



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

# Darnell Group

# NEWS

## eWEEK Becomes Supporting Sponsor of the 2006 Digital Power Forum

Corona, California, August 25, 2006 – The 2006 Digital Power Forum (DPF '06) has added eWEEK as a supporting sponsor. With 400,100 subscribers, eWEEK (<http://www.ziffdavis.com/>) will provide DPF '06 with an increased reach into the enterprise computing community and will directly support the data center power and cooling track of papers that is premiering at this year's event.

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**. In addition to the new track of papers, this year's DPF will feature a Roundtable Discussion titled: **"When Will the Switchover to Digital Power Take Place?"** Panelists will include: Dan Artusi, Chairman & CEO, Coldwatt; Steve Bakota, Manager of Digital Power, Texas Instruments; Laurence McGarry, Marketing Manager, Analog Devices; Deepak Savadatti, VP, Primarion; Jim Templeton, Founder & VP, Zilker Labs; and Milan Jovanovic, VP Delta Products. Ramesh Misra, Sr. Analyst with C.E. Unterberg, Towbin will chair the Roundtable.

"We are excited that eWEEK has joined the long list of companies, organizations and publications that are actively sponsoring this year's Digital Power Forum," stated Jeff Shepard, President of Darnell Group. "Data center power and cooling is an important topic for many of eWEEK's readers. A typical data center can consume over \$1 million of electricity annually. As "The Enterprise Newsweekly," eWEEK reaches an increasingly important constituency for DPF '06."

Speakers at the Monday Plenary Session will include: Geoff Potter, VP Emerson Network Power; Thomas Macdonald, VP, Intel; David Tam, VP, International Rectifier; Ron Van Dell, CEO, Primarion; and Dave Douglas, VP, Sun Microsystems. Speakers at the Tuesday Plenary Session will include: Bruce Shaw, Director Worldwide Commercial and Enterprise Marketing, AMD; Andrew Nebbs, Principal, EYP Mission Critical Facilities; and Dave Heacock, VP, Texas Instruments.

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.

EDN Magazine is the official media sponsor for DPF '06. AMD, ENERGY STAR, PMBus Organization, Power-One, Primarion, ROAL Electronics and Texas Instruments are Platinum Sponsors of DPF '06, Emerson Network Power is a Gold Sponsor, and ColdWatt and International Rectifier are Silver Sponsors. Portable Design Magazine and the Institute for Data Center Professionals are also supporting sponsor for DPF '06.

DPF '06 will be held at the Renaissance Dallas Richardson Hotel in Richardson, Texas on September 18-20.

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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