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# Darnell Group

# NEWS

## Digital Power Technology to Reduce Green House Gas Emissions

Corona, California, July 10, 2006 – Emerging digital power technologies are poised to save millions of dollars in electricity consumption and will result in a corresponding reduction in green house gas emissions. “Enterprise-critical installations such as data centers can use up to 100 times the electricity of a typical office building on a square foot basis, with electric bills often exceeding \$1 million per month. This presents a significant opportunity for digital power conversion and energy management technologies to have an immediate impact increasing energy efficiency and dramatically reducing energy costs,” stated Jeff Shepard, President of Darnell Group.

The 2006 Digital Power Forum (DPF '06) will feature a significantly expanded technical content, including an entire afternoon devoted to system-level issues when implementing digital power management solutions. And DPF '06 is adding an entirely new second track of papers focused on digital energy management and power management in enterprise-critical installations and related digital equipment. The afternoon sessions related to system-level implementation of digital power management are being organized in cooperation with the PMBus™ Organization. The new track on digital energy management at the facilities level is being organized in cooperation with **Advanced Micro Devices (AMD) and the U.S. Environmental Protection Agency ENERGY STAR Program**. DPF '06 will be held at the Renaissance Dallas Richardson Hotel in Richardson, Texas on September 18-20. Speakers at the Plenary Session will include: Geoff Potter, VP Emerson Network Power, David Tam, VP, International Rectifier, Ron Van Dell, CEO, Primarion, and Dave Douglas, VP, Sun Microsystems.

This year's DPF will also feature a Roundtable Discussion titled: **“When Will the Switchover to Digital Power Take Place?”** In addition to the plenary, speakers in the general sessions will represent: AMD, American Power Conversion, Analog Devices, ANCIS, Artesyn Technologies, Astec Power, Commergy, Emerson Network Power, Enpirion, EPRI Solutions, Ericsson Power Modules, Hewlett-Packard, IBM, Intel, Liebert, Maxim Semiconductor, Microchip Technology, Pentadyne, Power Integrations, Power-One, Primarion, Silicon Laboratories, STMicroelectronics, Sun Microsystems, Texas Instruments, Transistor Devices, Zilker Labs, and others.

DPF '06 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 '06 will include exhibits, technical sessions, seminars, networking opportunities, and more.

Reflecting this broader scope, DPF '06 has an expanded Advisory Committee including representatives from AMD, Analog Devices, Artesyn, Astec, Coldwatt, Energy Star, Fairchild Semiconductor, IBM, Intel, International Rectifier, Power-One, Primarion, STMicroelectronics, SynQor, Texas Instruments, Tyco Electronics and Zilker Labs. EDN Magazine is the official media sponsor for DPF '06.

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 '06 is available at: <http://www.darnell.com/digitalpower/>

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