

**AIMCAL-Window Film Committee**  
Areas of Concentration for 2008  
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From new styles of automobiles to energy analysis software to simulated earthquakes, the Window Film Committee is involved in a wide array of activities designed both to monitor future impediments to the window film market and to find new marketing opportunities for window film technologies. Whether in Atlanta, Mumbai, Beijing, or Dubai, the window film industry is focusing on providing state-of-the-art products and technical sales assistance for the future, while maintaining the competitive complementary positions of its products against those from other industries. This presentation provides a brief overview of the expected results from several exciting, longer term projects undertaken by the Committee in the last two years.