



CASE STUDY

BRIGHTSOURCE ENERGY



BrightSource
Limitless

CLIENT

BrightSource Energy, Oakland, CA
A leading renewable energy technology company that designs, develops and deploys concentrating solar thermal technology (CSP) to produce high-value steam for electric power, petroleum and industrial-process markets worldwide.

PROJECT

Assist the company’s executive management with the formulation of a strategic action plan while simultaneously achieving brand clarity through the development of core statements and corporate tagline.

CHALLENGE

Under the direction of new marketing leadership and the urgent need to launch several branded initiatives, BrightSource needed to redefine and enhance its position in the energy marketplace.

SOLUTION

Litos was able to act swiftly and effectively on multiple fronts as it led the development of the BrightSource strategic action plan, guided the company through the brand development process and – using this brand foundation – developed and executed initial branding and marketing initiatives.

RESULTS

BrightSource has been successfully repositioned nationally as a technology and thought leader in the renewable energy space and has leveraged this progress to successfully enter the global energy market.

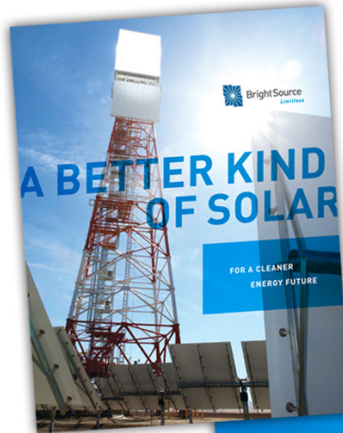
“BrightSource is no place for on the job training. We were impressed by the speed and acuity with which Litos was able to grasp the nuances of our technology and market opportunities.”

Joseph Desmond/Senior Vice President,
Government Affairs and Communications



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OVERVIEW BROCHURE



A legacy unmatched in solar thermal technology.

BrightSource has long been recognized for leading innovations in concentrating solar thermal power. In the 1980s, our pioneering technology and the first commercial-scale solar tower plant, Solar One, demonstrated the power of solar thermal energy. Today, our technology makes solar thermal power a reality for a cleaner energy future.

MARKET VIEW

BrightSource estimates the worldwide market for solar thermal electricity generation to exceed \$20 billion by 2020. Our market is the combined focus on solar energy, the rapidly growing use and will remain the primary for utilities. Our technology requires approximately 100,000 solar collectors per MW of capacity. Our technology requires approximately 100,000 solar collectors per MW of capacity. Our technology requires approximately 100,000 solar collectors per MW of capacity.

ELECTRIC POWER

BrightSource's solar thermal technology is a proven, reliable, and scalable power source. Our technology is a proven, reliable, and scalable power source. Our technology is a proven, reliable, and scalable power source.

PETROLEUM

Estimates indicate that more than 50% of global oil refineries require enhanced oil recovery (EOR) methods to produce oil. BrightSource's solar thermal technology is a proven, reliable, and scalable power source. Our technology is a proven, reliable, and scalable power source.

INDUSTRIAL PROCESS

BrightSource technology can be applied to a variety of industrial processes, such as energy, industrial processing and distribution. For these energy intensive industries, the use of solar thermal energy generation can "close" production for industrial processes and reduce dependence on carbon based fuel at an estimated 10-20% cost.

REDEFINING THE SOLAR SYSTEM

A resource as reliable as it is renewable.

BRIGHTSOURCE:
Advancing technology as limitless as the sun.

Advancing energy is a matter of solar thermal technology. We understand the world's greatest energy challenge: how to generate power sustainably and efficiently. Our technology is a proven, reliable, and scalable power source. Our technology is a proven, reliable, and scalable power source.

ENVIRONMENTAL STEWARDSHIP

BrightSource, our support for the environment extends beyond our solar towers. We have developed a portfolio of solar towers that are designed to be environmentally friendly. Our technology is a proven, reliable, and scalable power source. Our technology is a proven, reliable, and scalable power source.

OUR IMPACT

In our design, our proprietary technology minimizes grading and leveling while maximizing the amount of solar energy captured. Our technology is a proven, reliable, and scalable power source. Our technology is a proven, reliable, and scalable power source.

JOHN WOLKARD, PRESIDENT & CEO, BRIGHTSOURCE ENERGY

"We don't have an energy problem; we have a collection and distribution problem... and BrightSource is doing something about it."

The solution to our planet's energy challenge rises every morning.

BE PART OF IT.

BrightSource's advanced solar thermal technology will meet the world's growing energy demand. Our technology is a proven, reliable, and scalable power source. Our technology is a proven, reliable, and scalable power source.

TO MEET THE WORLD'S GROWING ENERGY DEMAND, POWER GENERATION MUST DOUBLE BY 2050.

ENOUGH SOLAR ENERGY REACHES THE EARTH EVERY HOUR TO POWER OUR PLANET FOR AN ENTIRE YEAR.

