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# Darnell Group

# NEWS

## Ericsson and IBM Join General Electric and PMBus™ as Sponsors of Darnell’s Power China

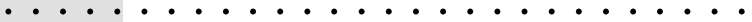
Corona, California, April 18, 2012 – Ericsson Power Modules and IBM Corp. have joined General Electric Corporate R&D and PMBus™ as sponsors of the first-annual Darnell’s Power China (DPC ’12), to be hosted in Shanghai, May 15-16. DPC ’12 is an exciting international event that focuses on “Solutions for Next-Generation Power Designs.” DPC ’12 is broadly focused on power management, energy efficiency, advanced components, energy storage, smart grid innovations and more. Speakers in the Plenary Session will represent **General Electric Research and Development, Texas Instruments, Ericsson Electronics Co. and Darnell Group.**  
<http://DPC.darnell.com>

“We are excited that major global corporations such as Ericsson, IBM and GE have seen the value-added in becoming active sponsors of the first-annual Darnell’s Power China event,” stated Jeff Shepard, President of Darnell Group. “Working with these additional sponsors and with PMBus, who was first to sponsor this event, will enable DPC to give delegates access to the latest practical developments in next-generation power conversion technologies,” Shepard concluded.

Plenary Session topics will include: “Development Status of Digital Power Implementations,” “GE Smart Grid Technology Portfolio Overview,” “Performance Improvement of Phase-Shifted Full-Bridge Converters by using Hybrid Digital Control,” and “Digital to Win.” DPC ’12 is broadly focused on power management, energy efficiency, advanced components, energy storage, smart grid innovations and more. The program includes extensive networking opportunities during a hosted lunch on both days. The content and structure of the forum has been guided by a predominantly Chinese Advisory Committee, and represents the specific interests and needs of Chinese power converter makers and original equipment manufacturers.

Building on the success of Darnell’s Power Forum ([www.dpf.darnell.com](http://www.dpf.darnell.com)), hosted annually for the past nine years, DPC will be a China-specific, two-day international event that serves the needs of an audience of power system designers, technology developers and decision makers who are interested in learning about and contributing to practical advancements related to the latest powering solutions. Some of the advanced technologies that will be presented at DPC ’12 will include: new digital controller ICs, SiC power transistors, high-voltage dc for data center applications, trends in microgrids, developments in power factor correction, electromagnetic compatibility, and more.

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. The DPC ’12 web site is at: <http://DPC.darnell.com>



***The World’s Power Electronics Specialist***