

# Coming this June: a spectacular live virtual solar show



With the global health crisis of Covid-19 impacting the health and economic security of the world many industries are needing to modify the way they now do business, not just in the short term, but also for the foreseeable future. SolarEdge, a world-wide manufacturer of smart solar energy solutions, has announced it will be hosting a virtual solar show on June 16th-17th 2020. The two-day event is aimed at professionals within the PV industry and solar energy community.

The virtual conference and energy fair looks set to be a useful and informative way to update existing solar energy installers, PV system designers, investors and system owners. Although business markets are, to a degree, in a state of uncertainty at present, medium and long-term fiscal security predictions vary from country to country. The universal truth is that the importance of

smart energy eco-systems continues to grow as the need for stable, renewable, and cost-effective clean energy grids move us towards the next phase of meeting commercial, industrial, and residential energy needs.

SolarEdge has been growing its presence in the PV industry since it began sales in 2010

and is now regarded as a global leader in technology and engineering development that places them at the cutting edge of smart solar energy. The company's wide and diverse range of products offer the consumer a viable and trusted system for energy transformation and energy management. Such is the strength of its



products. The company now employs in excess of 2640 employees globally, with more than 18.1 GW of systems supplied worldwide to 1,500,000 monitored systems located in over 130 countries.

The systems available are truly adaptable to really meet the needs of the end-user. This has not happened by accident. The systems are designed to provide a smart investment both financially and as a sustainable ecological offering. Within the product range, many types of property or terrain can be successfully installed with a system that converts, produces, and stores energy. The inverter range that will be showcased at the 2-day virtual solar show will cover a variety of applications, including floating, carport, ground mount and rooftop installations of the smart solar module range.

Lior Handelsman, SolarEdge's VP of Marketing and Product Strategy, Founder,

described the decision to create a Virtual Solar Energy event as a result of the company, 'always looking for creative solutions to overcome obstacles, whether overcoming technology challenges or driving the industry forward under the present circumstances, SolarEdge has decided to use our leadership position to ensure that the solar community has an exciting opportunity to mobilise during this challenging period. We believe that as part of the recovery process, the world will better understand the growing need to build a more resilient electric network based on renewable energy. By offering this innovative and interactive solar show, we hope to help installers prepare for this new future and help them drive their businesses forward.'

Over the course of the event, 'virtual' delegates will be immersed in the very latest developments in SolarEdge's services and

solutions; there will be conferences and insights presented by industry influencers and technology experts that will discuss growing trends. They will have the opportunity to share insights into the latest smart energy innovations, participate in training sessions, and have personal meetings with PV experts and the SolarEdge management team.

The principal focus of the event is as an opportunity for SolarEdge to introduce and preview its strengthened portfolio of products to ensure PV professionals have the very latest insights for pitching, designing, and installing their next PV system; this will include previews of its residential inverters, high power black smart modules, enhanced StorEdge compatibility, the improved economic scalability potential of the commercial PV suite, and showcasing updated features into its Designer™ tool.

**Here are some of the products and innovations to be showcased:**

**Designer™**

Designer™ is a free to use web-based design tool available from SolarEdge to PV design professionals. It assists the plan and build process from initial idea to full installation. This software streamlines the entire design process to save time and money at every stage. The state of the art, yet user friendly interface, allows the user to get clear, interactive graphic representations easily. It can be used to provide 3D simulations of the proposed installation site, enables quick and easy design modifications, and produces comprehensive reports and energy simulations, delivering professional customer proposals, which makes the pitch more effective in getting the deal done.

New and improved elements integrated into the customer project summary reports will include expandable simulation results, improved 3D imaging, updated consumption information for StorEdge® systems, editable BoM (bill of materials), and improved simulation parameters.

**Expanded range of residential inverters**

The full range of inverters has been a true strength of SolarEdge since the very beginning of the company, but the ability to future proof energy supply to provide and support smart energy eco-systems relies heavily on the ability to proactively improve and develop product ranges to fully meet the changing and diverse needs of customers and end users. The residential inverters to be previewed at the virtual solar show will include: the updated StorEdge inverter with HD-Wave technology, EV charging solar inverters, the single-phase inverter with HD-Wave technology, three-phase inverters, and its three phase StorEdge inverters.

**High power black smart modules**

New 355/360W black smart modules are part of the expanded range that are supplied preassembled with power optimisers; when supplied and combined with SolarEdge inverters, installation personnel are provided with a sole component provider enabling easier and quicker ordering, faster lead times, streamlined warranty provision, and shorter design stage to installation

implementation.

