

Wind Power Industry 2.0

Cleanpower '09

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Artemis Intelligent Power





Business: Digital Displacement® technology

development

(mobile, automotive, renewables)

Location: Edinburgh

Employees: 25

50% less CO₂ in city driving

30% less CO₂ combined

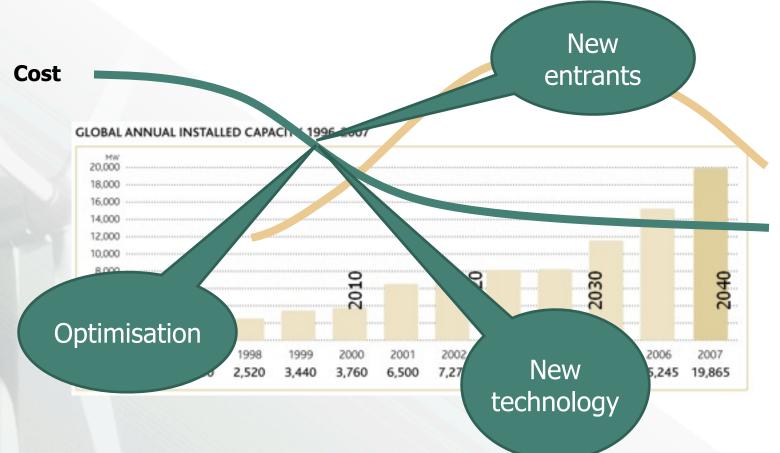






Technology lifecycle

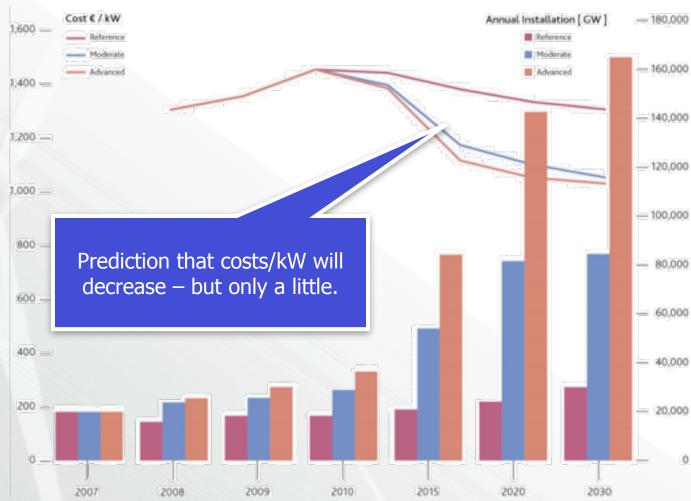




Source: GWEC Global Wind Energy Outlook 2008

GWEC Perspective

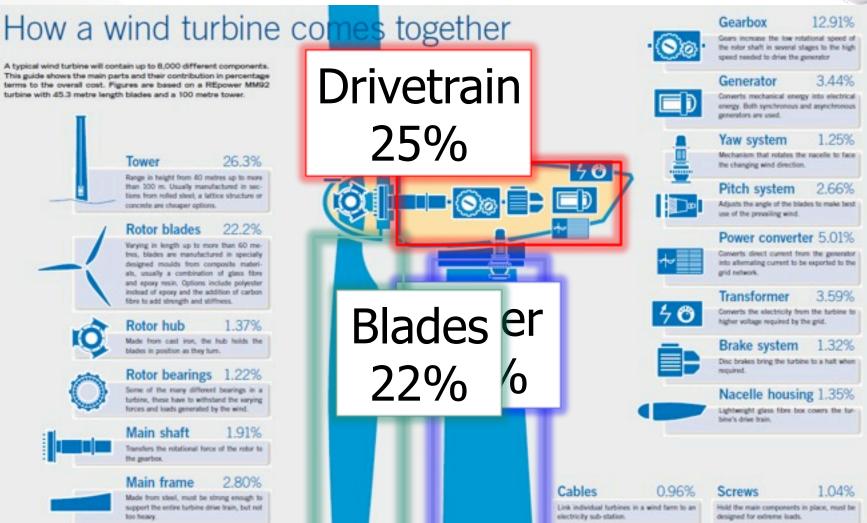




Source: GWEC Global Wind Energy Outlook 2008

Top targets for cost reduction

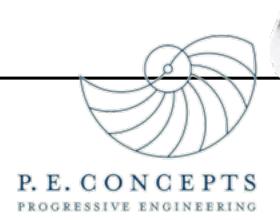




Source: Wind Directions Jan/Feb 2007

New entrants





"The combination of lightweight component production and design

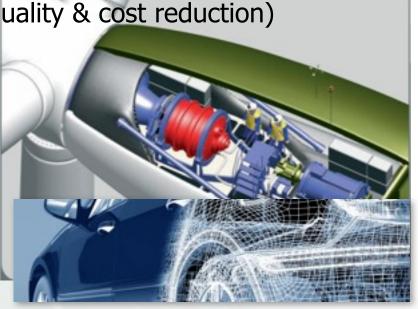
Business: automotive consultancy

(powertrain, body, quality & cost reduction)

Europe, USA Location:

Employees: 1,200





Source: RLE Website, June 2009

New entrants





Business: motion control products

(mobile, aerospace, automotive)

Location: 42 countries

Employees: 62,000

T/O: \$12.1B







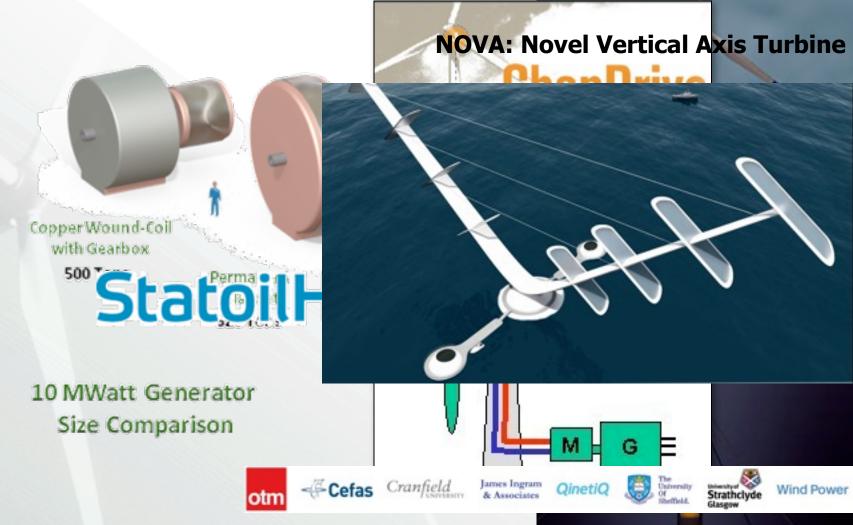






Source: Parker website, June 2009

New disruptive technology



Source: StatoilHydro HywindSolource: Energy Technologies Ins

Digital Displacement® Wind Transmission



>60% weight reduction

1.5MW Digital Displacement[®] hydraulic motor

Lower hardware cost

- + no converter nor transformer

 Lower install cost
 - + fundamental robustness Lower O&M
- + maintenance from a van Lower €/kWh

Synchronous Generator

Conclusions



New industry entrants are being attracted by continuing high growth

Industry can't rely on increasing €/kWh

Disruptive cost-reducing technology will destroy some businesses

Investment to get into the technology game is not expensive – especially compared to the cost of being left behind



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