



For more information, contact:  
Jeff Shepard, President  
jshepard@darnell.com  
(951) 279-6684  
<http://digitalpower.darnell.com/>

# Darnell Group

# NEWS

## Who's Leading the Scramble for the Top Spot in Digital Power?

Corona, California, August 7, 2007 – Linnea Brush will reveal who's leading in the scramble for the top spot in digital power at the up-coming Digital Power Forum. During "Breakfast with Darnell," Ms. Brush will share the details of Darnell Group's latest research into the digital power market. At last year's conference, she revealed that the leaders in digital power for 2006 were Texas Instruments, Astec Power and Power-One. This year, there have been changes, with new companies added to the digital power leadership mix. What's responsible for 'juicing' the market? Are last year's leaders being 'toasted' by new competition? Have hot new start-ups popped up? Or have other established power companies percolated to the top of the digital power standings? Join Linnea at the Digital Power Forum and hash it out over breakfast.

In addition to the hard-boiled review of digital power leadership at "Breakfast with Darnell," a Roundtable Discussion titled: "**Can Digital Power Really Deliver Improved Efficiency?**" is sure to be a highlight of this year's Forum. 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, Diodes Inc., General Electric, Intel, Intersil, iWatt, M-Flex, Primarion, ROAL Electronics, Texas Instruments, Vicor, Zilker Labs, and others.

Darnell's Digital Power Forum (DPF '07) will feature over twice the number of exhibitors as last year's event and a significantly expanded technical content, including an entire track 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.

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** and the **Critical Facilities Roundtable** are supporting sponsors 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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