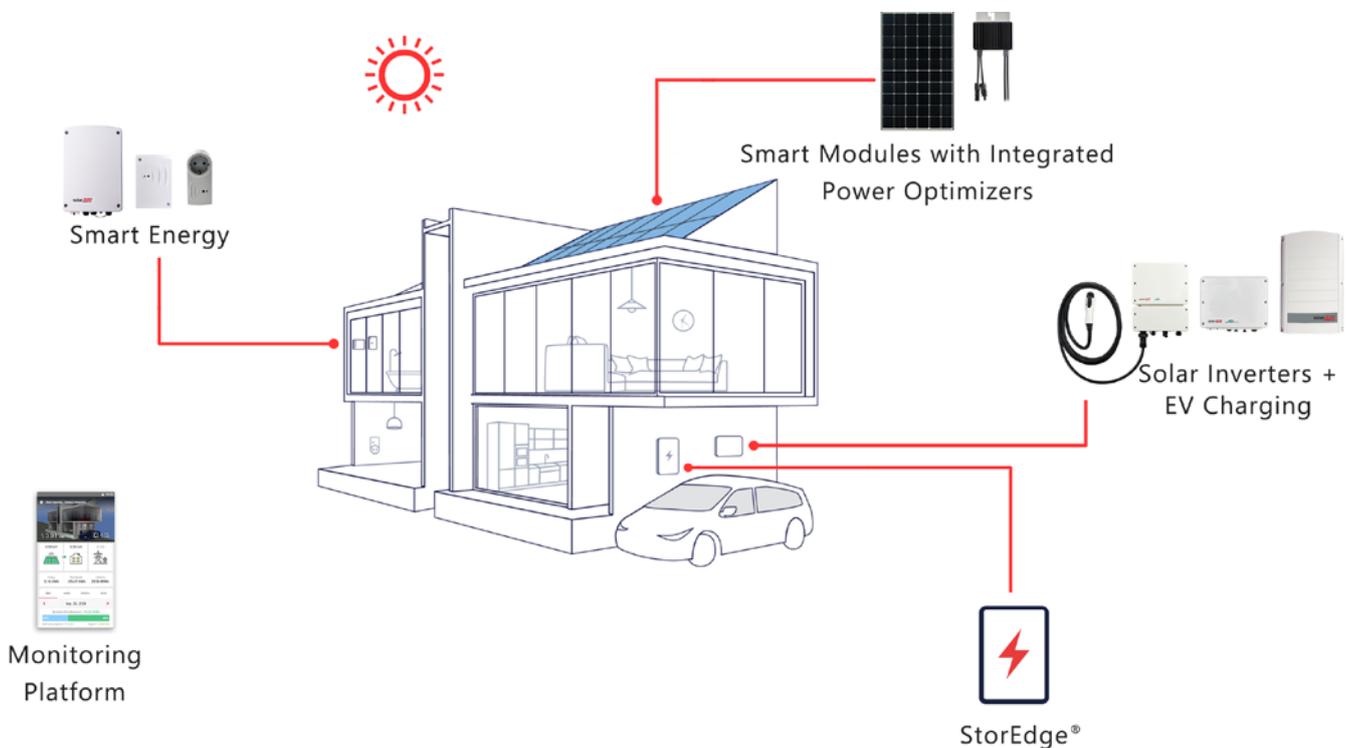
**Enhanced Storage compatibility**

Innovation and product development have enabled the brand to increase battery compatibility to include BYD B-Box LV batteries (3.5, 7, 10.5, and 14 models) and a wider power variety of LG Chem RESU 48V batteries. Being able to adapt the range of options available, extends the range and appeal of using SolarEdge.

**Strengthened commercial PV suite**

New additions to the commercial suite of products are a new three phase commercial inverter capable of reaching up to 40kW, and a larger commercial inverter reaching up to 120kW with synergy technology that is supplied with pre-commissioning tools for early stage inspection and validation. The benefit of these new products are quicker and simpler installations, easier inventory, and the ability to improve the scalability of MLPE (module-level power electronics)

The two-day event will run a programme of talks and events.





## A taster of what's in store

### Day 1

- **Frauke Thies**, Executive Director SmartEn, and **Frank Bakker**, Product Manager at SolarEdge, will join forces and present: How Smart Energy is Connecting our Lives.

