

光伏品牌出海

聚焦Intersolar2024展会传播

Yolanda Chen, Global Communications



PR Newswire®

Intersolar Europe at a Glance

全球光伏行业发展趋势

JANUARY 24, 2024 PATRICK JOWETT

COMMERCIAL & INDUSTRIAL PV INSTALLATIONS INVERTERS MANUFACTURING MARKETS MARKETS & POLICY
MODULES & UPSTREAM MANUFACTURING RESIDENTIAL PV UTILITY SCALE PV CHINA EUROPE UNITED STATES
WORLD

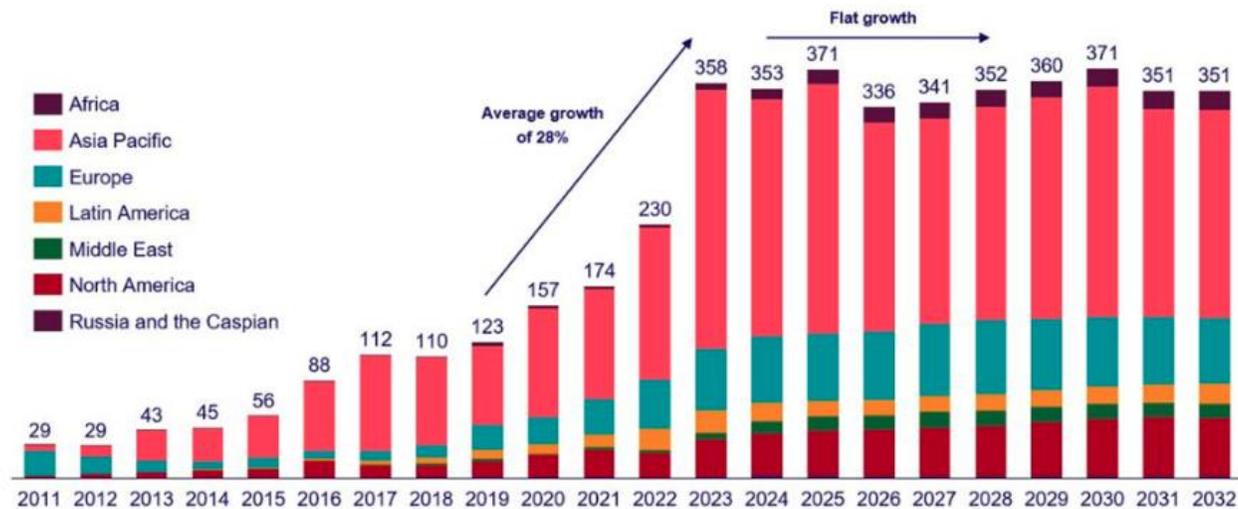


Image: Wood Mackenzie

根据PV Magazine报道，知名咨询公司伍德·麦肯兹预测，太阳能行业将在2024年从高速增长的行业转变为缓慢增长、发展成熟的行业。

Intersolar 展会介绍

2024年德国慕尼黑太阳能光伏展览会
Intersolar Europe是全球迄今为止规模最大、
影响最深的太阳能专业展览交易会

- 展会时间：2024年06月19日~06月21日
- 展会地点：德国-慕尼黑-慕尼黑新国际博览中心
- 主办方：Solar Promotion GmbH
- 展会面积：111,000 sqm.
- 参展观众：1370+ exhibitors, 115,000+ visitors

根据美通社Cision平台数据抓取：23年展会前后两个月媒体报道声量与22年同期相比增长了**446%**，
展会热度持续高涨。

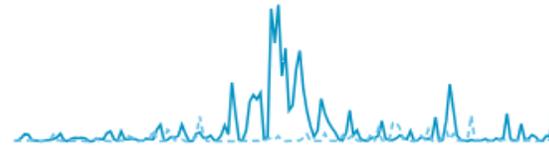
Intersolar 🔒 Only I can see this

Showing metrics for Intersolar

Total Mentions

35,095

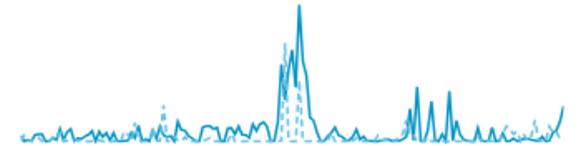
▲ + 446% vs. Previous 153 days



Social Shares

5,993

▲ + 214% vs. Previous 153 days



Intersolar 2024展会主题洞察

Intersolar展会主题:

“Connecting Solar Business”

