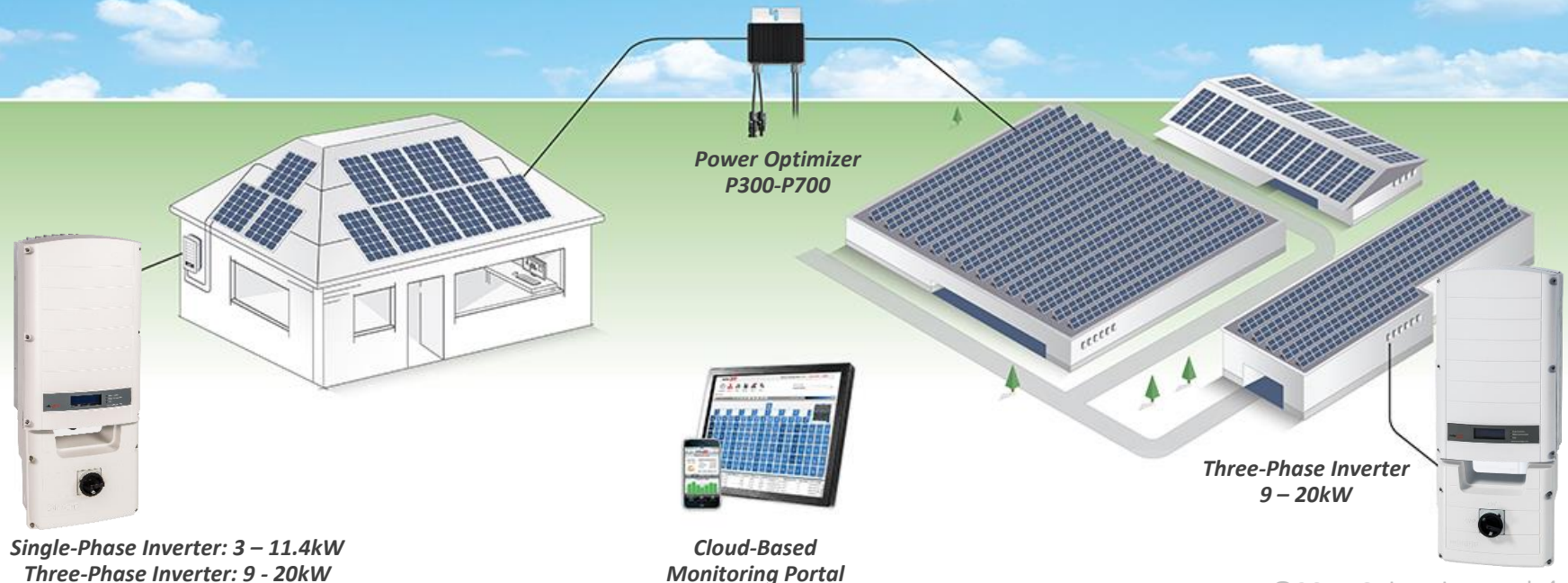
Meet SolarEdge

- 1.7GW of our systems shipped worldwide
- 6.7M power optimizers and over 285,000 inverters shipped
- 100,000+ monitored systems in 74 countries
- 52 awarded patents and 105 additional patent applications
- Over 440 employees and presence in 11 countries
- A publicly traded company on NASDAQ (SEDG)



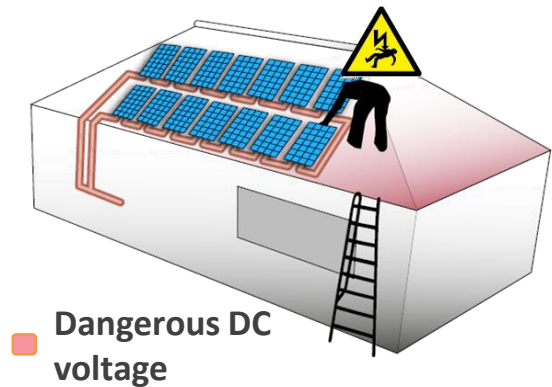
The SolarEdge Solution

- Each panel is connected to a power optimizer
- Power optimizers are electronic converters that maximize energy from each panel individually
- A simplified inverter converts DC to AC
- Monitoring portal visualizes performance of each panel





