



## PRESS RELEASE

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### **Artesyn Embedded Technologies Announces New Strategy for DC-DC Products**

**Carlsbad, Calif.** [24 February, 2014] — Artesyn Embedded Technologies, formerly Emerson Network Power's Embedded Computing & Power business, today outlined a new strategy to become the supplier of choice for board-mounted dc-dc power solutions. With a renewed focus on board-mounted products, the company is aiming to expand its share of the growing dc-dc converter market, estimated to be worth \$2.9 billion in 2013 (source: IHS\*). A refreshed product portfolio will address the growing demand for excellent dynamic load performance, high efficiency over a wide load range, and efficient thermal management with a lower cost of ownership.

Artesyn has a long history of developing innovative solutions for large OEM customers building telecom, computing and storage equipment. This experience and expertise will now be applied to regenerating the company's portfolio of dc-dc converters for OEMs and system integrators with diverse applications in a broad range of industries, including healthcare, test and measurement, instrumentation, and industrial equipment. New product ranges will be available through the company's [global channel network](#) or directly from Artesyn.

"We have brought together the best dc-dc technologies and the brightest minds from across the business to focus on this important customer area," said Mark Rice, vice president of marketing for Artesyn Embedded Technologies. "We're already powering thousands of applications around the globe and our new board-mounted power modules will continue to build Artesyn's reputation for products with outstanding performance, reliability and cost-effectiveness."

Artesyn's portfolio of dc-dc conversion products includes isolated dc-dc converters, covering industry-standard sixteenth to full-brick form factors and power ratings from 6 to 800 watts, and five application-optimized families of non-isolated dc-dc converters. The company also produces non-isolated memory power and voltage regulator modules (VRMs) for processors, as well as a series of special 300 V input high power dc-dc converters and power conditioning modules.

\* Source: The World Market for AC-DC & DC-DC Merchant Power Supplies – 2013 Edition, published June 2013 by IMS Research, now IHS.

### **About Artesyn Embedded Technologies**

Artesyn Embedded Technologies is a global leader in the design and manufacture of highly reliable power conversion and embedded computing solutions for a wide range of industries including communications, computing, medical, military, aerospace and industrial. For more than 40 years, customers have trusted Artesyn to help them accelerate time-to-market and reduce risk with cost-effective advanced network computing and power conversion solutions. Artesyn has over 20,000 employees worldwide across nine engineering centers of excellence, five world-class manufacturing facilities, and global sales and support offices.

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