There are opportunities in Europe for every company, building and car to support a more variable inter-connected energy system and how smart energy is connecting our lives. As the solar market evolves toward self-consumption and households transition to be fully electric, smart energy management is a core component and presents an opportunity for installers to reach out to energy-hungry consumers with a broader offering and increase their average revenue per installation (ARPI), in order improve their bottom lines and stay ahead of the competition. And with the PV installation becoming increasingly competitive, installers can differentiate themselves from the competition by adding smart energy offerings to their core solar business.

- **Julie Beaufilets**, Secretary General at Europe-On, presents: How Electrical Contractors are Ensuring the Safety of Solar Systems in Europe.

Learn about the evolving role of the electrical contractor, the need for more trained electricians with new skills and a more digitalised approach, so as to ensure safety as part of the green transition. Responsible for installing solar modules,

operating & maintenance activities, advising soon-to-be prosumers, and other electrification efforts, electrical contractors are making the green transition a reality. In a fast-evolving sector, they have partnered within EuropeOn to share best practices and raise European policymakers' awareness to their new role.

- **Arttur Kulvik**, CEO and Founder of SolNet Group B.V., will speak about: The Future of Solar is Data Centric and Focused on Safety.

Digitalisation has transformed most industries, enabling more efficient, safe, and precise management of assets and operations at a fraction of the cost. In this session Arttur explains from an installer's perspective, the value that sensors, automation, and a data centric approach to solar PV, bring to asset managers, investors, and the wider energy infrastructure. Firm dispatchable solar is a critical element of the future Grid 3.0.

- **Bogdam Szymanski**, President of the Board of Polish Photovoltaic Industry Association, will discuss the hot topic of Fire Safety: Why safe solar solutions are essential on rooftops in Poland. This presentation will be in Polish.

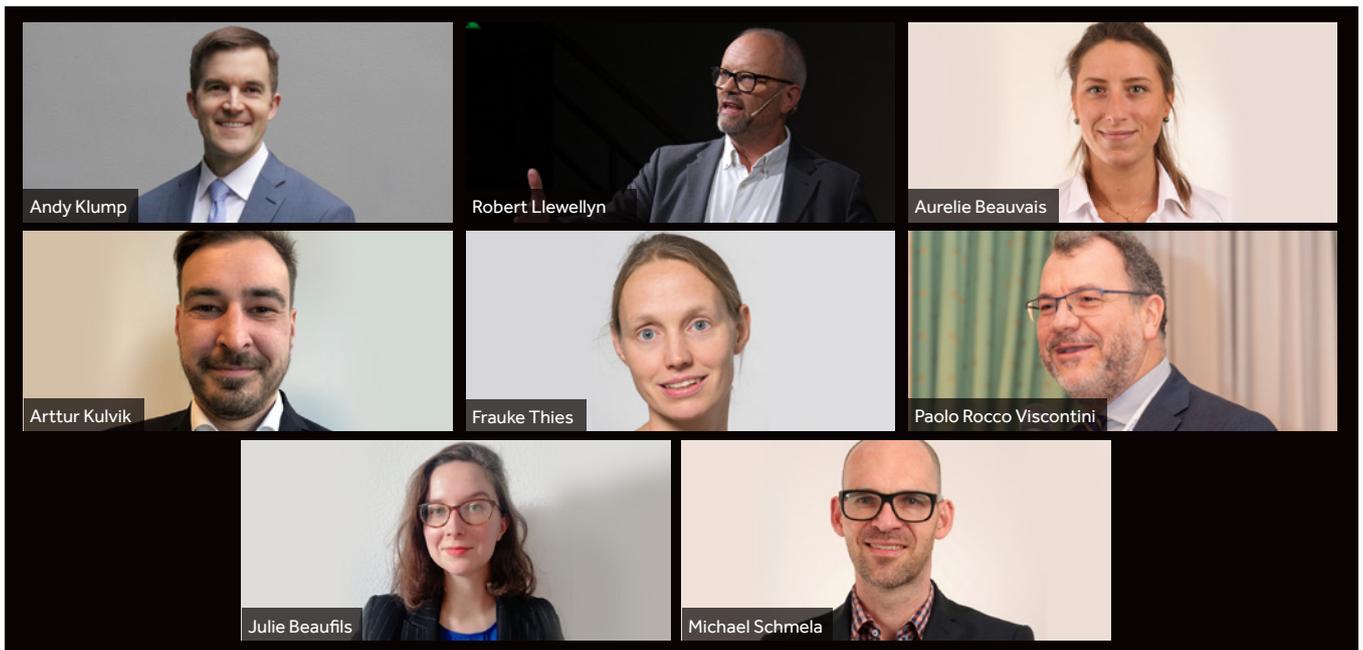
The development of the PV market, safety issues, including fire safety, and best practices for enhancing safety, such as at the design and at implementation stage, lightning strike protections, and other emergency situations, for example firefighting operations.