- **新兴技术**
如双面透明太阳能组件，最新的逆变器产品技术等；
- **主流产品**
如高效太阳能电池如TopCon及异质结等产品、钙钛矿新进展等；
- **光伏电站**
混合光伏电站如何为能源系统提供更灵活的发电方式，24/7可再生电力供应的商业模式，光伏电站的数字化
- **政策措施**
欧洲及全球脱碳战略、企业如何践行绿电交易、供应链透明度等
- **区域市场**
德国及欧洲光伏市场、离网太阳能系统在岛国和偏远环境中面临的机遇与挑战等
- **创新应用**
农业光伏潜力、浮式光伏趋势等

Intersolar Europe at a Glance

Connecting Solar Business

As the world's leading exhibition for the solar industry, Intersolar Europe demonstrates the enormous vitality of the solar market. For more than 30 years, it has been providing a networking opportunity for the key players – from manufacturers, suppliers and distributors to installers, service providers, project developers, planners and start-ups – all under the motto "Connecting Solar Business". It focuses on the latest trends, developments and business models. For the next edition, there will be 1,370+ exhibitors on an exhibition space of 111,000 sqm.



TREND PAPER

Easy-to-use, Flexible and Interconnected – The Versatility of Modern Inverters

January 18, 2024



It is becoming increasingly common for inverters to include functions that go far beyond their original task of converting direct current to alternating current.

Topics

AWARD Ceremony

Agri PV

Conference Opening

Corporate Power Procurement & PPAs

Distributed Solar

Floating PV

Hybrid PV Power Plants I

Hybrid PV Power Plants II

Off-Grid Solar

Off-Grid Solar: Storage Systems & Sector Coupling

PV Markets

PV Power Plants

Solar Financing

Solar Sustainability

Solar Technology

Intersolar 2024 参展传播目标

吸引与会者

(观众/听众: 客户, 潜在客户, 合作伙伴)



吸引媒体报道

提高品牌信任度



与其它营销手段协同促进线索的产生

如何达成?

Intersolar 展会传播策略

Intersolar 展会传播策略 3W1H

抓住展会热度

Where – 媒体热点在哪里？

把握传播节点

When - 传播节奏是什么？

贴合趋势话题

What – 行业趋势讲什么？

整合资源素材

How – 传播素材怎么用？

展会传播策略：抓住媒体热点

媒体关注洞察

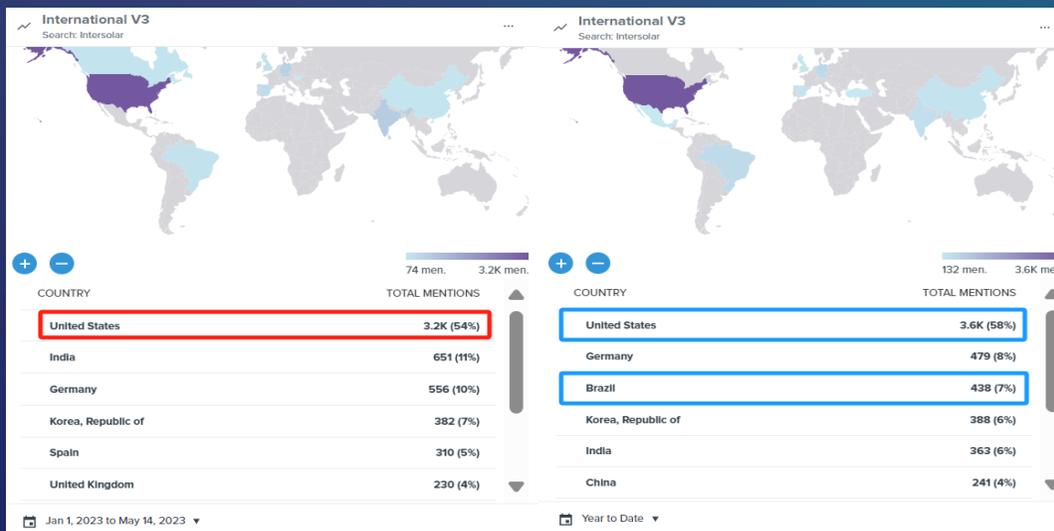
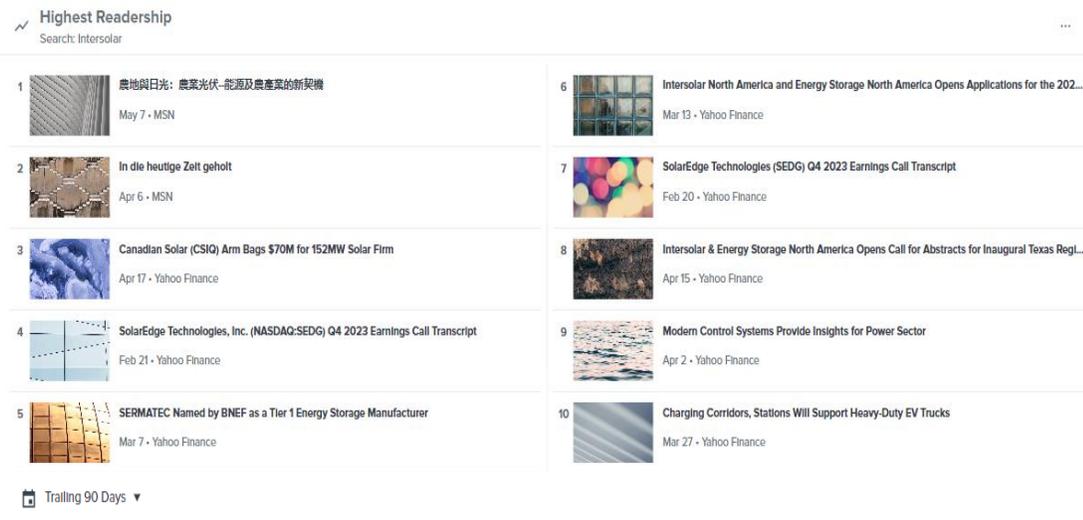
Intersolar媒体报道热点：

