

PRESS RELEASE

Trade fair experience with personal contact and tailored advice

Virtual Fronius trade fair is a complete success and draws visitors from all over the world

(Wels, 08/10/20) To coincide with the delivery of the new GEN24 Plus hybrid inverter, Fronius opened the virtual doors to its online trade fair. Over 7,000 visitors from all over the world streamed through the stand in the first few days of it going live on 16 September 2020, where they were met with numerous innovative products, digital innovations and examples of energy sector integration for maximum solar self-sufficiency. Whether for private homes or businesses, MicroGrid and PV-Genset solutions - Fronius has prepared suitable solutions for every requirement, which can be explored until the end of 2020.

On its virtual trade fair stand, Fronius places particular value on ensuring that information and detailed insights go hand in hand with tailored advice. *“Visitors should feel comfortable and know that we are there for them. Our product and sales experts have already led over 80 tours in 19 languages and the various technical presentations and live events in the keynote area have been very well received. We create an experience that goes beyond a visit to a real trade fair, because we complement personal contact with the advantages of digital possibilities. In this way, our Solhub, the compact solution for production, storage and refuelling with green hydrogen, can also be virtually viewed on location - as if you were directly in Thalheim, Upper Austria,”* explains Jasmin Gross from Product Marketing at Fronius International GmbH. *“Nevertheless, we are very much looking forward to meeting our customers face to face again.”*

The highlights and solutions

As expected, the Symo GEN24 Plus hybrid inverter attracted the most attention. Installers and service technicians were impressed by the innovative product details such as backup power variants, Multi Flow Technology, the advanced active cooling concept and the very easy installation. A further highlight is the Fronius “Digital Experience” with practical new online services, such as the Fronius Solar.start three-step commissioning app, or the customer-friendly monitoring with the Solar.web app and the service-supporting Solar.SOS app. And, of course, the specialist for maximum PV self-supply presented examples of battery storage, the use of solar power in e-mobility, hot water preparation and heating and cooling.

Exhibition stand to stay open until the end of 2020

Due to the large number of visitors and the positive feedback, it will remain possible to visit the virtual trade fair until the end of 2020. All expert presentations and live events are available on demand as recordings in the keynote area, so you will not miss anything. Fronius is looking forward to your visit!

<https://www.fronius.com/en/photovoltaics/infocentre/events/fair-en-virtual-trade-show-2020>

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The compact, versatile all-in-one solution for solar energy supply, the Fronius Symo GEN24 Plus, is THE visitor magnet at the virtual Fronius trade fair stand



Numerous specialist presentations and live events, such as this interview with Julia Chen and Martin Hackl on the successful partnership between BYD and Fronius, will be held in the keynote area of the trade fair stand until December 2020.

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About Fronius Solar Energy

The Fronius Business Unit (BU) Solar Energy has been developing photovoltaic energy solutions and distributing its products through a global network of expert installation, service and sales partners since 1992. More than 24 Solar Energy subsidiaries, an export ratio of over 95 percent and a total output of more than 17 Gigawatts from installed inverters are testament to this. Its mission is to achieve 24 hours of sun. Day after day Fronius is hard at work turning this vision of a future in which 100% of the world's energy needs are covered by renewable sources into a reality. With this in mind, Fronius develops energy solutions to generate, store, distribute and consume solar energy economically and intelligently.

About Fronius International GmbH

Fronius International is an Austrian company with headquarters in Pettenbach and other sites in Wels, Thalheim, Steinhaus and Sattledt. Founded by Günter Fronius in 1945, this long-standing company with a rich tradition will be celebrating its 75th anniversary in 2020. What began as a local one-man venture has grown into a global player with more than 5440 employees worldwide working in the areas of welding technology, photovoltaics and battery charging systems. Its export ratio of around 93 percent is achieved with 34 international Fronius subsidiaries and sales partners/representatives in more than 60 countries. Moreover, its innovative products and services and its portfolio of 1264 registered patents make it an innovation leader on the world market.

Enquiries:



Heidemarie HASLBAUER, +43 664 88293709, haslbauer.heidemarie@fronius.com, Froniusplatz 1, 4600 Wels, Austria.

Natalie WOODFORD, +44 1908 512 301, woodford.natalie@fronius.com, Maidstone Road, Kingston, Milton Keynes, MK10 0BD, United Kingdom.

Kathryn BROOKES, +61 3 8340 2945, brookes.kathryn@fronius.com, 90-92 Lambeck Drive, Tullamarine VIC 3043, Australia.

Richard BALDINGER, +1 219 734 5617, baldinger.richard@fronius.com, 6797 Fronius Drive, Portage, IN 46368, USA

Ted CLIFFORD, +1 905 288 2128, clifford.ted@fronius.com, 2875 Argentia Road, Units 3-6, Mississauga, ON L5N 8G6, Canada

Rajeev NAIR, +91 7391095704, nair.rajeev@fronius.com, GAT no 312, Nanekarwadi 410501 Pune, INDIA

Laura NACHBAUER, +43 664 677411572, nachbauer.laura@fronius.com, Froniusplatz 1, 4600 Wels, Austria.

Copies:

a1kommunikation Schweizer GmbH, Rüdiger KEMPA, rke@a1kommunikation.de

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