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## Press release

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### **Panorama<sup>®</sup> Unveils Specularis<sup>™</sup> Energy Analysis Tool**

#### ***Custom software makes film suggestions and calculates return on investment, easing decisions about window film installation***

Panorama<sup>®</sup> today announced the launch of Panorama<sup>®</sup> Specularis<sup>™</sup> Energy Analysis and Film Selection Tool. This easy-to-use software enables Panorama<sup>®</sup> installers to accurately calculate the environmental and cost-saving benefits of installing window film on small commercial and residential buildings. This powerful new software, available only through certified Panorama<sup>®</sup> window film dealers nationwide, gives customers a reliable and quantifiable assessment of energy savings and comfort. It is the only tool on the market that identifies the ideal window film for the property and accurately calculates the return on investment for window film installation, significantly easing the process for decision makers.

#### **Panorama<sup>®</sup> Specularis<sup>™</sup>: calculations based on climate inside and outside**

For years, customers have asked professional window film dealers to estimate the impact window film would have on interior temperature and energy bills. Based on customized data, including number and type of windows, room dimensions, building direction and other factors, Panorama<sup>®</sup> Specularis<sup>™</sup> generates a realistic energy analysis of the desired area that outlines solar energy absorption and rejection, and calculates energy consumption before – and after - installation of Panorama<sup>®</sup> window films.

By using certified climate data from the Royal Meteorological Institute (KMI), Panorama<sup>®</sup> Specularis<sup>™</sup> reports show the exact energy savings and comfort improvements customers can expect. Based on the data generated by measurements of the building and the existing atmosphere, the software can define what type of window film will provide the best energy savings and return on investment, measured by how much money can be saved during warmer months once window film is installed.

## **Environment- and budget-friendly solution for consumers**

Panorama® window films address a growing emphasis on energy conservation by helping lower energy consumption – rooms outfitted with window film maintain a more consistent and cooler temperature. Panorama® Specularis™ reports indicate how much energy a window film installation can save based on reduced costs related to air conditioning. This provides a sound basis for customers to make well-informed decisions about long-term return on investment in an energy-friendly window film solution.

Furthermore, Panorama® window films are the only films on the market whose warranty matches or exceeds the original window manufacturer's warranty, regardless of the window brand. With Panorama® PremierPlus Warranty, customers have complete glass protection in the event of breakage or seal failure. This peace of mind comes only with Panorama® window film which is available in a wide variety of shades, from optically clear to opaque.

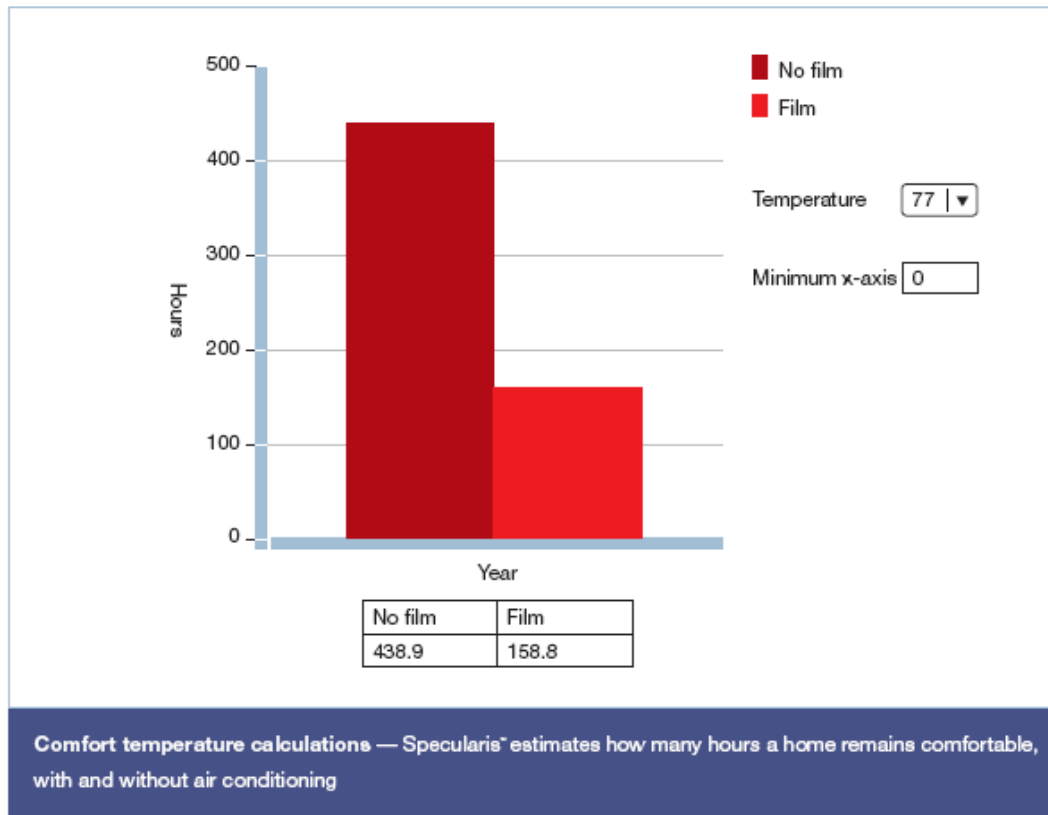
## **Advantages of Panorama® Specularis™ for window film dealers**

Panorama® Specularis™ online software offers significant competitive advantages to Panorama® dealers. Installers simply enter the measurements and orientation of the windows – and Panorama's proprietary software does all the rest. The resulting data becomes a powerful marketing tool that clearly shows how window film will increase the comfort level by reducing the interior temperature, and calculates associated savings. The software also validates which window films will provide the optimal solar protection, and brings greater accuracy to preparing estimates and proposals,

“We unveiled Specularis™ to select Panorama® dealers in February,” explains Christophe Freemont, president Bekaert Specialty Films, manufacturer of Panorama® window films. “Since then, we have received convincing feedback from Panorama® Specularis™ software users that this tool is a deal-maker. The detailed reports give Panorama® dealers a competitive edge with exclusive information about the role window film can play in reducing energy consumption, and environmental analysis gives customers a complete picture of their current interior climate and the exact return on the investment.”

Consumers who are interested in a Panorama® Specularis™ Energy Report or the PremierPlus Warranty should call 877-273-4364 or visit [www.panoramafilm.com](http://www.panoramafilm.com) to find a Panorama Dealer in their area.

## Multimedia



## **About Panorama®**

Bekaert Specialty Films LLC., [www.bekaertfilms.com](http://www.bekaertfilms.com) is a global leader in the development, manufacture and distribution of specialty films for use in solar control and safety window films and industrial applications. Distributed through a network of independent certified dealers and distributors in more than 60 countries, Bekaert window film is sold under the Solar Gard®, Panorama®, Quantum® and Armorcoat® brands. Bekaert Specialty Films also manufactures industrial films for the electronics, medical, graphic arts and imaging, automotive and aerospace industries. Bekaert Specialty Films LLC., is headquartered in San Diego, CA and is a subsidiary of the Bekaert group (Euronext Brussels: BEKB), \$4 billion specialised technology company.

More information on Bekaert's professionally installed Panorama® window film is available at [www.panoramafilm.com](http://www.panoramafilm.com). For media inquiries, samples or photography contact [bsf@matternow.com](mailto:bsf@matternow.com) .

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