



News Release
For Immediate Release
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View joins USGBC as a Founding Partner of the Building Health Initiative

New Movement Promotes Healthy Building Design and Materials

Milpitas, Calif. (November 12, 2013)— View Inc., the leader in dynamic glass, announced today that it is joining forces with the US Green Building Council, Northern California Chapter as a founding partner of the latest Building Health Initiative.

The green building movement is evolving. Initially, green buildings focused on improving the external environment and climate change. Today's green building leaders want to focus on the internal health and quality of our *interior* spaces. Buildings should not only harmonize with the environment, but also with those inside them.

"We truly believe in the goals of the Building Health Initiative and View hopes to influence how the industry thinks about a building's impact on its occupants," said Dr. Rao Mulpuri, CEO of View. "Health Product Declarations will be like the "food label" of the building materials world, critical to healthy building design."

View's mission is to promote the human comfort and performance benefit related to using dynamic glass. It is common for designers and architects alike to *intend* to incorporate occupant comfort, yet these "soft" benefits are often forgotten during the design or budgeting phase. With this new initiative, human performance is a project imperative.

"We see nothing more important to the built environment than the rapidly growing realization that the sustainability of the people in buildings is just as important, if not more so, than the traditional metric of energy and water consumption. This is the "new vocabulary of sustainability." View Dynamic Glass joins the exclusive group of manufacturers that are embracing this approach and aggressively advancing the industry," said Phil Williams, Vice President at Webcor Builders, another founding partner of the initiative.

The Building Health Initiative

The Building Health Initiative is more than a statement of thought leadership—it contains the standards we intend to use to hold ourselves accountable as an industry. This emerging movement will globally elevate the importance of green building as a public health benefit.

Transparency is the future: materials manufacturers should disclose what's inside their products and ensure their materials contribute to healthy buildings for healthy people. As one of the leading products committed to deliver material transparency, View aligns with thought leaders such as Cannon Design, Gensler, Google, HOK, Perkins+Will and Webcor.

Health Product Declarations

Health Product Declarations (HPDs) are the teeth of the Building Health Initiative. Companies will commit to following this protocol, and when a product passes the USGBC Health Product Declaration guidelines, it will mean something.

View's Health Product Declarations provide a tool that architects and builders have demanded, and we are enthusiastically ahead of the curve. Join us at GreenBuild 2013, Booth #1025 to hear more about our progressive green initiatives.



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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 Milpitas, California, with high-volume manufacturing facilities in Olive Branch, Mississippi. For more information please visit viewglass.com.

About U.S. Green Building Council

The [U.S. Green Building Council](http://www.usgbc.org) is committed to a prosperous and sustainable future through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its LEED green building program, robust educational offerings, a nationwide network of chapters and affiliates, the annual Greenbuild International Conference & Expo, the Center for Green Schools and advocacy in support of public policy that encourages and enables green buildings and communities.