



For more information, contact:  
Jeff Shepard, President  
jshepard@darnell.com  
(951) 279-6684  
<http://digitalpower.darnell.com/>

# Darnell Group

# NEWS

## Major Expansion of Server and Data Center Power Solutions at the Fifth Annual Digital Power Forum

Corona, California, September 4, 2008 – Darnell’s fifth-annual Digital Power Forum (DPF ’08) will include extensive coverage of powering Critical Facilities such as data centers and telecommunications installations. The papers during the Plenary Session on Tuesday will include: ***The Green Data Center: More Than Social Responsibility: A Foundation for Growth, Economic Gain and Operating Stability***, Kevin Leahy, Director, Strategy and Marketing, **IT Optimization Business Unit, IBM**; ***Improved Energy Efficiency with Holistic Power Management***, Kevin L. Ravo, High Tech Industry Manager NA, **Underwriters Laboratories**; ***Next Generation Data Center: The Transformation Process is On!***, Kifir Godrich, Chief Technology Officer, **EYP Mission Critical Facilities subsidiary of Hewlett-Packard**; and ***New Technologies to Reduce Electricity Costs***, Brian Fortenbery, Program Manager, **EPRI Solutions**.

“Again in 2008, Darnell’s Digital Power Forum will bring together thought leaders and decision makers from all constituencies with interests in energy efficiency in critical facilities,” stated Jeff Shepard, President of Darnell Group. “Only a comprehensive solution will enable efficiency optimization. At the Digital Power Forum, delegates can meet key executives from across the power community from board-level solutions to building-scale energy management,” Mr. Shepard observed.

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. In addition to the speakers in the Plenary Session, the track of papers on **Mission Critical Facilities** will include representatives from **American Power Conversion, EDSA, Eltek/Valere, Embedded Microprocessor Benchmarking Consortium, Emerson Network Power, GE Energy, the Green Grid, Intel, US EPA ENERGY STAR program**, and more. 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, passive components and thermal management. DPF ’08 will be held at the Hyatt Regency, San Francisco Airport on Sept. 15 – 17.

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/>

**The World’s Power Electronics Specialist**

