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Darnell Group

NEWS

Digital Power Asia Features Strong Technical Program

Corona, California, May 17, 2010 – Darnell’s Digital Power Asia conference will feature a strong technical program with significant participation from Asian engineers and researchers. The inaugural Digital Power Asia conference (DPA ’10) will be hosted in Taipei, Taiwan, June 14 & 15, 2010, at the Sheraton Taipei. Building on the success of the US-based Digital Power Forum and Darnell’s Digital Power Europe events, DPA ’10 is being jointly-organized by Darnell Group and Global Information, Inc. DPA ’10 will be an Asian-specific, two-day conference that will serve a pan-Asian audience of decision makers. Delegates at Digital Power Asia 2010 will hear about new components, new design techniques and design tools that will enable the use of digital power conversion and digital power management technologies in their next design.

Highlights from the plenary session at Darnell's Digital Power Asia will include:

- **Understanding the Cost-Benefit Tradeoffs When Applying Digital Power to High-Volume Computing Platforms**, Larry Spaziani, VP Business Development, CHiL Semiconductor
- **Green Transportation and Digital Power**, Steve Zuniga, Business Development, PowerPlaza
- **Digital Power Management in Power Hub Controller for Future Green Buildings**, Ying Lu, Yang Qiu and Ming Xu, FPS-Powerland
- **The Power Supply is Not HOT ..., it's COOL**, Rene Koch, Chief Engineer, Leader Electronics, Inc.

Additional session topics will include: Digital Power Applications, Designing with Digital Power, Digital Power Developments, and Advanced Components. DPA ’10 will also include a Round Table discussion of “Digital Power – What are the Missing Pieces to Ensure Adoption?” The conference will close with a 2-hour Special Presentation session on “Darnell's Latest Findings in the Areas of Digital Power, AC-DC Power, DC-DC Converters, LED Lighting, Evolving Power Architectures for Photovoltaic Systems, DC Building Power, and Emerging Trends in Vehicle Electrification,” by Jeff Shepard, President, Darnell Group, Inc.

The content and structure of the forum has been guided by a predominantly Asian Advisory Committee, and represents the specific interests and needs of Asian 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.

Digital power electronics holds the promise of improvements in performance and reduction in cost compared with today's primarily analog techniques. However, the replacement of analog control and power management with advanced digital techniques can introduce additional complexity to the design process. To fully appreciate the promises of digital control, it will be necessary for designers to employ new control models and new approaches to power system design and architectures. Significant challenges are ahead for companies eager to enter this market. The perceived complexity of "going digital" in comparison to using similar bandwidth analog components is a major hurdle companies have to surmount.

Advisory committee members represent Analog Devices, Bodo’s Power Systems, US EPA EnergySTAR, Ericsson Power Modules, European Union, Fairchild Semiconductor, Huawei, Infineon, Intel, Leader Electronics, Maxim, PMBus Organization, Powervation, STMicroelectronics and Texas Instruments.

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 DPA ’10 can be found at <http://dpfasia.darnell.com>.

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