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Darnell Group

NEWS

Mouser Becomes Marquee Sponsor of the Smart Grid Electronics Forum

Corona, California, October 10, 2011 – Mouser Electronics has become the exclusive Marquee Sponsor of this year’s Smart Grid Electronics Forum (SGEF ’11). SGEF ’11, to be hosted in San Jose, California, October 24 & 25, is an exciting event that focuses on “Plugging into the Smart Grid” for the successful development and deployment of smart-grid-enabled electronic systems. As the Marquee Sponsor for SGEF ’11, Mouser is providing the event’s WiFi Hot Spot for delegates, along with the luncheons, conference bag and several other items. SGEF ’11 will be co-hosted by Darnell Group and Hearst Electronics Group.

“We are happy to have a top design engineering resource provider such as Mouser as the exclusive Marquee Sponsor of the Smart Grid Electronics Forum,” stated Jeff Shepard, President of Darnell Group. “The leading-edge nature of Smart Grid electronics melds very well with Mouser’s business focus on delivering “What’s Next” to electronic design engineers and buyers across the globe.”

SGEF ’11 features an expanded schedule with sessions on **Smart Meters & Energy Measurement, Communications & Security, Integrating Dispersed Energy Resources, Applications and Case Studies, Home Automation Networks, 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. The program is here: <http://smartgrid.darnell.com/schedule.php>

The emerging Smart Grid will be the source of **the largest-ever opportunity for value-added for makers of ac-dc power supplies and similar types of electronic equipment**, according to the latest analysis by **Darnell Group**. To effectively connect and interact with the Smart Grid, electronic devices such as ac-dc power supplies will need to incorporate Energy Measurement, be able to Communicate that data and be able to Respond to commands. **Energy Measurement, Communications and Control provide the focus at SGEF ’11**. Registration is here: http://www.darnell.com/market/product_info.php?cPath=1&products_id=225

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, innovative semiconductor solutions for smart-grid connected electronics, 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.

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, etc.

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** and **SmartGridElectronics.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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