过去三个月内，能源媒体报道中重点关注的话题包括农业光伏、数字化管理、太阳能在电车领域的应用、24/7能源供应等话题。

媒体报道范围：

按地区关注度排名，今年截至目前美国地区的关注度最高，相较去年同期对比略有提升，值得注意的是巴西地区由去年的声量占比3%，今年以7%的数据跃升为TOP3关注度最高的国家之一。

根据美通Cision平台数据抓取Intersolar展会相关报导中，阅读量排名前十的稿件，话题涵盖了：能源行业的数字化管理、新一轮BNEF Tier 1供应商、太阳能在电车充电设备中的应用、农业光伏新契机等。

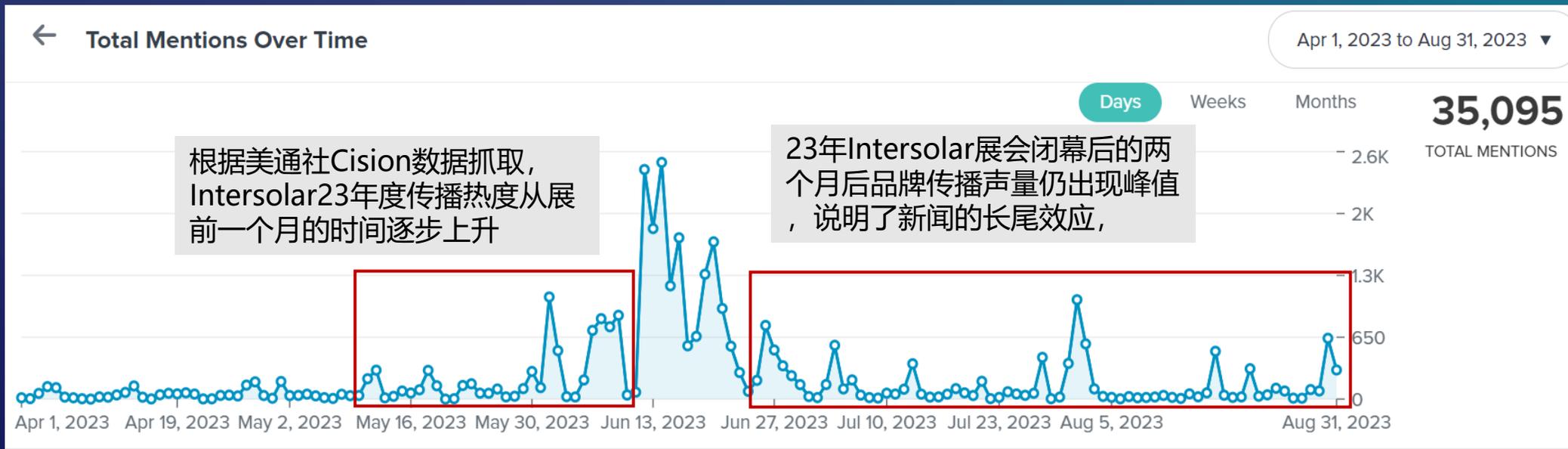


美通社Cision平台数据显示，关注24年Intersolar展会的海外地区前五名分别是：美国（58%）、德国（8%）、巴西（7%）、韩国（6%）、印度（6%），其中来自美国的关注度最高，贡献了3.6k的提及量。

