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Darnell Group

NEWS

Google, IBM, and EPRI Among the Plenary Speakers at DPF '07

Corona, California, July 20, 2007 – Emerging digital power technologies that will be spotlighted at Darnell's Digital Power Forum are poised to save millions of dollars in electricity consumption and will result in a corresponding reduction in greenhouse gas emissions. "Enterprise-critical installations such as data centers can use up to 100 times the electricity of a typical office building on a square foot basis, with electric bills often exceeding \$1 million per month. This presents a significant opportunity for digital power conversion and energy management technologies to have an immediate impact increasing energy efficiency and dramatically reducing energy costs," stated Jeff Shepard, President of Darnell Group.

Darnell's Digital Power Forum (DPF '07) will feature a significantly expanded technical content, including an entire day dedicated to facilities energy management and system-level issues when implementing digital power solutions. Speakers at the Plenary Sessions will represent the **Electric Power Research Institute (EPRI), Google, IBM, Fairchild Semiconductor, Ericsson Power Modules, Laurence Berkeley Laboratories, U.S. Environmental Protection Agency ENERGY STAR Program, and Zilker Labs.**

DPF '07 includes a dedicated track of papers focused on digital energy management and power management in enterprise-critical installations and related digital equipment

. Two extended sessions related to system-level implementation of digital power management are being organized in cooperation with the PMBus™ Organization. DPF '07 will be held at the San Francisco Airport Marriott on September 10 – 12.

Paul Rako, Technical Editor with *EDN Magazine* will moderate a Roundtable Discussion titled: "**Can Digital Power Really Deliver Improved Efficiency?**" that is sure to be a highlight of this year's Forum. In addition to the plenary, speakers in the general sessions will represent: Analog Devices, ANCIS, APC/MGE, CamSemi, ColdWatt, Dell Computers, Delta Electronics, Emerson Network Power, EnerNOC, EPCOS, Ericsson Power Modules, General Electric, Intel, Intersil, iWatt, M-Flex, OnScreen Technologies, Primarion, ROAL Electronics, Texas Instruments, Vicor, Zilker Labs and others.

DPF '07 is organized by Darnell Group and *PowerPulse.Net*. This focused three-day international conference will serve an audience of decision makers who are interested in learning about and contributing to the latest practical advancements and anticipated future developments related to digital power management in electronic systems and the use of digital control techniques in power converters. Delegates will have an opportunity to meet and talk with top executives and technical professionals of leading electronic equipment companies, as well as key technical and management professionals in the power conversion and semiconductor industries. DPF '07 will include exhibits, technical sessions, seminars, networking opportunities, and more.

Reflecting this broader scope, DPF '07 has an expanded Advisory Committee including representatives from Analog Devices, Artesyn, Astec, Coldwatt, Energy Star, Fairchild Semiconductor, IBM, Infineon Technologies, Intel, Ixys, Maxim, Microchip, NXP, Power-One, Primarion, STMicroelectronics, SynQor, Texas Instruments, Tyco Electronics and Zilker Labs. *EDN Magazine* is the official media sponsor for DPF '07. The **Institute for Data Center Professionals** is a supporting sponsor for DPF '07.

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. Complete information on DPF '07 is available at: <http://digitalpower.darnell.com/>

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