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# Darnell Group

# NEWS

## Trends, Threats and Opportunities at Darnell's 2011 CTO Power Summit

Corona, California, February 11, 2011 – Expanding on last year's successful inaugural event, Darnell's 2011 CTO Power Summit, February 28 & March 1 near San Diego, California, will provide delegates with a broader program and more opportunities to obtain advanced information on future trends, threats and opportunities. Two Super Sessions will be held, one focusing on "Wireless Energy Transfer" and the second delving into the latest "Smart Grid Developments." Speakers at this year's CTO Power Summit will include representatives from Armstrong World Industries, California Institute for Energy & Environment, Electric Power Research Institute, EMerge Alliance, Fulton Innovation, Intel Energy Laboratories, National Electrical Manufacturers Association, National Renewable Energy Laboratory, Qualcomm, Wireless Power Consortium, WiTricity, and others.

"This is a unique opportunity for extensive one-on-one networking with CTOs from around the world. In just two days, sponsor-underwriters will be able to make contacts that would be difficult or impossible to make otherwise, even with a year of travel," stated Jeff Shepard, President of Darnell Group. "Our unique Super Sessions feature industry leaders making in-depth hour-long presentations, in contrast with the 20-minute overviews common at other technology conferences. Plus, all CTO delegates are our guests for the entire program, including ample opportunities for networking during meals together," Shepard concluded.

Sponsor-underwriters of this event will have unparalleled access to CTOs from the top power conversion equipment companies in the world. Darnell's CTO Power Summit will provide CTOs and technology and engineering executives at global power conversion equipment companies (including ac-dc power supplies, dc-dc converter modules, inverters, lighting ballasts, motor drives and uninterruptible power supplies) with a relaxed atmosphere to network with colleagues, learn new solutions from their peers both inside and outside the power electronics industry, hear the latest application and market trends, and leave with high-impact knowledge take-aways.

Keeping up with the latest technology trends and getting advance information for next-generation trends is important, but it is only a part of what CTOs will receive at Darnell's CTO Power Summit. Customers are demanding solutions to today's problems for today's designs. It is the CTO's task to have a clear view of technology trends and market needs beyond today's demands. A clear vision of medium- and longer-term market demand trends is critical. It enables CTOs to identify opportunities for enhancing product differentiation and keeping up with changing market conditions. Darnell's CTO Power Summit will address this diverse set of demands and provide the tools CTOs need to drive success into the future.

Darnell's Global CTO Power Summit is not a tradeshow or similar broad-based event open to everyone and anyone. Instead, it's an exclusive, invitation-only meeting where CTOs and similar senior technical/engineering executives including Vice Presidents of Research and Development, Vice Presidents of Engineering, Directors of Advanced Technology, along with manufacturers of electronic power conversion equipment, go to broaden their perspectives and share knowledge with their peers in a relaxed setting.

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 CTO Power Summit web site is at:

<http://CTOPowerSummit.darnell.com>.

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