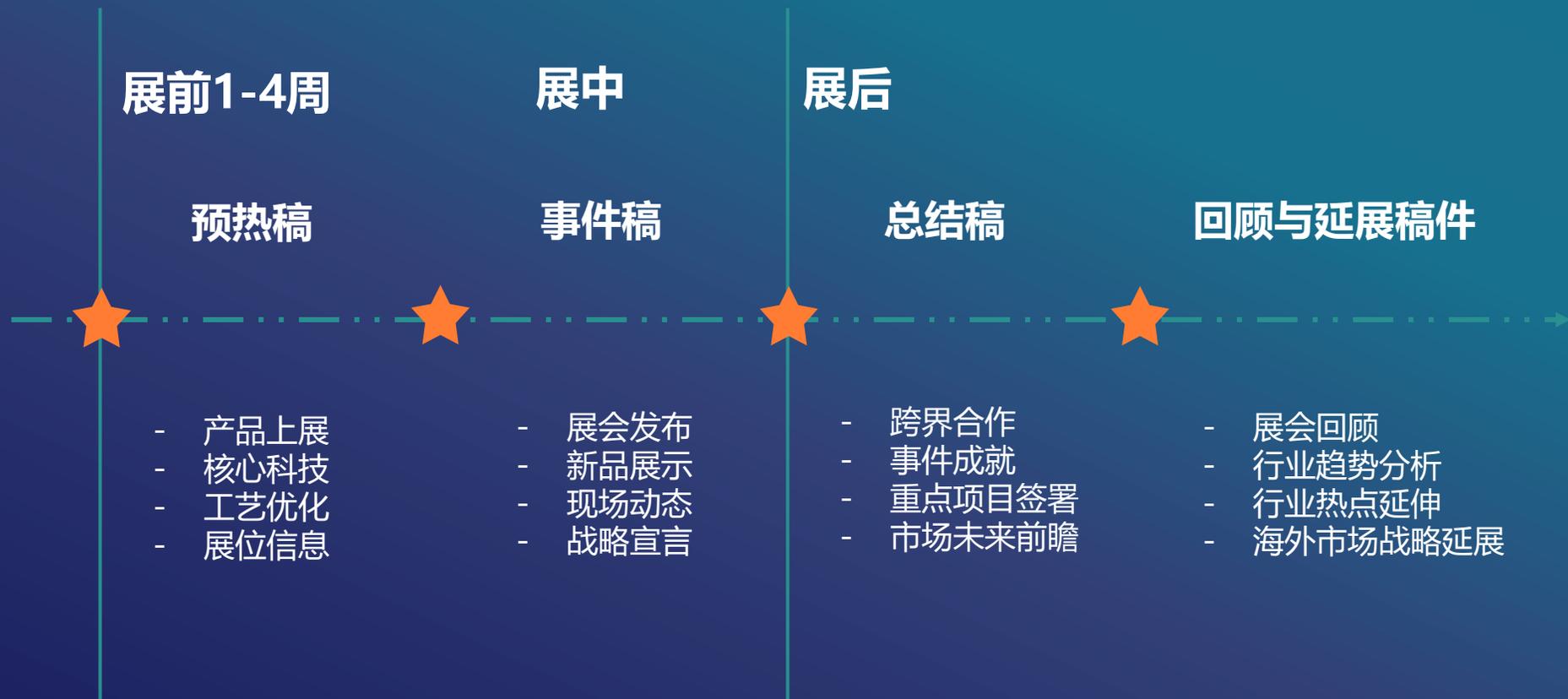
展会传播策略：把握传播节奏

有策略地主动传播

- 展前传播：抢占展前一个月的预热宣传窗口，错开声量高峰期的声量掩盖
- 展中传播：抓住展会热度，贴合展会热点话题打造差异化传播
- 展后传播：利用长尾效应，展会结束不代表展会相关的品牌传播停止，充分延展传播素材
配套营销组合拳扩大传播效益



关键时间窗一览



展会传播策略：贴合行业趋势

综合展会主题和媒体热点对焦点话题进行2024年与2023年的展前数据对比发现：

- 逆变器和离网型电力系统热度居高不下；
- **浮式光伏**声量同期对比增加26%，截止2019年浮式光伏安装量已达到2GW，预计到2030年安装量可能达到62GW，去年春天欧洲最大的浮式太阳能电站在荷兰的一个采石湖上开始运营，容量为27.4MW；
- **农业光伏**增加15%，今年的Intersolar还为农业光伏在户外区域设置了特别展，近60家展商将展示最新的农业光伏产品及解决方案；
- **混合太阳能系统**潜力巨大，如光热光伏混合发电融合聚光太阳能热发电技术（CSP）和光伏发电技术（PV）实现更可靠和持续性地电力输出，而在今年的Intersolar大会上将有多个主题与混合光伏电厂相关；
- **24/7 能源供应**话题热度持续上升，今年的大展The Smarter E Europe举办的The smarter E AWARD 2024的最终提名已新鲜出炉，决赛选手将呈现可持续24/7能源供应的开创性解决方案；

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Fields and the Sun: Agricultural PV, an Opportunity for the Energy and the Farming Industry



Latest tracking systems for agricultural PV applications will be presented at the "Intersolar Europe Special Exhibit AgriPhotovoltaics" (Dr. Bayliss v.r.)

