



# Why wind asset owners are turning their attention to optimisation

As Andreas Berg Nielsen steps into the role of CEO at Windar Photonics, he believes the wind industry is entering a new phase, one focused less on building bigger turbines and more on extracting greater performance from existing assets. In this interview, he explains why optimisation is becoming a core priority for asset owners, how Windar's LiDAR technology is delivering measurable returns within months and why the company sees enormous growth potential in the world's ageing wind fleet.

**PES: It's a pleasure to speak to you today, Andreas. You officially took your new role as CEO on 1 June. After spending the past year close to Windar at board level, what made this the right next step for you?**

**Andreas Berg Nielsen:** What struck me most over the past year was how much real value Windar is already delivering and that, despite installing over 1,700 units around the world, how little market awareness amongst our potential customers there is of the company's true capabilities.

I saw a company with strong fundamentals and significant untapped potential, a rare position to be in, which is why I chose to take up the CEO role.

**PES: Before taking on the CEO role, what stood out to you most about the company and its position in the wind market?**

**ABN:** What stood out was how tangible the impact is. This is not theoretical optimisation; it is something customers can measure directly in their performance and returns. We are not talking about future potential; this is value that can be realised in 4 to 6 months, through a pilot or full wind farm implementation.

**PES: Why do you think asset owners are paying closer attention to optimisation solutions today?**

With AI adoption, asset owners have better and faster access to operational performance analysis, but the challenge for them is knowing what is commercially actionable to improve financial outcomes. Often, ageing fleets have been built on operating models where it is now apparent that the wind resource and the

lifecycle cost to maintain the assets have been underestimated.

Windar's solutions address this dilemma and, at the same time, introduce certainty of payback. The fact that the industry is under pressure and large investments have become harder to realise has naturally sharpened the focus on making returns.

Consequently, the industry is shifting from primarily focusing on building new and bigger turbines to getting more out of existing fleets.

**PES: Are asset owners now placing more emphasis on getting greater value from existing wind assets, rather than focusing only on new capacity?**

**ABN:** It is not an either-or situation, but the balance is changing. There is an enormous installed base and much of its potential is still underutilised. So, the question asset owners are increasingly asking is: how do we unlock more from what we already have? That is where optimisation becomes a core priority.

**PES: Windar talks about delivering a fast and tangible return on investment. How does that show up for customers in real projects?**

**ABN:** For our customers, the key point is speed and clarity. This is not about long-term upside; it is about measurable impact here and now. In many cases, the return is visible within the same or the following calendar year. That is a very strong proposition in a capital-constrained market.

**PES: Where do customers tend to see the clearest results, whether that is in AEP improvement, reduced loads or day-to-day operational performance?**



Andreas Berg Nielsen

**ABN:** The most visible results are typically in energy production, because it is directly measurable. But often the more interesting question is what losses are currently going unnoticed. That is where better data and optimisation start to unlock additional value.

**PES: How important is it that a solution can be installed and used without creating unnecessary disruption for operators?**

**ABN:** It is critical. Operators are managing complex assets and cannot afford unnecessary disruption. Our plug-and-play solution can be installed with minimal disruption, creating value without adding complexity. That is a key part of making optimisation scalable.

**PES: There are several optimisation technologies on the market. In simple terms, what makes Windar stand out from the rest?**



**ABN:** The biggest difference is our independence. We provide objective insight that asset owners can trust. Both wind speed and wind direction are accurately quantified in real time. In a complex operating environment, that clarity becomes increasingly valuable. It allows decisions to be based on facts, not assumptions.

**PES: From your conversations with customers so far, what do they value most about working with Windar?**

**ABN:** They value credibility and transparency. Many of our customers are among the most experienced operators in the industry and they rely on data they can trust. That trust is built on delivering results that are both measurable and repeatable. Existing methods using SCADA data are generally futile because the accuracy depends on parameters outside anyone's control. You therefore cannot calibrate the results. A key differentiator with our LiDAR is that it gives the same result for each turbine across an entire wind farm without any complex calibrations.

**PES: You have talked about getting even closer to customers. What does that mean in practical terms?**

**ABN:** It is both about proximity and relevance. We are strengthening our presence across the Americas, Europe and Asia Pacific, which allows us to work more closely with customers in their day-to-day operations.

At the same time, we build on a strong technical foundation from the Technical University of Denmark, one of the world's leading institutions in wind energy research. The university remains a shareholder and many of our engineers come from that environment.

The combination of global presence and deep technical roots allows us to stay both close to the customer and ahead in innovation.

**PES: As you step into the CEO role, what will you be focusing on first?**

**ABN:** The priority is to scale what we know works. That means strengthening our commercial execution and maturing the organisation to support growth. We have strong fundamentals; the next step is to ensure we can deliver them consistently at scale.

**PES: Do you feel Windar's story is fully understood in the wider market, or is there more work to do there?**

**ABN:** Not yet. There is strong proof of value, but awareness in the broader market is still limited. Overall, turbine optimisation is a space that is still underappreciated and that is exactly where we are focusing our WindTIMIZER products, the latest version of which is to be released this autumn.

**PES: What will be needed for Windar to successfully build momentum over the next few years?**

**ABN:** Clarity and consistency. We need to make it easier for customers to understand where the value is and how quickly it can be realised. Because once that is clear, the next question becomes obvious: why wait?

**PES: Where do you see the strongest growth opportunities for the company?**

**ABN:** The largest opportunity is in the existing fleet. There is a vast installed base globally, and even small improvements can create significant value at scale. That is where the impact can be both immediate and meaningful.

**PES: Finally, what would you like wind asset owners and operators to understand about this next chapter?**

**ABN:** The key message is simple: there is significant value already in the assets you operate today and it can be unlocked now. In a market where capital is constrained, that becomes increasingly important.

At the same time, none of this happens without people. I have been very impressed by the level of expertise and commitment across Windar Photonics and I look forward to getting to know the organisation even better.

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