A large, stylized sunburst graphic in shades of yellow and orange, with rays extending from the top left towards the bottom right, serving as a background for the text.

NOVUS BUYER'S GUIDE

The Who's Who of **GREEN** Technology Companies

Today's Buyer's Guide for tomorrow's greener world

Welcome to the **NOVUS BUYER'S GUIDE**.

THE WHO'S WHO OF GREEN TECHNOLOGY COMPANIES.

A unique buyer's guide for a world where companies of all sizes show their efforts to push environmental standards.

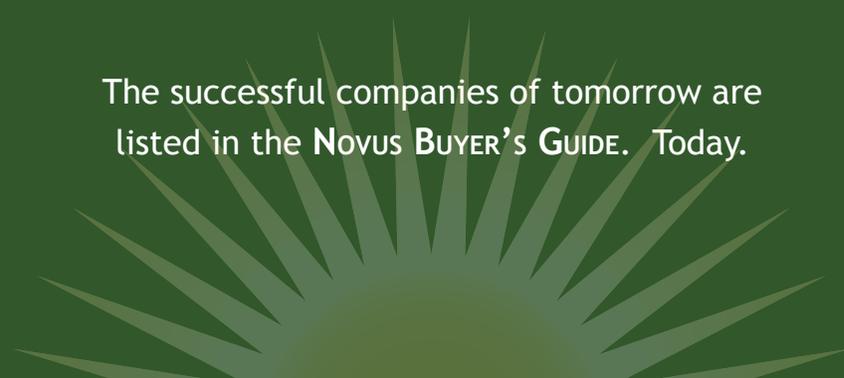
Created to be the most comprehensive, easy-to-use resource of its kind, the **Novus BUYER'S GUIDE** links ecologically attuned companies to customers, prospects and suppliers around the globe.

The **Novus BUYER'S GUIDE** utilizes the full capabilities of the web to provide its world-wide users with an unprecedented range of highly intuitive features that quickly delivers a world of information.

And it provides advertisers with highly effective and efficient means to make a deep connection with these discriminating, hard-to-reach audiences - utilizing a palette of icons to identify companies' green credentials - all done in an optimal environment for making a strong and lasting impression.

Every page provides companies with powerful resources and tools to tell their story and stand out from the competition. To provide comprehensive information that quickly connects extraordinary companies with qualified suppliers and customers. Green businesses are blooming, and the **Novus BUYER'S GUIDE** takes the green agenda to a new level.

The successful companies of tomorrow are listed in the **Novus BUYER'S GUIDE**. Today.



Finding What You Want. Or Being Found. It's never been easier. Any day. Anywhere in the world.

NOVUS BUYER'S GUIDE features the most - and most intuitive - ways to connect technologies, products and resources with customers and supplier. Its clean, compact design is at once powerful and highly efficient. Its span is global. The results are amazing.

Search Made Simple

Visitors to NOVUS BUYER'S GUIDE will find a wide range of options to locate exactly what they need. On every page they can search for products or technology by name, company or country. Quickly. Easily. Simply. Companies with Premium or Deluxe listings will see their products or company logos featured in rotation on every page of search results. Every day. Everywhere in the world. All of which increase your chances of being found.

Product Showcase

Companies with Premium and Deluxe listings have their products highlighted every day on their exclusive eStorefront, as well as the NOVUS BUYER'S GUIDE home page and the Technologies and Product Categories pages.

NOVUS BUYER'S GUIDE
The Who's Who of GREEN Technology Companies

Technologies Companies Product Categories Countries Add Your Company Advertising Contact Us

NOVUS SEARCH Product Search Company Search

Browse Technologies Browse Companies Browse Product Categories Browse Countries

Acousto-Optic Components and Devices Lasers | Laser Systems | Laser Accessories
Automation | Robotics | Process Control LEDs | Non-Laser Light Sources | Illumination
Batteries | Energy Storage Manufacturing & Process Equipment and Services
Business | Training & Education | Technology Development Materials | Coatings | Chemicals | Adhesives
Cameras | Imaging | Vision Microscopes | Microscope Accessories
Contract Manufacturing, Fabrication & Services Motion Control | Positioning | Support
Cooling and Heating Components and Equipment Optics | Optical Components | Optical Assemblies
Displays | Readouts | Indicators Power Supplies | Power Converters | Power Conditioners
Electrical and Electronic Components and Devices Recycling and Reclamation

Videos News White Papers

Featured Video
Wavelength Electronics Inc.
Wavelength Electronics licenses current controller technology
04 Aug 2011
PHIL researchers helped Wavelength Electronics adopt and adapt a revolutionary low-noise current control technology.

