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Darnell Group

NEWS

PowerPulse.Net Delivers One Million Page Views per Month

Corona, California, May 3, 2007 – **PowerPulse.Net**, a Darnell Group publication, delivered one million pages views again in April. That marks the third month in a row that the dedicated power electronics site has averaged one million monthly page views. The new level of traffic coincided with the addition of extensive video coverage of the IEEE Applied Power Electronics Conference in March. Fresh video coverage of the some of the latest developments in energy harvesting was added in April. New videos will be posted on PowerPulse.net on a monthly basis. And, PowerPulse has run over 50 Exclusive News Stories in the past 4 months, more than all other “power” publications combined.

“We appreciate how busy our readers are today. **PowerPulse.Net** offers readers a rich on-line source that efficiently meets their information needs,” stated Jeff Shepard, Publisher and President.

“Delivering a million page views per month puts our dedicated power electronics site on nearly the same level as major horizontal web sites such as those for **EDN** and **Electronic Design** magazines.”

“Video coverage is only the latest development driving increased traffic. **PowerPulse.Net** was extensively redesigned in January of this year using web 2.0 tools,” Shepard continued. “Coincident with the redesign, several significant actions were implemented to drive increased site traffic and more page views. In addition to adding video coverage, the new site design makes our exclusive news stories and large quantities of related information easily accessible for our readers. That has contributed to our readers viewing an average of seven pages per user per day, over twice the average for sites serving the general OEM electronics industry,” Shepard observed.

The redesign is paying dividends in several ways. The average time to load a page on **PowerPulse.Net** is only 2.1 seconds, at least twice as fast as many other sites serving the OEM electronics audience. In addition to delivering information faster, **PowerPulse.Net** has significantly expanded its coverage over the past several months. **PowerPulse.Net** readers have access to nine focused micro sites, expanded coverage of developments in Europe and Asia, larger numbers of feature articles, web casts, and more. And the site redesign makes relevant coverage immediately visible and accessible to **PowerPulse.Net** readers.

“We have always had the advantage of being the only daily news source for the power electronics industry. In addition to our strong focus on power electronics and our expanded and exclusive content, **PowerPulse.Net**’s fast page serving makes it an efficient choice for our readers,” stated Jeff Shepard. “We don’t claim the large numbers of unique visitors captured by the general OEM electronics sites, but we do capture more than average attention from our highly-focused reader base,” Shepard concluded.

PowerPulse.Net is the Hub of the Power Electronics Industry on the World Wide Web. Updated on a daily basis, PowerPulse.Net is the most-timely, most comprehensive and most read power electronics site on the Internet. **PowerPulse.Net**, together with Darnell Group, are the organizing sponsors of two of the industry’s leading conferences, **Darnell’s Digital Power Forum**, and **Darnell’s nanoPower Forum**.

Darnell Group is the leading source for worldwide strategic information covering the full spectrum of power electronics, energy storage and generation. The company specializes in the economic/business analysis of emerging power markets and technologies.

The World’s Power Electronics Specialist

