

Company finds partner to make hot idea a cool reality



The Asset/Benefits

Asset: ATAS International's award winning InSpire™ wall systems use exterior metal panels to achieve free passive solar heating of outdoor air that is then ducted inside to provide fresh, energy-saving, heated air.

Benefits: The system is a simple, durable, inexpensive technology that converts up to 80% of solar energy into free heated air. Less complex and costly than many other solar technologies, the InSpire system enables energy-efficient building heating and ventilation.



Project Outcomes

- Mapped a market landscape that included many different solar and thermally-driven cooling technologies.
- Determined that only liquid desiccant systems would be compatible and viable with the InSpire thermal output.
- Identified and evaluated several liquid desiccant cooling development efforts and near-commercial systems.
- Profiled and introduced ATAS to a targeted set of key experts and promising development partners.

Key Questions

- Can the InSpire passive solar air heater also be used for building cooling?
- What cooling or air conditioning (A.C.) technologies could leverage the heated air typically produced by the InSpire panels?
- What is the current state of the solar A.C. technology and market landscape?
- Who are the potential developers, partners, or competitors for solar A.C.?



Project Impact

- As a result of this project, ATAS:
- Evaluated potential partners and selected a leading liquid desiccant system developer to work with.
 - Built, tested, and began patenting a prototype solar A.C. unit.
 - Found opportunities to diversify its business and increase sales of existing products.
 - Identified a target market opportunity with hundreds of millions of dollars in sales expected.

“We had an idea that our InSpire panels could be used for cooling, but we needed to know if it was possible and then find the technology and partners to make it a reality. This project did all that and now we have a great new opportunity.”
 – Dick Bus, ATAS International