More Videos
MERSEN
Thin Film Coatings for PV Cells
DSI Deposition Sciences INCORPORATED

Product Showcase

- Industry's First 18, 25/29 Listed Photovoltaic Fuses by Mersen (formerly Ferraz Shawmut)
- 12.5 Amp Compact Linear Laser Diode Driver by Wavelength Electronics Inc.
- New Motor Drive Shuttlers for Thermal Imagers Applications by CVI Melles Griot
- SWIR Camera for Solar Inspection by Sensors Unlimited - Goodrich IIR Systems

October 17-20, 2011
Dallas Convention Center • Dallas, Texas
Presented by SEIA SEPA
WHERE NEW SOLUTIONS TAKE SHAPE

Homepage

Valuable, informative, timely and up-to-date information, presented in three distinct forms.

Video

Demonstrates your company's new products and technology 24/7 on the home page as well as your eStorefront. Available as part of a Premium listings package.



News

Your articles and releases highlight your company's latest advancements and industry developments. Available as part of the Premium or Deluxe listing packages.



White Papers

A dynamic repository of your white papers provides readers with a rich resource of knowledge facilitating industry dialogue. Available as part of the Premium or Deluxe listing packages.



Advertising

A limited number of high-impact positions are available on every page (except eStorefronts). Optimal positioning and lack of clutter translate to a unique blend of effectiveness and efficiency: the format that visitors prefer and the results you seek.

Kindly see our Pricing Schedule for complete details on sizes and rates.

eStorefront

Successful companies find innovative and effective ways to promote their products and services. By fully utilizing the wide array of available resources of an eStorefront, your company can present a comprehensive array of information to potential clients and partners while you promote your green credentials to a receptive global audience.

The screenshot displays the CVI Melles Griot eStorefront interface. At the top, a green banner features the 'NOVUS BUYER'S GUIDE' logo and the tagline 'The Who's Who of GREEN Technology Companies'. Below this is a navigation menu with links for Home, Technologies, Companies, Product Categories, Countries, Add Your Company, Advertising, and Contact Us. A search bar is labeled 'NOVUS SEARCH' and includes fields for 'Product Search' and 'Company Search'. The main content area is divided into several sections:

- CVI Melles Griot** logo with the tagline 'All Things Photonic'.
- NOVUS GREEN PRACTICES** icon.
- About Us** section: 'Serving the solar, semiconductor, biotech, commercial, aerospace and research industries, CVI Melles Griot is a leading global supplier of photonics products including optical components and systems, lasers, motion-control systems, laser measurement instrumentation and opto-mechanical hardware.'
- CVI Melles Griot** contact information:
 - World Headquarters: 200 Dorado Place SE, Albuquerque, NM 87109, USA
 - CONTACTS: Bob Soales
 - TELEPHONE: 505-296-9541
 - FAX: 505-298-9908
 - EMAIL: sales@cvimellesgriot.com
 - WEB: www.cvimellesgriot.com
- Map** showing the location of CVI Melles Griot in Albuquerque, NM, with a red pin and a 'Map' button.
- Product Categories** menu: Product Categories, Products, News, White Papers, Affiliations.
- Product News** section with four items:
 - High Extinction Plate Polarizers** (22 Mar 2011): 'The Xsquared High Extinction Plate Polarizer (XEP) is a polarizing plate beamsplitter with an ultra high extinction ratio of 10,000:1.'
 - New Rotor Drive Shutters for Thermal Imaging Applications** (18 Jan 2011): 'CVI Melles Griot announces new compact, light weight, and low power Rotor Drive shutters for thermal imaging applications. The new shutters are designed to work with a variety of imagers.'
 - Expanded Laser Beam Profiler Product Family** (8 Jun 2010): 'CVI Melles Griot announces the expansion of the BeamAnalyzer Knife Edge Beam Profiler product family.'
 - New FTL Scan Lenses for Laser Marking Systems** (25 Mar 2010): 'CVI Melles Griot announces the expansion of its FTL F-Theta Lens product line, adding new standard 532 nm catalog products.'

An eStorefront in the Novus BUYER'S GUIDE is an innovative and effective way to promote your company. In short, it means more business for your business.

Products



New Rotor Drive Shutters for Thermal Imaging Applications

18 Jan 2011

CVI Melles Griot announces new compact, light weight, and low power Rotor Drive shutters for thermal imaging applications. The new shutters are designed to work with a variety of imagers.

Showcase all of your company's products. Displaying information is easy and an effective way to pre-sell prospects.

Videos



Whether describing a product or technology, a video presentation from your company literally speaks volumes about your business - and helps to grow it. Put your message in your words to make an impact on your prospects and competition alike.

Create a convenient, highly accessible library of your valuable white papers.

White Papers



Optical Material Properties 5 Sep 2011

This white paper discusses the optical transmissibility, mechanical strengths and other characteristics of different types of glass.



