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Market Responds Favorably to Wind Data Service

WindPole now operating in 13 states

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In December 2009, during the most significant market downturn in decades, the Massachusetts Clean Energy Center and private investors placed a $1 million bet on the success of a wind data service called WindPole Ventures. The WindPole plan? To instrument existing broadcast towers with wind monitoring equipment to provide data from the hub height of wind turbines to the data hungry wind energy industry.

Industry standard wind turbines spin from a hub at 260 feet high (80 meters) and are trending taller to take advantage of better wind at higher elevations. So, this leaves wind farm developers with a choice: either build taller towers for wind measurement, and deal with the added cost and hassle, or find an alternative. When there is an existing broadcast tower near the development parcel, WindPole data is a comprehensive solution.

Now, after only 18 months, WindPole has installations in 13 states.
Part of WindPole's success is thanks to the sheer number of broadcast towers in the company's portfolio. It's an unbelievable 12,000+ broadcast towers that reach wind turbine hub height and taller. In Ohio alone, WindPole has over 730 towers for their clients to choose from. Check out WindPole's Map at map.WindPole.com

So, why hasn't this been done before?
In order to follow meteorological and industry standards set by the Annex G of the IEC 61400-12-1, WindPole had to develop a boom long enough to hold wind sensors 20 feet away from the tower to avoid the wind turbulence created by the tower itself. With the creation of what is the industry's longest boom, WindPole now provides a new opportunity to take advantage of thousands of existing broadcast towers for bankable wind resource assessment data.

Noteworthy projects
WindPole's noteworthy projects include monitoring networks in Arkansas and Kansas for the wind analyst firm AWS Truepower and transmission line builder, Clean Line Energy, respectively. Developers like Invenergy, Element Power and a Fortune 500 utility are getting hub

height data for their project due diligence. The Midwest ISO receives real-time WindPole data to seed their intra-day wind production forecasting. Read project press releases here.

What does the future have in store for WindPole?
Next, WindPole plans to install sensors on 600 towers that will be chosen based on meteorologist and developer recommendations. Once funded, WindPole will provide historical and reference data sets to fulfill a longtime industry need. These data sets will shorten the typical wind data collection period from 2 to 3 years down to the time it takes to call WindPole and download the data. Also, real time updates will open up the potential for intra-day production forecasting to help balance the grid and raise the value of wind power by about $1 per MWh. WindPole data reduces the cost of wind farm development, improves financing prospects and increases the value of wind generated electricity.

Questions? Comments? We'd love to hear from you. Email Steve Kropper or call 617.306.9312

About WindPole Ventures WindPole de-risks wind project finance and accelerates grid integration for top wind developers, government, ISO/RTO, project operators and industry analysts. WindPole provides real time, hub-height wind resource data from a network of very tall (80 meter) towers. Mass Clean Energy Center provided seed funding for WindPole. For more information, visit **www.windpole.com.**

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