The EU's objectives are ambitious: The total solar energy deployment is to reach around 750 gigawatts by 2030. In this context, dual land use concepts, especially agricultural PV, are gaining importance. At Intersolar Europe, the world's leading exhibition for the solar industry, visitors will have the opportunity to see a varied range of technologies, products and solutions for agricultural PV, and to gain deeper insights into best practices and the latest developments. Intersolar Europe will take place from June 19-21, 2024 as part of The smarter E Europe, the continent's largest alliance of exhibitions for the energy industry, in Munich.

Floating PV: On the Rise in Europe

Floating PV offers the advantage of freeing up additional space for the energy transition and minimizing disputes over land use. Owners of artificial lakes can also profit from the dual use of their waters. Not only that, but floating PV systems are easy to install and their output is boosted by water cooling.

Floating solar power systems on reservoirs and quarry lakes are gaining popularity in Europe and offer vast potential. Last spring, Europe's largest floating solar park with 27.4 megawatts (MW) of capacity commenced operation on a quarry lake in the Netherlands. Several additional installations in the double-digit megawatt (MW) range have recently been built there. Large floating solar plants have also been installed in France and the UK. BayWa r.e. alone has implemented floating PV installations with a total capacity of around 100 MW in Europe. Plans were recently announced to build floating PV installations with a total capacity of more than 800 MW on reservoirs and other artificial bodies of water in Greece in the coming years.

The smarter E AWARD 2024: Finalists Present Pioneering Solutions for a Renewable 24/7 Energy Supply

8 MAY 2024

The energy industry is undergoing a radical transformation. Renewable sources of energy have become increasingly profitable in recent years and are now the most economically viable solution for generating electricity. Deployment is accelerating, and the technologies are becoming increasingly sophisticated. This has put renewables in the fast lane. Visionary companies are contributing to this development with modern technologies, ideas and concepts. The best and most innovative developments have been nominated for The smarter E AWARD 2024. The prizes is awarded in five categories: Photovoltaics, Energy Storage, E-Mobility, Smart Integrated Energy and Outstanding Projects. The winners will be honored on the eve of The smarter E Europe on June 18 at 6:15pm at the International Congress Center München (ICM), Europe's largest alliance of exhibitions for the energy industry unites four exhibitions (Intersolar Europe, ees Europe, Power2Drive Europe and EM Power Europe) and will take place at Messe München from June 19-21.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/2024050800589/en/>



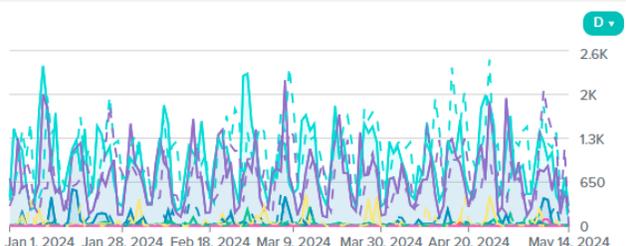
The smarter E AWARD - The Industry AWARD for Energy and Mobility Innovations

The finalists for The smarter E AWARD 2024 have been announced in the five categories. 18 Stakeholder Groups:

The finalists of the Photovoltaics category:

- Alko Energy (China)
- ArcoNIMA Construction (France)
- Economy (Netherlands)

Total Mentions Over Time



SEARCH NAME	TOTAL MENTIONS
Inverter	148K ▼ -12% 129K
Off-grid	98.55K ▼ -1% 97.03K
Intersolar	6.8K ▲ +10% 7.6K
Floating PV	4.4K ▲ +26% 5.6K
Agri-PV	2.7K ▲ +14% 3K
Hybrid PV	185 ▲ +26% 234
24/7 Energy Supply	31 ▲ +622% 224

Year to Date ▼ vs. Jan 1, 2023 to May 15, 2023 ▼

展会传播策略：4i内容策略

赢媒体海外传播，攒品牌数字资产

Innovative

话题维度新鲜及时

- 前沿产品及技术
- 新获认证及奖项
- 数字化管理及创新力
- 创新场景应用

Interesting

形式有趣引人入胜

- 有趣的现场互动
- 有趣的展会解说
- 有趣的传播形式
- 有趣的热点贴合

Insightful

观点前瞻别样视角

- 展后趋势总结
- 企业输出白皮书等报告
- 企业独特的市场见解
- 价格及产能

Impartial

内容据实拒绝虚空

- 真实可靠的产品数据
- 有对比的技术表现
- 可视化的可持续发展
- 权威专家或专业认证

内容案例一览

赢媒体展会传播，攒品牌数字资产

Innovative (创新)