Optical Specifications 9 Aug 2011

A tutorial on parameters used in specifying optical components and systems.

News

CVI Melles Griot Expands Production of Crystalline Optical Products

Close to Eye View



CVI Melles Griot expands manufacturing capabilities for their polarization component product lines. According to European General Manager Dr. Helmut Krasler "our new and extended capabilities in the field of crystal optics will increase our product offerings of mica wafers/plates, quartz wafers/plates, calcite polarizers, and general crystal optics".

"Product quality for mica wafers/plates is improved using the Steeg and Reuter™ proprietary cleaning process which allows for tighter tolerances, exceptional cleanliness, and higher performing polarization retardation.

CVI Melles Griot now has the capability to clean crystals in house within one second of the required orientation using an X-Ray diffractometer and advanced metrology system allowing for high precision control of the crystal axis position during the cleaning process. Tighter tolerances using this proprietary method result in improved angle performance and thermal stability of wafers/plates, especially at shorter ultraviolet wavelengths.

CVI Melles Griot's new in house production capabilities allow for more manufacturing flexibility and competitive response to all customers requirements.

Expand the reach of your news releases and stories.

Promote Your Company to the World. With a World of Options.

The NOVUS BUYER'S GUIDE offers three ways to list your company using a powerful range of sales and marketing tools. All will connect you with buyers around the globe, looking to purchase from eco-friendly companies.

Stand out from the crowd with our Premium and Deluxe listings!

Product Showcase



UltraSafe Bus Bar System
by Mersen (formerly Ferraz Shawmut)



12.5 Amp Compact Linear Laser Diode Driver
by Wavelength Electronics Inc.



Integrity VCS Vibration Control System
by Newport Spectra-Physics



Class AAA Solar Simulator
by Newport Spectra-Physics

Companies Index [Product Search > Lasers, Diode - Pulsed](#) [Previous Page](#)

Featured Companies



CVI Melles Griot

CVI Melles Griot is a leading global supplier of photonics products including optical components and systems, lasers, motion-control systems, laser measurement instrumentation and opto-mechanical hardware.

[VISIT THE COMPANY PAGE](#)

NOVUS GREEN PRACTICES





Wavelength Electronics Inc.

Ultra-stable, high precision laser diode drivers and temperature controllers are available for a wide range of applications such as biomedical, imaging, spectroscopy, remote sensing, environmental, material processing and manufacturing control.

[VISIT THE COMPANY PAGE](#)

NOVUS GREEN PRACTICES





DILAS Diode Laser, Inc.

DILAS designs, develops and manufactures quality high power, high brightness semiconductor laser components, modules and systems, including fiber coupled products for worldwide distribution.

[VISIT THE COMPANY PAGE](#)

NOVUS GREEN PRACTICES





Directed Energy, Inc. / IXYS Colorado

This company has a Directory Entry, to update this entry please contact Novus Pages.

[VISIT THE COMPANY PAGE](#)

NOVUS GREEN PRACTICES



Additional Companies

Airad Instruments Ltd	Hamamatsu Photonics (UK)
Arroyo Instruments LLC	KLA-TECH - Karpushko Laser Technologies GmbH
Edmund Optics	Knight Photonics Ltd
Frankfurt Laser Company	Lee Laser
Frankfurt Laser Company USA	Power Technology Inc



The Backbone of Solar Production
Over 20GW of Solar Production Worldwide

Thin Film Coatings for PV Cells





Deposition Sciences INCORPORATED

Take our latest **PIQ.** QUIZ

You might WIN a \$100 gift card!



PREMIUM LEVEL

There is no better way to promote your company to the world of prospects than with our Premium Listing. Enjoy powerful resources and advantages including our Product Showcases; featured videos and white papers; and much more. Your products or your company logo appear in rotation on every search page.

See the grid below or your NOVUS BUYER'S GUIDE representative for full details.

DELUXE LEVEL

This option provides many of the advantages of the Premium level including featured products, white papers and much more. Your products or your company logo will appear in rotation on every search page.

See the grid below or your NOVUS BUYER'S GUIDE representative for full details.

STANDARD LEVEL

Listings in the Standard level are easy, effective and without cost. Your company will enjoy detailed information to be viewed by your prospects and partners around the globe.

Add your company today by going to <http://novusbuyersguide.com/AddYourCompany> to ensure your products and services are included in this universal directory.

Listings Benefits

Use this comparative chart to determine which listing level will provide the greatest advantages and benefits for your company.

