

## **Ericsson receives Chinese top 10 DC/DC award for its power modules for second time**

**Ericsson Power Modules' PKB-C module has received a top 10 DC/DC award from Electronic Products China magazine, reflecting the company's expertise and worldwide development coordination.**

The award recognizes those DC/DC products manufacturers who, through innovative features in new products, help the continuous development and improvement of power-supply technology for the industry. The award ceremony took place on September 12 in Beijing at the sixth annual Power Module Technology seminar and exhibition.

Ericsson Power Modules' PKB-C DC/DC converter – the only isolated DC/DC power module to be selected this year, with its industry-standard eighth-brick footprint – has considerably more output power than similar available products. This is an important benefit in applications where customers are looking for higher power in a smaller package than the traditional quarter-brick, or alternatively to obtain higher power in a standard eighth-brick format when upgrading boards to achieve higher performance levels.

The PKB-C's use of a secondary digital-monitoring circuit allows Ericsson Power Modules to offer control of an almost infinite number of customer output-circuit characteristics, such as latching, over-voltage protection (OVP), over-current protection (OCP) and over-temperature protection (OTP) – all without adding any extra components. Because this circuit can be programmed during manufacturing, it reduces time-to-customer when a tailor-made protection configuration is required.

Patrick Le Fèvre, Ericsson Power Modules' Marketing Director, said: "It is with great pride that Ericsson Power Modules receives this award for the second time. Behind the high performance of our new generation of eighth-brick DC/DC modules, the PKB-C is the result of intensive collaboration between our three design centers in Sweden and China, confirming the maturity of such way-of-working, already rewarded in 2005 for our PKJ-N. Naturally we derive strong encouragement from this award to develop our mutual collaboration further."

David Xie, Product Manager, Ericsson Power Modules, added: "The result of advanced research, PKB-C is designed to offer a very high efficiency level to minimize power consumption both at board and system level. Naturally, this confirms and strengthens Ericsson's ongoing objective as a clean company to reduce energy consumption and the effect of its products and operations on the environment."

The award reflects the maturity of Ericsson Power Modules in the Asia-Pacific region. This is contributing greatly to an increase in local support to customers in China, as well as international customers who are outsourcing parts of their projects and activities in the region.

*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**

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**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 customer demands for high performance.