Threats and Opportunities



NEC 2014 690.12

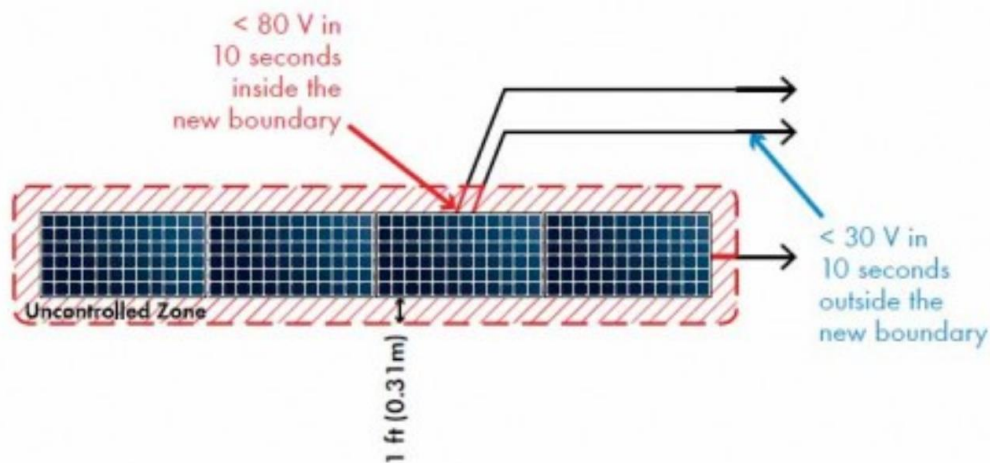
- Driven by safety of first responders.
 - Conductors :
 - > 5 feet inside a building or
 - > 10 feet from an array
 - Max 30 V and 240 VA within 10 s of shutdown
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- MD/DC/VA Still at NEC2011
 - When NEC2014 comes, need for array level dc shutdown
 - Or mount inverter on roof, or inside building near array
 - Already met with Optimizers and microinverters
 - Increased cost with std. string inverters (disconnect device)

NEC 2014 Adoption

NEC Adoption by State

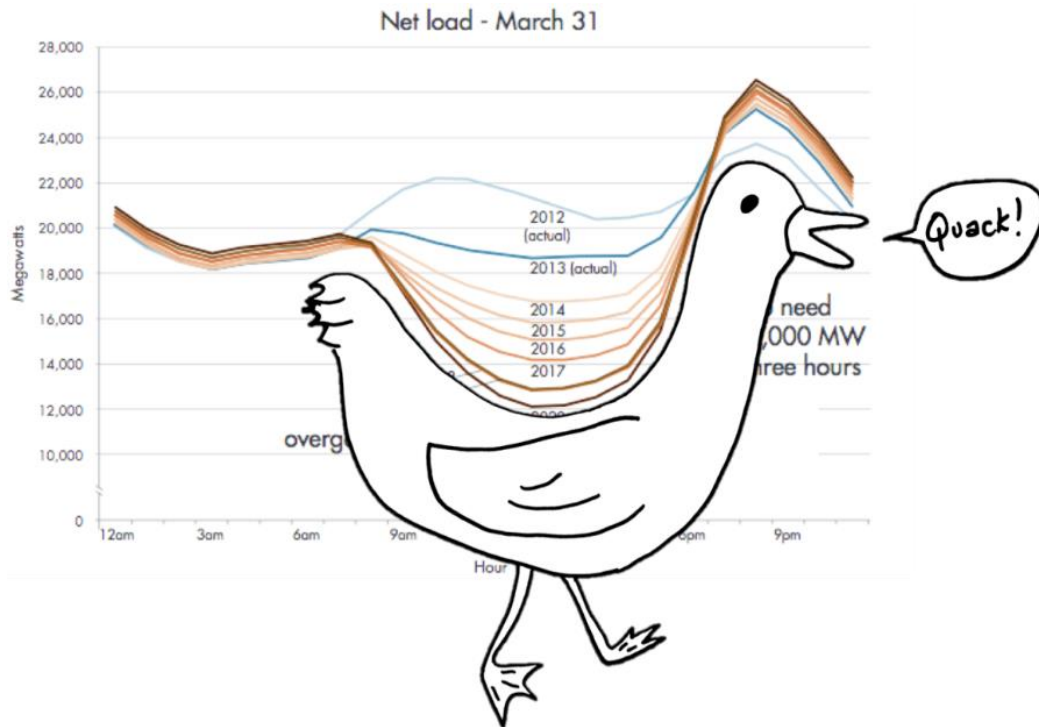
www.nema.org/Technical/FieldReps/Documents/NEC-Adoption-Map-PDF.pdf





NEC 2017 690.12

- In discussion, but trend is:
 - < 80V dc inside array (within 10s of shutdown),
 - < 30V outside array (within 10s of shutdown)
 - Requirement may be delayed one or two years
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- Drives higher cost to module level disconnect with std. string inverters
 - Again, free with Optimizers and Microinverters



Ex: Hawaii

- No new permits with net metering since October
 - Moving to TOU schedule
 - Contemplating zero export restrictions
 - Increased requirement for utility control of solar resource
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- Drives need for Smart Inverters (CPUC Rule 21, HI Rules 14H)
 - Drives Self Consumption
 - Communication with meters
 - Opportunity for storage products
 - Increasingly sophisticated installations

Technology Available to Support

