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Sunrun Unveils The Sunrun BrightPath Station™ For Consumers To Receive An Instant Home Solar Quote

Interactive Kiosk Enables Consumers to Learn About Home Solar at Select Retail Locations

SAN FRANCISCO, Nov. 19, 2014 /PRNewswire/ --Sunrun, the largest dedicated residential solar company in the United States, today unveiled the Sunrun BrightPath Station™, an interactive, multi-touch kiosk that enables consumers to pinpoint their home on a map and within minutes assess if they are suited for solar and get a quote. As an extension of Sunrun's proprietary BrightPath™ software, the station brings this technology to consumers in select retail environments for the first time.

Earlier this year, Sunrun unveiled its BrightPath technology, the industry's first end-to-end automated software platform designed to manage home solar projects from lead to sale in one streamlined process. The Sunrun BrightPath Station brings this technology to life for consumers in an engaging retail environment. The knowledge-based station uses cloud computing to take customers through the entire home solar process from selecting hardware and system design to pricing, scheduling, permitting, installation and more.

"Sunrun views retail stores as a promising opportunity to increase solar adoption by consumers," said Gary Wayne, vice president of strategic projects at Sunrun. "The Sunrun BrightPath Station enables consumers to learn more about solar as a service in a highly engaging environment and receive an accurate proposal customized for their home. Sunrun was built upon a diversified approach to selling solar, and our station and retail experience together is another example of how we are meeting consumers where they feel comfortable shopping while lowering the cost of going solar."

By answering a few simple questions, consumers can use the Sunrun BrightPath Station to understand their energy needs and receive multiple home solar system design options that provide optimal energy production and savings. Sunrun has already generated high consumer interest through its use of the station in several retail locations across California, Hawaii and New York. The company plans to introduce the station to additional locations in 2015.

As the first company to introduce solar as a service to American homeowners, Sunrun has reinvented the way people buy electricity. Consumers have many options when deciding to go solar, and the Sunrun BrightPath Station is another way the company is lowering the cost of solar and providing consumers with a solution that uniquely meets the energy needs of their home and lifestyle.

About Sunrun

Sunrun pioneered solar as a service, a way for homeowners to go solar without the high upfront cost, and is the largest dedicated residential solar company in the U.S. Sunrun provides end-to-end service for homeowners to choose cleaner, cheaper, solar energy and fix their electric costs for 20 years. The company designs, installs, finances, insures, monitors and maintains the solar panels on a homeowner's roof, while families pay just for the electricity at a lower rate than their current utility. Since Sunrun introduced solar as a service in 2007, it has become the preferred way for consumers to go solar in the nation's top solar markets. Sunrun has deployed more than $2 billion in solar systems and has raised more than $300 million in equity capital. For more information please visit: www.sunrun.com.

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