- **Robert Llewellyn**, founder of Fully Charged Live will moderate the Fireside Chat: **When EV meets PV**. He will be joined by **Lior Handelsman**, VP Marketing and Product Strategy Founder at SolarEdge Technologies, **Aurélie Beauvais**, Policy Director & CEO ad interim at SolarPower Europe, and **Sam Clark**, Chief Vehicle Electrification Officer at GRIDSERVE.

Electrical vehicles have been a hot topic for the past few decades, but to achieve a true e-mobility revolution, not just an evolution, it is vital to address the main ideas surrounding e-mobility including: adopting electric vehicles, government policies, market education, innovative technologies, grid stability, and the rise of renewable energy. Only then can we ensure that a widescale adoption of electric vehicles, by individuals and corporations, will come jointly with the adoption of renewable energy ensuring a zero-emission future.

- **Professor Dr Volker Quaschnig** from HTW Berlin University of Applied Sciences, will present: This is How Energy System Transformation Works! Why Sector Coupling is the Order of the Day. This presentation will be in German.

The potential of PV systems goes far beyond the classic use of residential rooftops. Only when coupled with storage systems and other solar sectors as well as residential, does the energy source reach its full potential. Electric mobility and battery storage systems contribute to a rapid and sustainable energy turnaround.



**Day 2**

- **Michael Schmela**, Executive Advisor & Head of Intelligence at SolarPower Europe, will be the keynote speaker, and present: 100% Renewables in EU by 2050. How Can We Achieve This?

The results of the ground-breaking study from SolarPower Europe and LUT University on a 100% renewable transition pathway to achieve climate-neutrality before 2050. It will cover how the European Union can lead the fight against climate change and harvest the benefits of a 100% renewable energy system, with solar at its core, delivering a prosperous, secure, and climate-neutral European economy.

- **Xavier Daval**, Founder of kiloWattSol and Vice President of SER, will speak about PV Potential in France: A Smart Investment for our Future, joined by **Michaël Gaudet**, Co-Founder and Sales Director of Enerios, who will showcase a 360kW, SolarEdge installation on a Super U rooftop, which reaches almost 90% self-consumption. This presentation will be in French.
- **Paolo Rocco Viscontini**, President of Italia Solare, will speak about: How the Italian Solar Market will Rise Up after Corona Lockdown. This presentation will be in Italian.

The growth opportunities in the Italian solar market, both for residential and large-scale installations. Investments in solar and energy efficiency systems for residential applications will likely increase, as a consequence of recent favorable incentive regulations, i.e. Ecobonus 110%, in which smart solar energy systems can

represent a fundamental part of a complete energy efficiency upgrade. Paolo will also share his perspective on the potential growth of the commercial and utility-scale markets, analyzing the variables at stake when it comes to benefit from FER1 Decree, the current incentive scheme dedicated to these applications.

- **Andy Klump**, CEO and Founder of Clean Energy Associates, will discuss: The Flight to Quality Assurance in Solar and Storage Markets amidst Technology Disruption.

Installers, developers, and projects owners in many international markets struggle to keep up to speed, with the proliferation of new technologies, which have come on the market over the past 3 to 4 years. Informed buyers must make trade-offs in terms of risk mitigation, project return and quality guarantees from a fragmented supply chain, which is shifting away from

standardization and simplicity. Anyone who is deploying solar and storage assets should be following these trends closely and avoid underperforming assets, as further technology disruption take place in the coming years.

- **Meir Adest**, CIO, Founder of SolarEdge, will talk about: The Importance of Cybersecurity in Solar Energy Systems.

This event promises to be a fantastic opportunity to guide the PV and solar energy industry forward to embrace the changing times we all face. If you would like to find out more about any of the services and products that will be unveiled at The Virtual Solar Show on the 16<sup>th</sup> -17<sup>th</sup> June, you can find full registration details and secure your place here:

<https://solared.ge/v-show>

