



For more information, contact:
Jeff Shepard, Publisher
jshepard@darnell.com
(951) 279-6684
<http://www.PowerPulse.net>

Darnell Group

NEWS

Joshua Israelsohn Joins PowerPulse.Net

PowerPulse.Net Expands Coverage & Captures New Readers

Corona, California, June 22, 2007 – Joshua Israelsohn, former Power and Analog Editor with EDN Magazine, has been added as a columnist for **PowerPulse.Net**, a Darnell Group publication.

PowerPulse.Net has also significantly expanded its coverage to include more exclusive news stories, enhanced coverage of developments in Europe, and the industry’s only video news coverage. At the same time, an active subscriber-development program has lead to a substantial increase in readership both in North America and in Europe, resulting in over one million page views monthly.

“We have strengthened PowerPulse.Net’s position as the leading source for news and commentary about the power electronics industry,” stated Jeff Shepard, Publisher and President. “Since the first of the year, we have published nearly one hundred exclusive news features. We have added the only dedicated feed of European power news. We are the only trade publication in the electronics industry to offer regular video news coverage of important industry events. And now we have added Joshua Israelsohn’s wit and insights.

“I’m very excited to have Joshua join PowerPulse.Net. He’s a first-rate technical editor with a unique perspective and in-depth understanding of power electronics. Joshua will help to strengthen the leading editorial position already held by PowerPulse.Net,” Mr. Shepard concluded.

In addition to continued investment in editorial staff and expanded coverage, **PowerPulse.Net** is a leader in the application of new on-line publishing technologies. From the last few days of February when video coverage was launched at the IEEE Applied Power Electronics Conference in Anaheim, California, through the end of June, **PowerPulse.Net** will have provided 40 video news stories totaling over an hour and a half in running time. **PowerPulse.Net** has produced an average of more than 2 video news stories weekly. With an average running time of about two-and-a-half minutes, these news items are filmed and edited to efficiently provide the maximum information.

Recent video news coverage has ranged from last month’s PCIM Europe conference in Nuremberg, Germany, to this month’s nanoPower Forum in San Jose, California. Video news stories have included new product introductions at conferences, demonstrations of new technologies such as advanced energy harvesting devices, and important industry news events.

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. As a direct result of **PowerPulse.Net**’s expanded editorial coverage and an active subscriber-development program, readership has expanded significantly and has averaged over one million page views monthly since February.

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. **PowerPulse.Net Video News** can be found at: <http://www.powerpulse.net/conferenceVideo.php>.

The World’s Power Electronics Specialist