BENEFIT	Premium	Deluxe	Standard
Product Categories	30	20	10
Featured products on home and Technologies pages	4	0	0
Featured products on eStorefront	4	2	0
Featured products on Products Category page	4	0	0
Company video on eStorefront and home page	1	0	0
Company news on eStorefront and home page	6	4	0
White papers on home page and eStorefront	4	2	0
eStorefront with description	✓	✓	✓
Link to company website from eStorefront	✓	✓	
Top company placement in all search results	✓	✓	
Company logo on eStorefront and search results	✓	✓	
Company logo in Featured Companies	✓		

The Novus Media Green Practices Awards:

The recognition is earned. The benefits are priceless.

Novus Media Today recognizes that green technology is a critical concept that is literally shaping our world. As such, the company is completely committed to and supports the widespread use of ecologically-sensitive technologies, products and practices.

Novus Media Today is proud to be a leader in recognizing forward-looking organizations that share a commitment to our environment. We embrace this movement by bestowing our **NOVUS MEDIA GREEN PRACTICES AWARDS** to companies achieving certain performance criteria in four important areas:

 **Green Products** - For companies that manufacture/distribute eco-friendly products; or their products are consistently used in eco-friendly applications.

 **Green Manufacturing** - For companies with eco-friendly production facilities/ manufacturing processes.

 **Recycling** - For companies that recycle materials and dispose of hazardous/toxic wastes in an eco-friendly manner.

 **Energy Efficient** - For companies that are highly energy efficient.

We urge you to aspire to these awards and proudly display them in our listings as, increasingly, purchasers look to buy from ecologically responsible organizations.

CONTACT INFORMATION

For more information on how you can take full advantage of listing your company in the **NOVUS BUYER'S GUIDE**, please contact us: Info@novusbuyersguide.com.

NOVUS BUYER'S GUIDE

The Who's Who of **GREEN** Technology Companies

A unique buyer's guide where companies promote their efforts to make a greener world.

Created to be the most comprehensive, easy-to-use resource of its kind, the **NOVUS BUYER'S GUIDE** links customers, prospects and suppliers around the globe. Utilizing the full capabilities of the web, the **NOVUS BUYER'S GUIDE** provides an unprecedented range of highly intuitive features that quickly delivers a world of information.

The **NOVUS BUYER'S GUIDE** provides advertisers with:

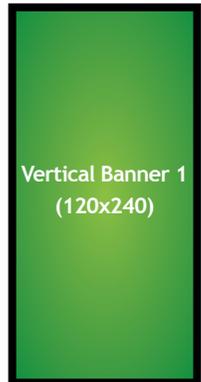
- Highly effective and efficient means to connect with discriminating, hard-to-reach audiences.
- Enhanced listings that provide powerful promotional resources and tools that deliver comprehensive information and allow companies to stand out from their competition.
- A palette of icons to clearly demonstrate a company's green credentials.
- Two advertising options in the formats that our readers prefer – and to which they respond.

a. Vertical Banner

A maximum of three ads per page, displayed in rotation on the right margin (eStorefronts carry no advertising). Measuring 120x240, they can accommodate static and rich media.

b. Leaderboard

One per page (except eStorefronts), these units dominate the page near the bottom, adjacent to highly desirable content. Outstanding for branding and more complex messaging, they are available in static and rich media formats.



Green businesses are blooming, and the **NOVUS BUYER'S GUIDE** helps companies to take their green agenda to a new level. For more information on how your company can benefit from the global reach of the **NOVUS BUYER'S GUIDE**, please contact us at info@NovusBuyersGuide.com.

Part of the Novus Media Today Family

NIVUS BUYER'S GUIDE

The Who's Who of **GREEN** Technology Companies

Listings Benefits and Advertising Rates

BENEFIT	Premium	Deluxe	Standard
Product Categories	30	20	10
Featured products on home and Technologies pages	4	0	0
Featured products on eStorefront	4	2	0
Featured products on Products Category page	4	0	0
Company video on eStorefront and home page	1	0	0
Company news on eStorefront and home page	6	4	0
White papers on home page and eStorefront	4	2	0
eStorefront with description	✓	✓	✓
Link to company website from eStorefront	✓	✓	
Top company placement in all search results	✓	✓	
Company logo on eStorefront and search results	✓	✓	
Company logo in Featured Companies	✓		
Annual Pricing	\$895	\$595	Free

ADD-ON PRICING (ANNUAL RATES/each)

White Papers	\$ 50
Videos	\$250
Featured Products	\$100
Additional product categories	\$ 10

Advertising Units

Add-On Pricing

		Premium Listing	Deluxe Listing
Vertical Banner (120 x 240)			
3 months	\$ 625	\$ 500	\$ 500
6 months	\$1200	\$ 950	\$ 950
12 months	\$1980	\$1750	\$1750
Leaderboard (728 x 90)			
3 months	\$1200	\$ 850	\$ 850
6 months	\$1980	\$1600	\$1600
12 months	\$3600	\$2950	\$2950

Vertical Banners, Leaderboards, Product Showcase and Featured Companies display in rotation.