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# Darnell Group

# NEWS

## Second-Annual Smart Grid Electronics Forum Program Announced

Corona, California, September 15, 2011 – The Plenary Session at the 2011 Smart Grid Electronics Forum will feature senior executives from **3eTI, Fairchild Semiconductor, FreeWave Technologies, Marvell Technology, Qualcomm Atheros, Redpine Signals, TDI Power, and Viridity Energy**. Plenary session topics will include; challenges of home area networks, using Wi-Fi embedded chipsets, optimization of smart grid communications, assimilating EV/PHEV power plants into the smart grid, increasing the functionality of photovoltaic generation with local energy storage, and more. To be co-hosted by Darnell Group and Hearst Electronics Group at the San Jose Convention Plaza hotel October 24 & 25, the 2011 Smart Grid Electronics Forum (SGEF '11) overall schedule includes sessions on Smart Meters & Energy Management, Communications & Security, Integrating Renewable Generation, Applications of DC Microgrids, Connecting Equipment to the Smart Grid, Industrial Applications, and more. In addition to a strong focus on today's "best practices," SGEF '11 will look forward toward next-generation design solutions for electronic equipment. This year's program is here: <http://smartgrid.darnell.com/schedule.php>

Delegates at SGEF '11 will have an opportunity to talk with presenters from a wide variety of companies and organizations including: 3eTI, Allegro Microsystems Europe, Clary Corp., Cryptography Research division of Rambus, Emerson Network Power, Fairchild Semiconductor, FreeWave Technologies, GE Energy, GE Smallworld, Green Energy Corp., Green Plug, Infineon Technologies, Marvell Technology, Phoenix Contact, PolyPlus Battery, Pulse Electronics, Qualcomm Atheros, Redpine Signals, Semitech, SMA Solar Technology, STMicroelectronics, TDI Power, TE Circuit Protection, Viridity Energy, and others.

"The Smart Grid Electronics Forum is the only conference on the Smart Grid to meet the specific needs and interests of electronic system design engineers. The focus will include the Smart Meter and extend through the building and into the end-use equipment," stated Jeff Shepard, president of Darnell Group. "We are excited about the breadth of practical leading-edging Smart Grid technology developments that will be presented at SGEF," Shepard concluded.

Delegates will include individuals interested in networking/embedded processing, circuit design requirements, communications standards and protocols, development and integration of smart appliances and loads, enabling demand side management, the integration of distributed generation resources, micro grids, power systems communications, power quality, instrumentation and monitoring, supporting plug-in hybrid vehicles, large-scale energy storage, advanced metering infrastructure, visualization technologies, real-time control methods, and so on.

**Fairchild Semiconductor** is the Platinum sponsor for this year's SGEF. **EMerge Alliance** is a supporting sponsor and Hearst **Electronic Products Magazine** and Darnell's **PowerPulse.net** are the media sponsors for this important event.

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 the first annual Smart Grid Electronics Forum is available at: <http://SmartGrid.Darnell.com>

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