

Roof Top Wind Turbines

A Product For Mass Markets?

May 2006

Authoritative Information and Analysis

Will wind turbines mounted on buildings become commonplace? More than twenty companies are manufacturing or developing systems for such applications. Many of these have their eyes on volume production and mass markets.








The idea is exciting – offering millions of households a very visible way to generate their own electricity. With developers targeting installed costs at £1,500 (and below for high volume production), the product *might* appeal to a large proportion of home and building owners.

This Delta Study cuts through the excitement to analyse the key issues affecting how quickly, and to what size, these markets are likely to develop. Activity and potential in North America, Europe, and East Asia is examined, with a focus on the UK.

In essence, the Study assists utilities, investors, system manufacturers, developers and other stakeholders in understanding the potential for micro-wind turbines. The Study is written in Delta's incisive, focused and to-the-point style.

Key Issues Affecting Market Development





This Delta Study comes in two Volumes. The first Volume provides analysis of micro-wind products and markets, and issues affecting future markets. Over 65 pages long, it covers:

-  Micro-wind turbine technology
-  Existing micro-wind markets and applications
-  Developers and manufacturers, their products and commercialisation plans
-  Installation issues
-  Energy yields
-  Economics and sensitivities
-  Markets.

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Understanding Homeowners' Attitudes to Micro-Wind Systems

Volume II contains Delta commissioned focus group market research to better understand homeowner reactions to micro-wind turbine offerings. The research sheds light on:

-  Homeowner attitudes to micro-wind
-  Key issues that homeowners will consider in evaluating a micro-wind offering
-  Acceptable cost and payback targets
-  Early adopters, their characteristics and market size.

How to Order

Volumes I and II may be purchased separately at the following prices:

Volume 1: £1,995 + VAT

Volume 2: £3,495 + VAT

Prices are discounted by 10% until the end of August 2006.

For tables of contents and any further information, please contact Delta Director Jon Slowe on +44 141 227 3982, jon.slowe@delta-ee.com.

"An excellent piece of work" - major UK utility

About Delta

Established in January 2004, Delta is based in the UK and Belgium. Our reputation is built around providing top quality, in-depth, objective research and ensuring a high level of customer satisfaction. A significant part of our activity is based on repeat business.

We have a profound understanding of how decentralised energy markets develop – from micro-generation to industrial-scale power generation. Clients include energy companies, equipment manufacturers and developers, governments, project developers, finance institutions and others. Our extensive international knowledge and networks help us serve clients around the world.

EDINBURGH, UK
15 Great Stuart Street
Edinburgh EH3 7TS
UK
Tel: +44 131 466 5544
Fax: +44 131 466 7755

GLASGOW, UK
111 Union Street
Glasgow G1 3TA
UK
Tel: +44 141 227 3982
Fax: +44 141 227 3984

BRUSSELS, BELGIUM
Dennenboslaan 26
3090 Overijse
Belgium
Tel: +32 477 544 905
Fax: +32 2 772 50 44