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# Darnell Group

# NEWS

## Ericsson, National Semi and TI to Focus on Efficiency Improvements During the Plenary Session at Digital Power Europe

Corona, California, August 17, 2007 – The first annual Digital Power Europe conference (DPE '07) will feature a plenary session focused on the benefits that digital power techniques can bring by improving system and power converter performance. Patrick LeFevre with Ericsson Power Modules will predict the industry's near-term path, "From Digital Confusion to Digital Conversion." Marcus Zimnik with Texas Instruments will discuss "Digital Control Design Techniques to Optimize for Efficiency and Transient Response." Closing the session, Juha Pennanen, System Architect with National Semiconductor's Power Management Division will focus on "Digital Power and System Energy Management."

Emerging digital power technologies are poised to save millions of Euros in electricity consumption and will result in a corresponding reduction in green house 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 500,000 Euros 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.

This year's DPE will also feature a Roundtable Discussion titled: "Will Digital Power Ever be Adopted?" that's sure to be a highlight of this year's conference. General session topics will range from "Implementing Digital Control in Power Converters" to "System-Level Applications of Digital Power Management."

Building on the success of the Digital Power Forum, Darnell's Digital Power Europe is a European-specific, three-day conference that serves an international audience of decision makers who are interested in learning about and contributing to the latest practical advancements in digital power control techniques in electronics systems and power converters, along with digital energy management and power management in enterprise-level installations and related digital equipment. The content and structure of the forum is being guided by a predominantly European Advisory Committee, and will represent the specific interests and needs of European power converter makers and original equipment manufacturers.

Participants 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. Participants will also be able to see the latest components and development tools for practical digital power designs in the exhibition area.

Reflecting this broad scope of the conference, DPE '07 has an extensive Advisory Committee including representatives from Analog Devices, CamSemi, Emerson Network Power, Ericsson Power Modules, Infineon, Maxim, Microchip, NXP, Power-One, Powervation, Primarion, Sipex, STMicroelectronics, Texas Instruments, Tyco Power Systems, and the University of Limerick. **EDN Europe** is the official media sponsor for DPE '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 DPE '07 is available at: <http://dpfeurope.darnell.com/>

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