

Ericsson wins innovation award for its digital DC/DC converter

Ericsson Power Modules has received an award from EDN magazine for its BMR453 DC/DC converter. This is the fourth time this product has received an award, highlighting its high level of innovation in improving energy efficiency and unprecedented levels of control via a digital platform.

In an industry first, Ericsson's innovative 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 ± 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.

The annual EDN Innovation Awards honor outstanding engineering professionals and products. In the products section, the Innovation of the Year awards recognize unique, state-of-the-art electronics products in several categories. Ericsson Power Modules' BMR453 won the Power Supplies category. The award was presented to Ericsson at a ceremony held in San Jose, CA, USA on 30th March.

The awards carry special meaning because the winners are chosen by a jury comprised of their peers. First, EDN accepts nominations from the industry via its Web site. Next, working in panels organized by areas of expertise, EDN's technical editors select the most deserving nominees as finalists. Early in the new year, EDN publishes the names of the finalists and information about them both in print and on their web site. The magazine then invites its worldwide audience of engineers and engineering managers to vote using an online ballot. EDN uses a combination of these audience votes, balloting by the EDN Editorial Advisory Board, and voting by EDN's editorial staff to determine the ultimate winners.

"EDN editors evaluated hundreds of submissions to determine the products we would present to our readers as finalists in 26 categories for EDN's 19th Annual Innovation Awards," said Rick Nelson, EDN Editor-in-Chief, adding, "With its focus on combining high power and efficiency, the BMR453 series dc/dc converter was a strong contender, and readers and editors voted it the winner in the 'Power Supplies' category."

"It is very apt that Ericsson Power Modules has won an EDN Innovation Award for a product that is so innovative. It is also a strong sign that the digital power technology introduced by Ericsson is recognized worldwide as leading edge technology to power ICT applications," said Patrick Le Fèvre - Marketing and communication director at Ericsson Power Modules. "It is with great pride and recognition that we receive this award from EDN for a product that will contribute to reduce energy consumption, and at the end of the chain, CO₂ emissions."

The Innovation Award from EDN follows on from other awards made to Ericsson Power Modules from Electronic Products China and Electronic Products (US), Electronic Product Design (E-Legacy award for investment in the environment), and the top 10 DC/DC award from Electronic Products China magazine. Ericsson was also a finalist in the Electronics Weekly 'Elektra Awards' for 2008, an award that it won in 2007.

Notes to editors:

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

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 250 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 billion (SEK 209 billion) in 2008. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ

For more information, visit <http://www.ericsson.com> or www.ericsson.mobi.

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Reference: E0116(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.

About EDN

Known as the "Voice of the engineer," Waltham, MA-based EDN serves the vital information needs of design engineers and engineering managers worldwide. The EDN franchise includes EDN, EDN Europe, EDN Asia, EDN China, EDN Japan, and EDN.com.

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About EDN's 19th Annual Innovation Awards

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