



For more information, contact:
Jeff Shepard, Publisher
jshepard@darnell.com
+1 (951) 279-6684
<http://www.PowerPulse.net>

Darnell Group

NEWS

When is 1.5 Million Greater Than 1.7 Million?

Corona, California, November 14, 2008 – When you compare *PowerPulse.Net* with major OEM electronics web sites, you’ll see that 1.5 is larger than 1.7. For the past 3 quarters, Darnell’s *PowerPulse.Net* has averaged over 1.5 million monthly page views. That compares with 1.7 million monthly page views for some major OEM web sites. You already know the difference – *PowerPulse.Net* is 100% power electronics, no dilution. The major OEM sites are less (far less) than 50% power electronics.

“The basis of our growth and success is simple,” observed Jeff Shepard, *PowerPulse.Net* Publisher and President of Darnell Group. “We are the only source of daily coverage of global power electronics news. Long before energy efficiency and green energy issues emerged, *PowerPulse.Net* was focused on the needs of the global power conversion community. We offer a dozen micro sites with specialized information, extensive video coverage of global developments in power electronics, and over 30,000 daily subscribers to our news services. *PowerPulse* has over twice the number of monthly power page views as the next-closest site.” Shepard continued.

In addition to coverage of key industry events such as the IEEE Applied Power Electronics Conference, PCIM Europe and the Digital Power Forum, *PowerPulse.Net* includes broad coverage of power-related events from the recent **Power Supply in Package and Power Supply on Chip Symposium** in Cork, Ireland, to the **Consumer Electronics Show** in Las Vegas in January. In most instances, *PowerPulse* offers exclusive video coverage of power news. With an average run time of about two-and-a-half minutes, these news items are filmed and edited to maximize visual impact and content.

“Our video coverage is extremely popular and has enabled us to turn *PowerPulse* readers into viewers. We offer almost 140 video news stories with a cumulative running time of about 7 hours,” Shepard observed. “Video coverage is another example of the innovation that *PowerPulse* brings to advertisers. It also enables advertisers who sponsor *PowerPulse* video coverage to re-purpose existing videos developed for trade show booths, corporate meetings and other uses and deliver a high-impact video message to a targeted and important audience,” he concluded.

PowerPulse.Net is as comprehensive as it is focused. Regular coverage includes 12 Power Micro Sites focused on: Automotive Power Electronics, Batteries and Portable Power Sources, Communications Power, Power Components (active and passive), Digital Power, Energy Efficiency, European Power News, Motion Control, Packaging and Cooling, Power Quality, Renewable Energy, and Switch-Mode Power Conversion. Additional Micro Sites are planned for 2009.

PowerPulse.Net is the Hub of the Power Electronics Industry on the World Wide Web. Updated every business day, *PowerPulse.Net* is the most timely, most comprehensive and most-read power electronics site on the Internet. Since the first of this year, *PowerPulse* has published over 100 exclusive news features and offers the only dedicated feed of European power news. *PowerPulse.Net* offers numerous unique reader resources including 12 micro-sites dedicated to specific specialties within power electronics. Readership has expanded significantly for the third year in a row, as a direct result of *PowerPulse.Net*’s in-depth global editorial coverage and an active subscriber-development program. In 2008, *PowerPulse.Net* averaged over 1.5 million monthly page views.

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

