and window manufacturers, and limited market studies were conducted to improve the fit between the complex structure of the industry and various window designs with low-E coatings. These market studies were important because the coatings were likely to be developed and sold by glass companies or specialized fabricators, while the windows would ultimately be sold to specifiers and homebuilders by the window manufacturers, who, as a group, did not have experience with or confidence in the coating technology (Selkowitz, 1986).

After several years of DOE research support, one of the small firms developed an attractive enough coating technology to obtain venture capital for construction of a major production facility. By 1980, Southwall Technologies, Inc. (formerly Suntek Research Associates), was working closely with several window manufacturers to develop and refine a fabrication technology that incorporated a low-E film in window units.

In the early 1980's, LBL staff attempted to influence key decision-makers by giving presentations at industry association meetings and trade shows, and by meeting privately with research and marketing staff from a number of major window manufacturers. The process of building interest and confidence in the new low-E coatings was also advanced by their widespread use in several European countries and by their use in a small test building at MIT, along with other innovative energy technologies. The MIT test building originally used prototype windows incorporating the Southwall coated plastic film. Later a coated glass product, produced with the Airco Plating Company, Inc., magnetron sputtering process, (Airco is the major U.S. producer of large sputtering systems), replaced the Southwall windows. The MIT building offered the first view of a low-E product to many interested parties (American