

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

**Ericsson Power Modules' BMR453 series of digital DC/DC converters has received a top 10 DC/DC award from Electronic Products China magazine, reflecting the company's expertise and commitment to energy efficiency.**

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 18th in Beijing at the seventh annual Power Technology conference.

In an industry first, Ericsson's BMR453 series of DC/DC converters uses a digital control platform contained within the modules themselves. By integrating more into the control circuitry, the concept frees up real estate for greatly improving the power density, simultaneously offering unprecedented levels of control.

With 96 percent efficiency, the BMR453 offers up to 400W output power or up to 33A with  $\pm 2$  percent accuracy. At that level of accuracy, the best module commercially available offers just 300W output power. Ericsson's BMR453 offers 33 percent more power in the same package size.

Patrick Le Fèvre, Ericsson Power Modules Marketing Director, said: "It is with great pride that Ericsson Power Modules receives this award for the third time. It is also very satisfying to be recognized by the Chinese Power Community as a technology leader driving innovation in board mounted products that contribute to lower energy consumption, resulting in lower CO2 emissions."

Jianping Zheng, Head of Power Modules Sales and Marketing for the Market Region Asia Pacific added, "In a very competitive market, winning this prestigious award for the third time is not only a real honor for all of us, but a very encouraging sign of recognition to all of our employees working hard to develop such advanced products offering significant benefits to our customers and the environment."

Once again, 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.

### **Notes to editors:**

Ericsson's standard multimedia content is available at the broadcast room:

[www.ericsson.com/broadcast\\_room](http://www.ericsson.com/broadcast_room)

*Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 195 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.*

*Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm and NASDAQ stock exchanges.*

For more information, visit [www.ericsson.com](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi).

**FOR FURTHER INFORMATION, PLEASE CONTACT**

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**Reader Inquiry reference:**

News: EO106(A)

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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 the customer demand for high performance.