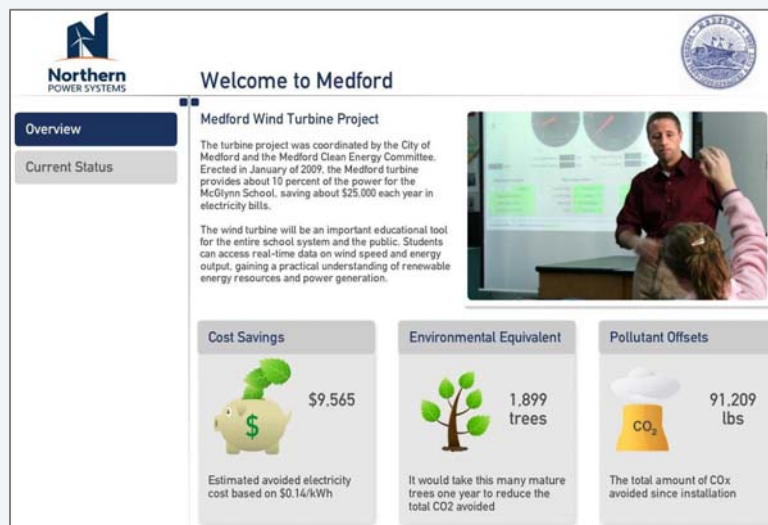




## Your Community's Window into your Northern Power 100

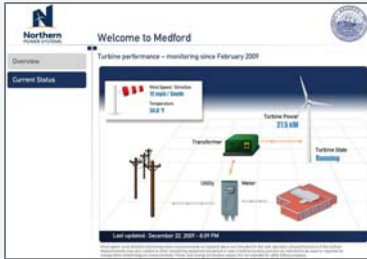
Your Northern Power 100 is up and spinning, the ribbon cutting is over, and the news crews have gone home but neighbors, residents and customers are still calling and visiting the newest addition to their town. PublicView is an engaging and sleek web-based tool that can provide answers to the questions people are asking:

- How much power is the turbine producing?
- How windy is it today?
- How many tons of carbon has it offset? What is its equivalent in terms of trees planted and number of cars taken off the road?



Your turbine will be the center of attention for at least the first few years of operation. Giving your neighbors a window into its benefits can encourage long-term support and a sense of community involvement while creating various marketing opportunities:

- **Businesses** can keep customers engaged while marketing their commitment to socially responsible business practices
- **Municipalities** and **local governments** can keep their residents informed about the community wind project that they helped bring to fruition by sharing real time cost savings and performance data.
- **Schools** can utilize turbine output data to educate students, parents, and community residents about the benefits of renewable energy.



## How It Works

When you purchase a PublicView account, we will design and host a dedicated web page for your turbine that graphically features your turbine's benefits and performance data. Your PublicView site can be customized with the following information:

- A logo
- A brief description of your company, school or organization
- A series of photos
- Links that can draw traffic to various websites of your choosing

This web page will be "public" and therefore, will not require login accounts or passwords. It will simply be accessible to anyone with a web-enabled PC making it an invaluable educational and marketing tool due to the viral nature of the internet. Offer links to your turbine from your own website or social media site, embed the web page or link in e-mail communications to your customers or community members. Take advantage of the many benefits that this type of information sharing offers.

## About SmartView

Northern Power Systems applies its 25 years of integration experience to develop our proprietary SmartView platform—a unique, user-friendly, and real-time monitoring, control and reporting platform. The SmartView platforms allows us to serve our customers in a variety of value added ways, including: user friendly access, control and reporting for wind turbine owners, public-access dashboards for neighbors and communities, customized interfaces and information for educational purposes and remote monitoring services from the Northern Power operations center, and much more.

PublicView is an important part of our SmartView family of web-based monitoring products.

*Your customers and community want to know more about your Northern Power 100 project. Start communicating about the benefits of wind power by calling your Northern Power representative or installation partner today.*

1 877 90 NORTH