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Maxeon Solar Technologies to Showcase Solar Energy Innovations at Intersolar Europe 2023

maxeon

NEWS PROVIDED BY Maxeon Solar Technologies, Ltd. -- Jun 12, 2023, 07:46 ET

SHARE THIS ARTICLE

- New Partnership with Electric Vehicle Charging Software Provider
- Announces Membership in the European Solar PV Industry Alliance

SINGAPORE, June 12, 2023 (PRNewswire) -- Maxeon Solar Technologies, Ltd. (NASDAQ: MAXN), a global leader in solar innovation and channels, today announces that it will be attending [Intersolar Europe 2023](#), where it will showcase its latest solar panel technologies and new energy storage solutions. Maxeon Solar Technologies also launches a new partnership with electric vehicle charging software provider, [EV Charge](#), to help consumers unlock more benefits from their solar panels and EV mobility solution.

技术突破

Maxeon is also showcasing its Flagship Maxeon line of panels, which provide leading energy density, high energy yield, and superior shade tolerance as well as a 40-year power and product warranty. Alongside the Maxeon line, the company will be revealing its newest generation of Performance line solar panels, with high efficiency TOPCon cell technology offering improved aesthetics, increased mono or bifacial power generation, and a lower temperature coefficient for enhanced power density.

Interesting (添趣)

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10 Tips to Mitigate 'Ring of Fire' Eclipse Impact on Solar Power

NEWS PROVIDED BY Qn-SOLAR -- Oct 10, 2023, 09:00 ET

SHARE THIS ARTICLE

SHANGHAI, Oct. 10, 2023 (PRNewswire) -- As the USA eagerly anticipates the upcoming annular solar eclipse, set to occur on Saturday, October 14th, after an 11-year absence, it will bring a direct impact on the power output of solar photovoltaic (PV) plants. Ahead of this momentous occasion, Qn-SOLAR, a leading PV manufacturer, is providing effective strategies to minimize the adverse effects of solar eclipses on PV power generation.

According to NASA, the annular solar eclipse, also known as 'ring of fire,' begins in Oregon at 9:13 am PT and ends in Texas at 1:03 am CT. An annular solar eclipse happens when the Moon is set on near its farthest point from Earth, appearing slightly smaller than the sun so it does not block the entire solar disk.

Solar eclipses pose a sign power generation, as the sun's rays are directly affected by the eclipse. As the eclipse progresses, it in proportion to the impact on irradiance, creating a temporary shortfall in power production.

As a key player in the PV industry, Qn-SOLAR has summarized 11 key takeaways to reduce the impact on solar power generation.

- Energy Storage**
Before a solar eclipse, grid operators can boost their energy reserves by expanding the capacity of battery energy storage systems. Qn-SOLAR had already completed installations of 16GW and owned power plants of 1.6GW by 2022.
- Smart Grid**
By incorporating smart grid technologies, grid operators can effectively manage and dispatch electricity resources with greater precision, and automatically adjust power supply and demand to ensure the stability of the grid.
- Diversified Energy Structure**
A diverse energy structure with wind power, hydroelectric power, and thermal power can offset the decrease in solar power generation during an eclipse. Furthermore, the progress of distributed generation and microgrid technologies strengthens the grid's ability to withstand disruptions. Qn-SOLAR initiated PV in 20% wind power in 2020, and energy storage in 2023.
- Dynamic Scheduling**
Grid operators can monitor eclipses in real-time and adjust generation plans and power dispatch accordingly, minimizing the impact on the grid. Besides, early warnings allow for adequate preparations in advance.

贴热点看趋势

Insightful (洞察)

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Safety First: Advice for Homeowners to Choose An Ultra-safe Solar System in South Africa

SUNGROW Clean power for all

NEWS PROVIDED BY Sungrow Power Supply Co., Ltd. -- Jul 27, 2023, 06:31 ET

SHARE THIS ARTICLE

JOHANNESBURG, July 27, 2023 (PRNewswire) -- As more and more homes in South Africa begin to use solar energy as backup power to deal with load shedding, safety issues have become the most concerned part of homeowners. **Recently, a huge fire coming from the roof of a building in Johannesburg attracted public attention**, and the cause of the fire is still under investigation. To ensure the safety of solar installations, Sungrow's residential solutions advise homeowners to choose an ultra-safe solar system.

