

## **View Appoints Rahul Bammi as Chief Marketing Officer**

*Accomplished Executive Will Drive View's Corporate Marketing, Product Management, and Business Development*

MILPITAS, Calif. – (June 13, 2016) – View<sup>®</sup>, the leader in dynamic glass, today announced it has hired Rahul Bammi as chief marketing officer. An accomplished executive with more than 20 years of leadership experience in the semiconductor and electronic devices industries, Bammi will be responsible for leading View's corporate marketing, product management, and business development functions.

"We are thrilled to welcome Rahul to our executive team at a time of rapid growth and accelerating market demand for View Dynamic Glass," said View CEO Rao Mulpuri. "Rahul's deep expertise in technology adoption in multiple industries, combined with his leadership experience across all aspects of go-to-market functions, make him an invaluable addition to the team."

Bammi joins View from Lumileds, where as the global vice president of marketing and product management he helped double revenues to more than \$1.1 billion in four years. Prior to Lumileds, he worked at KLA-Tencor, where he held global product and revenue responsibility for two of the semiconductor equipment company's industry-leading product lines with over \$350 million in annual revenues. Bammi has also held positions at several leading semiconductor and consumer electronics companies, including Hynix Semiconductor, National Semiconductor, and Motorola.

"I have been extremely impressed with the incredible progress View has made over the last seven years in developing and deploying a remarkable product that redefines the modern built environment", said Bammi. "I am thrilled to join a highly talented, driven, and passionate team, and look forward to helping View strengthen its market lead and drive its next phase of growth."

View Dynamic Glass maximizes natural light and provides unobstructed views while reducing heat and glare. Unlike traditional windows, View Dynamic Glass tints automatically in response to outdoor conditions or manually via a mobile device, providing greater occupant comfort and significant energy savings without ever compromising the view. More than 200 projects across North America in workplace, education, hospitality, and healthcare segments have already installed View Dynamic Glass, and more than 100 additional installations are currently underway.

### **About View**

A leader in building innovation, View Inc. is the first company to successfully advance the large-scale commercialization of dynamic glass. Situated at the intersection of human wellness, smart technology, and energy efficiency, View manufactures View Dynamic Glass, a new generation of architectural glass that intelligently transitions through multiple tint states to control the sun's energy, providing an enhanced occupant experience and optimum natural light and thermal comfort. View is shaping the future of occupant-focused building design from its headquarters in Silicon Valley and its high-volume manufacturing facilities in Olive Branch, Mississippi. For more information, please visit [www.viewglass.com](http://www.viewglass.com).

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