



News Release

For Immediate Release

November 12, 2012

Contact: Jane Park

Email: jane.park@ogilvy.com

VIEW AND W HOTEL SAN FRANCISCO PARTNER TO SHOWCASE INNOVATIVE DYNAMIC GLASS

View Dynamic Glass Will Enhance Guest Experience and Improve Sustainability at W San Francisco

San Francisco, Calif. (November 12, 2012)—View, a leading manufacturer of dynamic glass, and W San Francisco today announced the installation of View Dynamic Glass at W San Francisco. The installation will showcase View Dynamic Glass in a high-visibility application while providing state-of-the-art architectural glass technology to enhance the cutting-edge design and luxury guest experience at W San Francisco.

W San Francisco will incorporate View Dynamic Glass into its lobby and lounge areas. The installation will provide uninterrupted views and natural daylight while eliminating glare and unwanted heat. Because View Dynamic Glass eliminates the need for shades, blinds, or other obstructive window treatments, it will enhance the W's signature contemporary style. The advanced controls and minimal power requirements of View Dynamic Glass make it well-suited for a wide variety of applications, and it was easily retrofitted into the existing framing at W San Francisco.

View Dynamic Glass utilizes electrochromic technology to switch from clear to variable tint on demand, offering occupants an unparalleled ability to regulate the amount of light and heat that enters a building. View Dynamic Glass is especially well-suited for buildings that receive intense direct sunlight, since it eliminates the need to sacrifice one's connection to the outdoors in order to maintain an ideal temperature. View Dynamic Glass can significantly reduce heating, ventilation and air conditioning (HVAC) and lighting energy usage in commercial buildings by 20 percent, and HVAC peak load by 25 percent.

“View's dynamically tinting architectural glass is a great fit for W San Francisco,” said Michael Pace, General Manager of W San Francisco. “In the short period of time since the glass has been installed, we are already experiencing improved ambiance and a better quality of natural light. We continually strive to deliver the ultimate guest experience through innovative design, and View Dynamic Glass is clearly an example of a technology that achieves our goals. This technology will enable us to enrich our guests' comfort in both the public spaces and in the guestrooms, allowing them to enjoy uninterrupted views while controlling their environment to meet their individual needs. It will also save considerable energy, furthering our aggressive corporate sustainability goals.”

“We’re very excited to partner with W San Francisco, the ultimate urban oasis offering panoramic views of the city’s skyline and a breathtaking view of the Bay Bridge,” said View CEO Dr. Rao Mulpuri. “The W Hotel’s San Francisco location is the perfect setting to demonstrate View Dynamic Glass. This installation will enhance architectural design and improve comfort while allowing guests to experience inspiring views and increased natural light.”

In addition to the permanent installation at W San Francisco, View Dynamic Glass will be also be on display at the nearby GreenBuild Expo in the Moscone Center from November 13–16. Attendees interested in learning more and seeing a demonstration of the product can visit the View booth (3759N).

About View

View (formerly Soladigm, Inc.) manufactures View Dynamic Glass, an intelligent glass system for buildings. View Dynamic Glass incorporates user preferences and intelligently adjusts the condition of the glass, allowing unparalleled control over the amount of light and heat that enters a building. Because View Dynamic Glass eliminates the need for blinds, shades, or other obstructive window treatments, it enables those indoors to experience inspiring views and increased natural light. Delivering vastly improved energy efficiency, View Dynamic Glass alleviates the HVAC burden typically associated with glass facades, windows, and skylights—offering architects and homebuilders unprecedented design freedom. Founded on the belief that an unrestricted view is the catalyst for great things, View inspires people to see possibility, everywhere. View is headquartered in Milpitas, Calif., with high-volume manufacturing facilities in Olive Branch, Miss. For more information, visit viewglass.com.

About W San Francisco

Located in the heart of the SoMA district, W San Francisco is the ultimate urban oasis, with panoramic views of the city’s skyline and a breathtaking view of the Bay Bridge. W San Francisco’s contemporary style mixes local influences inspired by the city’s diverse neighborhoods with the W brand’s New York-inspired DNA. With more than seven state-of-the-art meeting room and banquet spaces, W San Francisco can accommodate every meeting planner’s needs. The Living Room and meeting rooms include sleek metro sleeping pods and a glowing fireplace, a perfect gathering spot for cocktails or an energizing place to work. Premier attractions include TRACE, the hotel’s new farm-to-urban-table restaurant that captures the vibrant, local personality of the Bay Area along with a dedication to socially responsible eating. W San Francisco is walking distance to the city’s premier Union Square fashion and shopping district; top design-centric attractions such as the San Francisco Museum of Modern Art; live music venues including the Warfield Theater and Yerba Buena Center for the Arts; and San Francisco’s white-hot nightclub scene. A favorite venue for design shows, film screenings, fashion gatherings and music events, W San Francisco is a home away from home for international jetsetters—and the place to be for in-the-know locals.

www.whotels.com/sanfrancisco