

	CONTRACTING R&D TO INDUSTRIAL PARTNERS	INFLUENCING KEY DECISION- MAKERS	WORKING WITH BROKER ORGANIZATIONS	GENERATING END-USER DEMAND
Low-E Windows	Subcontracts to Small Firms	Roundtable & Private Meetings with Key Actors	LBL Presentations at Meetings & Trade Shows	News Releases
Solid-State Ballast	Subcontracts to Small Firms			
Supermarket Refrigeration Compressor System	Subcontract to Small Firm		Involvement of the Food Marketing Institute	Distribution of Report to Every Major Supermarket Chain
Flame Retention Head Oil Burner		Training Program for Service Personnel		Booklets & Fact Sheets Distributed Through Existing Networks
DOE-2		Software marketed privately and through NESC and NTIS	Use in ASHRAE and other Standards and Codes	

Bold Lettering Represents the Primary Strategies

Fig. 6.1. The technology transfer strategies applied to the fully-commercialized innovations. (Note: neither industrial consortia nor licensing strategies are used in the 12 case studies.)

market refrigeration compressor system, DOE sought to generate interest by providing supermarket chains with credible performance data. For the flame retention head oil burner, consumer demand was stimulated through the distribution of fact sheets. In several other cases, this "market pull" strategy was employed as a supplement to other approaches.

Trade, professional, and regulatory organizations have been involved as major players in six of the case studies. In two instances, a single trade association played an instrumental role - RIMA in the case of radiant barriers, and the Food Marketing Institute for the supermarket refrigeration compressor system.