

## **Ericsson joins PMBus to contribute to digital power management platform**

**Ericsson Power Modules has signed the PMBus adopter agreement, becoming a full member of the Power Management Bus Implementers Forum. Already a member of the POLA and DOSA alliances – and the first company to be in both – this latest signing puts Ericsson Power Modules in a strong position to contribute to the development of a future, standardized digital power management platform that will benefit its customers both in the short and long term.**

Patrick Le Fèvre, Marketing Director of Ericsson Power Modules, says: “Over the last 22 years Ericsson Power Modules has been a herald of standards and a leader in product development and technology. The company’s membership to PMBus is a natural step in our strategy to contribute to our customers’ success by always offering the most suitable solution to power today’s and tomorrow’s applications.

“We are proud to become a PMBus member, joining forces and sharing ideas with other leading companies in the quest for a standardized digital power management platform.”

PMBus is an open-standard digital power management protocol that facilitates communication with a power converter or other device by fully defining the transport and physical interface, and the command language needed to accomplish this.

Under SMIF (System Management Interface Forum), the PMBus protocol initiative was created in October 2004 when Artesyn Technologies, Astec Power and six of the world’s top semiconductor manufacturers recognized that the lack of a suitable standard was inhibiting the adoption of an all-digital power management solution. With 19 of the power industry’s leading companies now on board, PMBus is rapidly gaining industry-wide acceptance.

Both the POLA and DOSA groups of power supply manufacturers have subsequently endorsed the standard, and most major power companies are now developing compliant products.

*Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.*

## **FOR FURTHER INFORMATION, PLEASE CONTACT**

Patrick Le Fèvre, Marketing Director  
Ericsson Power Modules AB  
Phone: +46-8-568 695 07  
Fax: +46-8-568 695 99

### **Reader Inquiry reference:**

Press Release Reference: E0075(A)

If printing an Internet address please use Power Modules homepage and/or phone number to our International sales office:

URL: [www.ericsson.com/powermodules](http://www.ericsson.com/powermodules)

Europe: +46-8-568 696 20

U.S.A.: +1-972-583 6910/5254

China: + 86-21-5990 3258

### **About Ericsson Power Modules**

Ericsson Power Modules is a supplier of world-class DC/DC power modules for distributed power architectures. With its global design, development, manufacturing and sales network, Ericsson Power Modules is a leading supplier of power solutions to meet the customer demand for high performance.

### **About PMBus**

Pioneered by leading power supply and semiconductor companies, the PMBus Protocol Initiative is a collaborative venture by industry leaders to establish the first truly open communications standard for the digital control of power systems. Implemented over the industry-standard SMBus serial interface, the PMBus protocol will facilitate the programming, control and real-time monitoring of compliant power conversion products.

<http://pmbus.info>

### **About the System Management Interface Forum (SMIF)**

The System Management Interface Forum (SMIF) supports the rapid advancement of an efficient and compatible technology base that promotes power management and systems technology implementations. The group's activities include: promoting global development of communications protocols; identification of appropriate applications; providing global educational services; promoting worldwide compatibility and interoperability; and identifying, selecting, augmenting as appropriate, and publishing specifications. The SMIF provides a membership path for any company or individual to be active participants in any or all of the various working groups established by the implementers' forums.