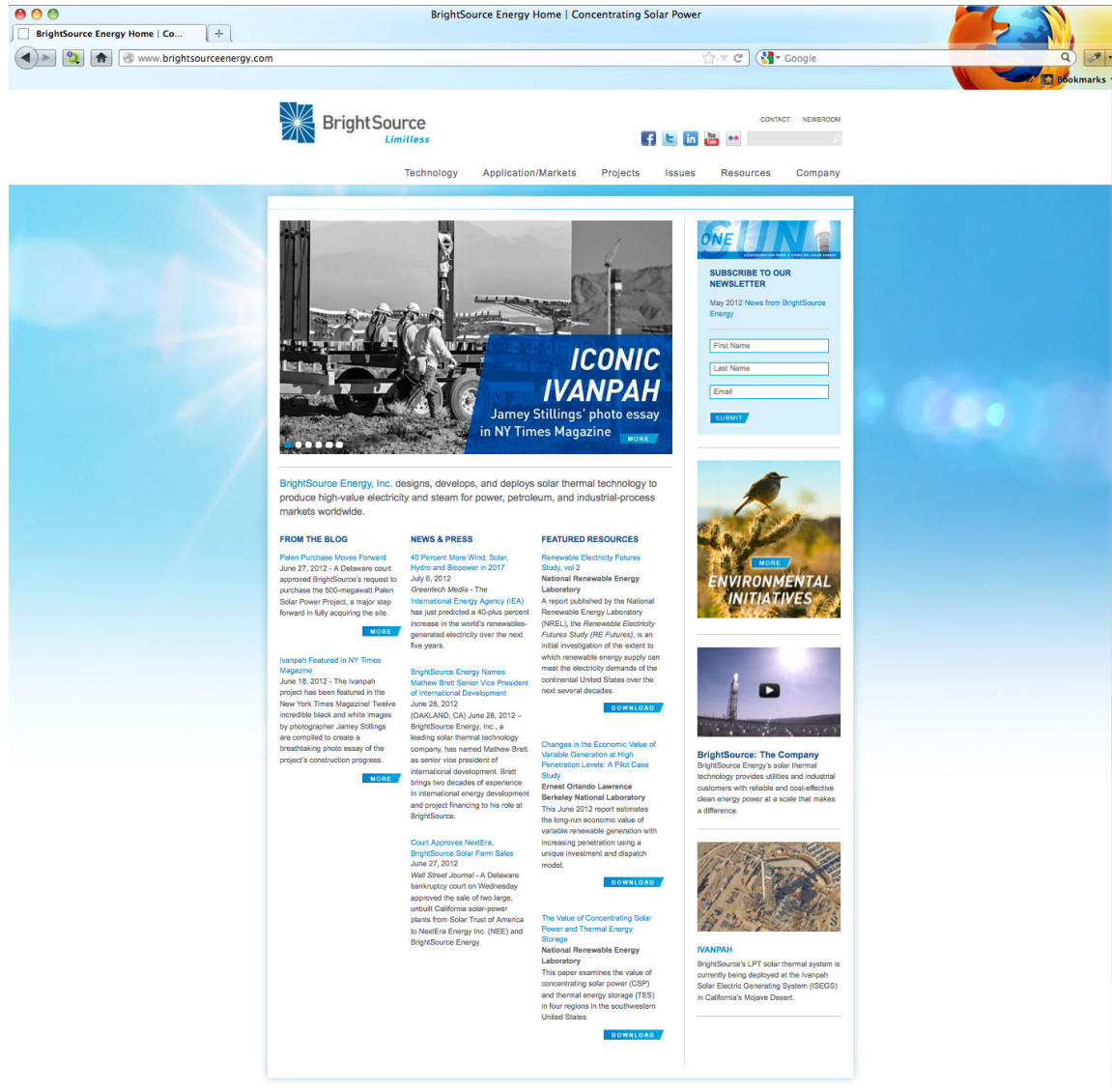
And it is limitless.

BrightSource technology is ready to help meet the world's growing energy demand. Our technology is a proven, reliable, and scalable power source. Our technology is a proven, reliable, and scalable power source.



CASE STUDY

WEBSITE





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Make it your primary resource for the latest advances in solar thermal technology, industry news and updates, as well as progress reports on all things BrightSource. Expanded content keeps you well-informed. Improved functionality makes everything easier to find. And new features create a more rewarding experience all around. Check out BrightSourceEnergy.com now and tell us what you think. We'd love to hear from you.



Film study: BrightSource technology

BrightSource designs, develops and deploys solar thermal power plants for electric, petroleum and industrial processes worldwide. See

Welcome to OneSun | May 2012

The newsletter of BrightSource Energy – published periodically to keep you abreast of the latest developments in solar energy generally and concentrating solar power (CSP) specifically. You are receiving this newsletter as a partner, customer, associate or friend of BrightSource Energy. We appreciate all comments and enthusiastically welcome all new readers. In the event that you should wish to unsubscribe, please go to the end of this newsletter for instructions.

It's nice to be noticed, and even nicer to be noticed twice

Last month, BrightSource's Ivanpah project was recognized as the 2012 Energy Project of the Year by the USC Green Symposium. We were selected for our innovative approach to partnerships, contribution to job creation in California and the sheer magnitude of being the world's largest solar thermal project under construction.



BrightSource's Mike Bobinecz (left) accepts the "CSP Project of the Year" award from Solar Power Generation USA.

In February, we won the CSP Project of the Year Award at the Solar Power Generation 2012 Conference in Las Vegas.

While we're justifiably proud of a project that, when complete, will nearly double the amount of solar thermal electricity produced in the US, we're also gratified to be recognized by industry thought leaders and our peers.

Survey Says: Desert communities support solar projects

It's always instructive to know what the neighbors are thinking. Recently BrightSource underwent a survey with VoteSolar of registered California voters in desert communities in proximity to our current and proposed projects. All told, more than a thousand residents weighed in.

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