A resident named Daniel from Cape Town who wants to install a photovoltaic system at home says frankly: "The fire made us worry about installing a solar system at home. We are willing to deal with load shedding by consuming clean electricity, but we need highly secure products I don't want to put my family and house at any risk."

According to public statistics, more than 80% of fire accidents in solar projects are caused by direct current(DC) side faults, chief among them is DC arc. Once the DC arc is generated, it is very easy to lead to a fire accident.

Officially approved inverter brand, Sungrow's dual protection realizes an ultra-safe solar-powered family life

Sungrow is a global leading renewable energy supplier in the clean energy field. After 26 years of continuous technological innovation, its business covers more than 150 countries around the world. And Sungrow ranks as the No.1 PV inverter supplier globally in shipment. For the rising demand for residential solar installations worldwide, Sungrow's

结合民生

Impartial (务实)

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LONGi announces new conversion efficiency of 33.5% for its silicon-perovskite tandem solar cells at Intersolar Europe 2023

NEWS PROVIDED BY LONGi Green Energy Technology Co., Ltd. -- Jun 16, 2023, 04:43 ET

SHARE THIS ARTICLE

MUNICH, June 16, 2023 (PRNewswire) -- The Intersolar Europe 2023, one of the world's leading exhibition for the solar industry, kicked off in Munich, Germany on June 14, 2023. At the exhibition site, LONGi announced the new conversion efficiency of **33.5%** for silicon-perovskite tandem solar cells based on commercial CZ silicon wafers.

According to the European Solar Test Institute (ESTI), LONGi has achieved conversion efficiency of **33.5%** for silicon-perovskite tandem solar cells, an increase of 1.7% from the previous 31.8% published on the 16th International Photovoltaic Power Generation and Smart Energy Conference & Exhibition (SNEC) in Shanghai. Currently this is the 2nd highest efficiency record in the world and there is a possibility of continuous improvement in the future.

LONGi R&D team is one of the earliest in China to carry out research on tandem solar cells. In the face of mass production development, the LONGi R&D team has achieved successive breakthroughs in key technologies. These include perovskite thin-film crystal growth on textured silicon substrates, effective bulk passivation and light management, and these advancements have led to rapid improvements in the efficiency of silicon-based tandem cells.

突出数据

LONGi

"Improving cell conversion efficiency and reducing the cost of electricity remain the perpetual theme driving the development of the photovoltaic industry," says Li Zhengguo, President of LONGi during the speech. From April 2021, LONGi has broken the world record for solar cell efficiency 7x times, and currently holds the title of achieving the highest conversion efficiency for silicon solar cells at 26.8%. Since listing in 2012, LONGi has invested over 20 billion yuan in R&D.

展会传播策略：善用传播资源

不止步于文字内容 充分利用品牌参展图片/视频等传播素材 传播效益最大化

◆ 丰富内容形式 传播影响力提升60%+

Bring Green Power to Life: GCL SI Unveils Renewable Energy Products and Solutions at Intersolar 2023, Commits to Reduce Carbon Footprint with Global Industry Chain Layout

NEWS PROVIDED BY GCL System Integration Technology → Jun 14, 2023, 07:11 ET

MUNICH, June 14, 2023 /PRNewswire/ -- GCL System Integration, a leading one-stop renewable energy service provider, is exhibiting its storage solutions, as well as introducing its integrated global Conference (Intersolar 2023) held from June 14 to 16 in Munich.

As the largest and most influential exhibition of the solar industry, Intersolar 2023 has lined up nearly all industry leaders around the world to explore innovation, exchange development trends, and meet potential clients and customers. GCL SI will be at booth A1150 at the Messe München.

At Intersolar 2023, GCL SI is debuting its TOPCon bifacial monocrystalline module in Europe, which has a solar cell efficiency of 24.1 to 24.8 percent with reduced LD and LETID, while elevating power generation performance in weak light and optimizing temperature coefficient. The bi-facial rate reaches an average of 80 percent, with a 5 to 30 percent increase in returns.

GCL System Integration Technology is a leading one-stop renewable energy service provider.

展馆户外广告图

HYXIPOWER steht auf der Intersolar Europe 2023 in München im Rampenlicht

NEWS PROVIDED BY HYXIPOWER → Jun 15, 2023, 15:16 ET

Qualität. Innovation. Effizienz. Win-Win

MÜNCHEN, 15. Juni 2023 /PRNewswire/ -- Zhejiang Hxy Unternehmen im Bereich der erneuerbaren Energien, Energiespeichersysteme (ESS) und Ladestationen spezialisiert auf der Intersolar Europe 2023, die vom 14. bis 16. Juni 2023 in München stattfindet, präsentiert das Unternehmen seine Umweltbewusstseins- und umweltfreundlichen Materialien vorwerfen kommerziellen und versorgungstechnischen Bereich vorzustellen.

