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Darnell Group

NEWS

ENERGY STAR “Rethinks” Server Efficiency Specifications

Corona, California, August 19, 2008 – The U.S. EPA ENERGY STAR Labeled Products program will publicly detail a second-generation power supply efficiency specification for servers and other data processing and communications equipment during Darnell’s Fifth-Annual Digital Power Forum. Activity is focused on measuring the actual power lost by the power supply in operation in the host equipment, not just efficiency measurements on a test bench. “Rethinking Power Supply Efficiency Specifications,” by Arthur Howard, with ENERGY STAR contractor ICF Consulting, will be given during the Monday Plenary Session.

“We’ve made some good additional headway on power supplies with the new version 2.0 specification,” stated Mr. Howard. “It has a lot of merit in dealing with some issues relative to quantifying overall efficiency for specific interactions between power supply efficiency and end-use product operation. It will be of interest to all delegates at this year’s Forum,” he asserted.

“Exclusive, leading-edge technical content, such as the Plenary paper by Mr. Howard, is the cornerstone of our success with the Digital Power Forum,” observed Jeff Shepard, President of Darnell Group. “The Digital Power Forum focuses on the latest practical, commercial developments in advanced power conversion technologies, not training sessions or rehashed application notes,” Mr. Shepard concluded.

DPF ’08 includes a dedicated track of papers focused on digital energy management and power management in enterprise-critical installations such as data centers and telecommunications installations, and related digital equipment. Two extended sessions related to system-level implementation of digital power management are being organized in cooperation with the PMBus™ Organization. The third parallel track of papers will cover various aspects of Advanced Components including advanced semiconductor devices, and thermal management. DPF ’08 will be held at the Hyatt Regency, San Francisco Airport on September 15 – 17.

In addition to Mr. Howard, speakers at the Plenary Sessions will represent: **Primarion, an Infineon Company, Zilker Labs, IBM IT Optimization Business Unit, Eltek/Valere, Dell Computer, EYP Mission Critical Facilities subsidiary of Hewlett-Packard,** and the **Electric Power Research Institute**. The U.S. EPA ENERGY STAR Labeled Products program is a supporting sponsor of DPF ’08.

DPF ’08 is organized by Darnell Group and **PowerPulse.Net**. 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 and anticipated future developments related to digital power management in electronic systems and the use of digital control techniques in power converters. Delegates 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. DPF ’08 will include exhibits, technical sessions, seminars, networking opportunities, and more.

Reflecting this broader scope and mainstream interest in digital power technologies, DPF ’08 has an expanded Advisory Committee including representatives from Analog Devices, Coldwatt, Embedded Microprocessor Benchmarking Consortium, Emerson Network Power, Energy Star, Ericsson Power Modules, Fairchild Semiconductor, IBM, Infineon Technologies, Intel, International Rectifier, Lineage Power, Maxim, Microchip, National Semiconductor, NXP, Power-One, Primarion, STMicroelectronics, Texas Instruments, and Zilker Labs. **Electronic Design** and **Power Electronics Technology** are the official media sponsors for DPF ’08. The **Institute for Data Center Professionals** and the **Critical Facilities Roundtable** are supporting sponsors for DPF ’08.

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 ’08 is available at: <http://digitalpower.darnell.com/>

