

## **View CEO Dr. Rao Mulpuri to Speak at Dwell on Design**

*Mulpuri Will Present on Innovations at the Largest Design Event in the U.S.*

MILPITAS, Calif. (June 19, 2014) – View, the leader in dynamic glass, today announced that its CEO, Dr. Rao Mulpuri, will be an invited speaker at Dwell on Design LA 2014, the largest design event in the U.S. Mulpuri will be presenting alongside Dwell Senior Editor William Lamb at the session, "[Smart Glass, Efficient Spaces](#)," on June 21, 2014 at 3:30 p.m. on the CNET Stage at the Los Angeles Convention Center.

"It is exciting for View to be represented among those on the cutting edge of architectural design," said Mulpuri. "Glass is a centerpiece of modern building design and has a major impact on occupant experience. This forum provides a fantastic opportunity to explore disruptive innovations, such as dynamic glass. I look forward to sharing View's vision of technology and design that transform the user experience."

During the session, Mulpuri will demo View Dynamic Glass, a major innovation in architectural glass that tints electronically to control the sun's energy and provide smart control of the window experience. View Dynamic Glass enhances architectural design and the user experience by intelligently regulating the amount of heat and glare that enters a building, which removes the need for blinds or shades and allows views to be preserved. The product also reduces annual HVAC and lighting energy consumption by up to 20 percent in a typical commercial installation. View has completed many dynamic glass installations across North America in corporate offices, healthcare, education and hospitality sectors.

More than 30,000 design trade and design-savvy consumers will attend Dwell on Design LA 2014.

### **About View**

View Inc. manufactures a new generation of architectural dynamic glass that intelligently adjusts in response to external conditions and user preferences, enabling unparalleled control over the amount of light and heat that enters a building. View Dynamic Glass provides continuously unobstructed views without heat or glare, creating a new level of occupant comfort and natural light while dramatically reducing building energy consumption. It also provides unprecedented architectural design freedom, eliminating blinds and shading structures and enabling building designs with larger glass areas.

View is headquartered in Silicon Valley with high-volume manufacturing facilities in Olive Branch, Mississippi. For more information please visit [viewglass.com](http://viewglass.com).

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