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Darnell Group

NEWS

Digital Power Technology Reduces Power System Cost

Corona, California, September 10, 2009 –Challenges to the dominance of analog control techniques are real and growing. The impact of rapidly falling prices for digital power ICs is quantified in Darnell’s recently-released third-edition of “Digital Power Electronics: Worldwide Forecasts.” And it will be on display at the sixth-annual Digital Power Forum (DPF ’09).

This year will see the introduction of third-generation digital control technology, and DPF ’09 is the place you will see all the latest developments. The digital landscape will be recast this year. You will hear what your system engineering colleagues think about the promises of digital power at DPF ’09, September 21-23, in Santa Ana, California. DPF ’09 will help to “close the digital power divide” and bring focus and clarity to the current opportunities for the use of digital power control techniques and digital power and energy management.

“Darnell Group has tracked the cost of digital loop control ICs and the power converters that employ them for over five years. There remains a false perception that digital power is only for high-performance applications.” stated Jeff Shepard, President of Darnell Group. “Digital solutions have already become less costly than analog solutions in a majority of applications. That is a huge deal and will ensure the ultimate dominance by digital power technology,” he concluded.

At DPF, the topic, “Digital Power: Oil and Water or Dollars and Cents?” will be debated by engineers from Cisco, Ericsson, IBM, Intersil, Juniper and Power-One during the Round Table discussion. Darnell’s Digital Power Forum has expanded and includes extensive content on advanced components and materials for power conversion. With more speakers, DPF ’09 provides the broadest coverage of advanced power conversion for embedded system applications.

Another indication of the commercialization of digital power technology is the seminar on “Introduction to Microcontrollers” that will be presented at the close of DPF ’09 by Bob White. Microcontrollers and other programmable digital devices are becoming common in power supply design. Although not often used for the real time PWM loop, they are very useful for housekeeping, protection, data logging and communication. In server power supplies, using a microcontroller for functions like startup sequencing, over-temperature protection, and fan speed control can save 100 discrete parts. Aside from the material cost, this is a significant savings in manufacturing cost and a significant reduction in the calculated failure rate. This seminar will provide an introduction - a roadmap and translation guide to the world of microcontrollers and programmable devices.

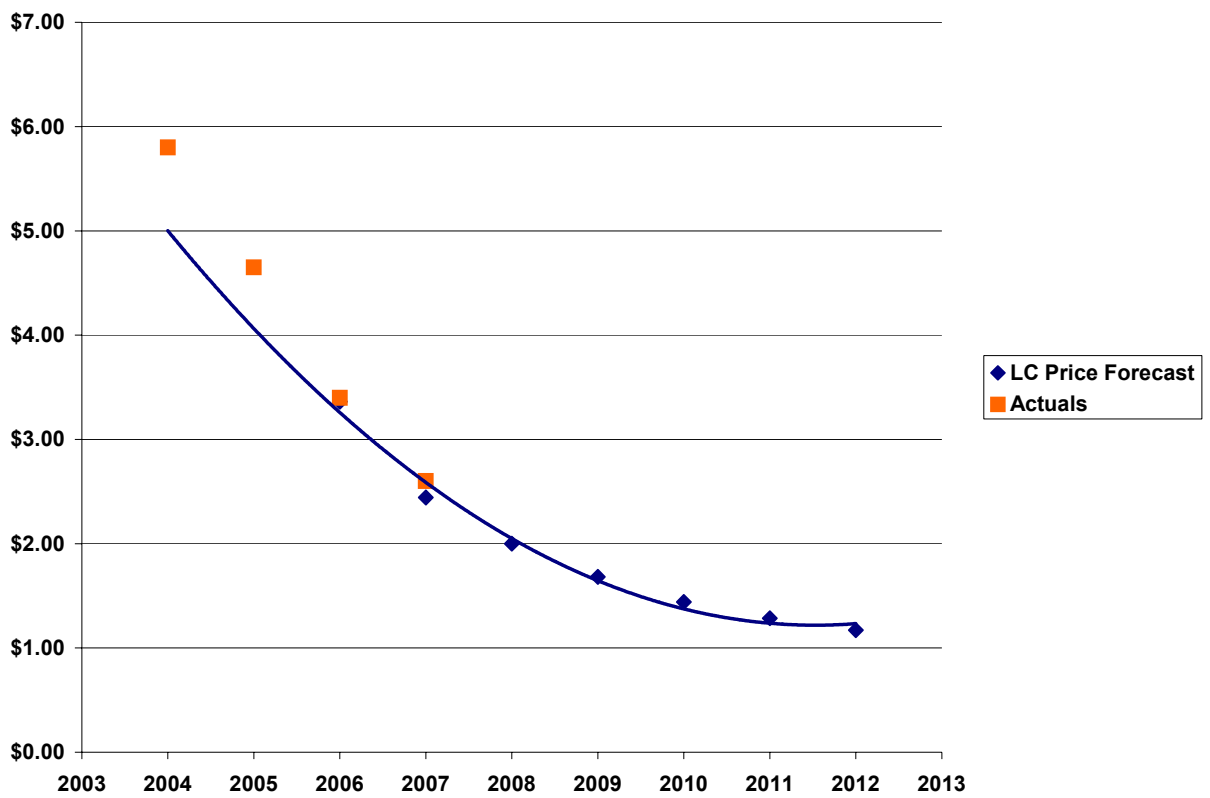
This focused three-day international conference will serve an audience of decision makers who are interested in learning about and contributing to the latest practical advancements related to the use of digital power control techniques in electronic systems and in power converters, and digital energy management and power management in electronic systems and facilities. For many designers, there remains a false perception that digital power is still an emerging technology. The fact is that digital power controllers have reached price parity in a growing number of applications, and digital power management techniques have reached a significant level of maturity and sophistication.

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 ’09 is available at: <http://digitalpower.darnell.com/>. Complete information on Darnell’s third-edition analysis of “Digital Power Electronics: Worldwide Forecasts” is available at:

http://www.darnell.com/store/index.php?cPath=2_24_33



Digital Power IC Pricing Trends



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