Zur Unterstützung seines Engagements für Nachhaltigkeit kann das umweltfreundliche Ausstellungsfahrzeug von HYXIPOWER am Ende seines Lebenszyklus recycelt werden, was das Engagement des Unternehmens für eine kohlenstofffreie Zukunft unterstreicht.

Europes Roadmap für erneuerbare Energien mit innovativen Lösungen vorantreiben

Im Jahr 2022 führte die Europäische Union den REPowerEU-Plan ein. Dieser ist darauf ausgerichtet, das Gesamtziel der EU für erneuerbare Energien von 40 % auf 45 % zu erhöhen und bis 2030 eine kumulierte installierte PV-Kapazität von 600 GW zu erreichen. Auf der Messe präsentiert HYXIPOWER ein umfassendes Angebot an Lösungen für Privathaushalte, Unternehmen und Energieversorger. Dazu gehören Mikro-, Hybrid- und Stringwechselrichter, Energiespeichersysteme, tragbare Kraftwerke sowie KI-betriebene Energiemanagementplattformen.

Die vielfältige Produktpalette ist ein Beweis für das langfristige, proaktive Engagement des Unternehmens in der europäischen Null-Kohlenstoff-Initiative und für seinen unermüdlichen Einsatz zur Förderung der Solarenergie als vorherrschende Energiequelle.

Hervorragende Leistungen mit erstklassigen Produkten anstreben

参展现场图

Huasun, global HJT manufacturer, to present its latest photovoltaic solutions at Intersolar Europe 2023

NEWS PROVIDED BY Huasun Energy → Jun 09, 2023, 03:30 ET

MUNICH, June 9, 2023 /PRNewswire/ -- Huasun Energy, HJT manufacturer, is participating at this year's Intersolar Europe in Munich, Germany, to present its latest photovoltaic solutions. HJT can also improve the stability and reliability of solar panels, making them more suitable for long-term use.

Huasun is the first company to simultaneously integrate R&D and industrialization of HJT in an emerging and advanced method of solar cell design and fabrication. Unlike conventional solar cells, it uses different materials for the top and bottom layers, allowing for enhanced solar energy capture and thus more efficient energy generation.

Intersolar Europe is the world's leading exhibition for the solar industry focusing on the areas of photovoltaics, solar thermal technology and solar power plants. As a company committed to building a more sustainable future, Huasun fully welcomes the motto "Connecting Solar Business" as an opportunity for industry experts and players to come together to exchange valuable information about the latest developments and trends; experience innovations first-hand and take advantage of business potential.

At Intersolar Europe 2023, Huasun will present the brand-new Himalaya V-ocean series HJT solar modules, which is especially designed for offshore environment. Himalaya C10 series modules, M6

邀请函

INVITATION

JUNE 14-16, 2023

Messe München
Messegebäude
81823 Munich, Germany

Booth No. A3 240

Photon Energy System Introduced at New York Event

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Materials that harness sunlight to produce significant luminosity. This light is then transformed into electrical energy through silicon conductor modules.

PES has many advantages over traditional solar panels. Among its key features, PES's innovative technology has an operational span of eight hours, rendering it independent of direct sunlight. A flashlight or indoor light can also illuminate PES. Moreover, its performance remains unaffected by high temperatures, ensuring consistent and reliable energy production even in the harshest environments.

"This technology offers extended operation without charging, benefiting smart devices, drones, and electric vehicles and providing sustainable electricity for residential, commercial, and industrial purposes. PES addresses power challenges faced by utility companies, waste management, and various public facilities," said Shereen Chen, Executive President of WATVA, Inc.

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Learn about PES, a new energy technology that relies on the use of multiple types of materials and special schemes to introduce sunlight and generate a significant amount of luminosity, which is then transformed into electricity using a silicon conductor module.

SunPower's New Oregon Facility Now Producing Performance Series Solar Panels, Solidifying Commitment to American Manufacturing

The 70-Megawatt (MW) SunPower Solar Panel Plant in Prineville, Oregon, is now producing the Performance Series Solar Panels, which are designed for high performance and long-term reliability.

SunPower is proud to announce the opening of its new 70-MW solar panel manufacturing facility in Prineville, Oregon. This state-of-the-art facility is a testament to SunPower's commitment to American manufacturing and sustainable energy production.

The new facility will produce SunPower's Performance Series Solar Panels, which are designed for high performance and long-term reliability. These panels are made using SunPower's proprietary technology and are known for their exceptional efficiency and durability.

SunPower's Performance Series Solar Panels are available in a variety of sizes and configurations to meet the needs of residential, commercial, and industrial customers. For more information, please visit www.sunpower.com.

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