



## Phihong USA Selects Power Integrations ICs in Design of Linear-Eliminator Adapters

**Cost-Effective, Compact Linear-Eliminator Charger/Adapters Now Available for Cellphones, Wireless Phones, MP3 Players and PDAs**

SAN JOSE, Calif.-October 31, 2006 -Phihong USA, the global leader in high-volume and environmentally compliant power supplies, and Power Integrations, Inc. (PI), the leader in high-voltage integrated circuits for power conversion, today announced that Phihong has selected PI's LinkSwitch<sup>®</sup>-LP family of integrated circuits with EcoSmart<sup>®</sup> technology in the design of its PLA family of linear-eliminator adapters. The PLA family addresses sub-12-watt applications such as cellphones and wireless phones, MP3 players and PDAs. Phihong PLA charger/adapters with PI's LinkSwitch-LP ICs easily meet worldwide regulatory standards for energy efficiency and deliver up to three watts of output power in a compact, cost-effective design.

"Using PI's LinkSwitch-LP has enabled us to design our PLA family of adapters with a the small footprint, no-load consumption of less than 0.3W at 230VAC and a low leakage current of 250uA. We plan to use PI ICs in the design of our 1-, 2- and 3-watt PLA family of linear replacement adapters," said Michael Mueller, vice-president of sales, Phihong USA.

"Energy-efficiency standards practically eliminate the use of linear-regulated external power supplies in key markets such as California, making it necessary for OEM suppliers to move to new power supply solutions in the immediate future," noted Doug Bailey, vice president of marketing, Power Integrations. "Phihong has addressed the needs of the OEMs with its new PLA family of adapters. These new adapters are CEC and ENERGY STAR compliant and offer OEMs a low-cost power supply solution for personal electronics."

### PLA Family of Adapters – Features, Pricing and Availability

Phihong PLA external charger/adapters provide single outputs from 3 V to 12 V, and outputs ranging from 1 to 3 watts in a significantly smaller package size than many linear power supplies. In addition, each model meets all voluntary and mandatory environmental regulations for no-load current drain and efficiency. The PLA series are priced from \$3.38 for most 1-watt models to \$3.98 for 3-watt models in quantities of 1000. They are available in sample quantities from Phihong distributors. For more information, including specifications, availability and white papers on the new governmental energy regulations see <http://www.phihongstarproducts.com>.

### LinkSwitch-LP – Features, Pricing and Availability

LinkSwitch-LP features a 700 V power MOSFET integrated with control and fault protection circuitry on a single silicon chip. The ICs operate across the universal input range of 85 to 265 VAC and achieve an extremely low no-load power consumption of less than 150 mW at 265 VAC. The simple ON/OFF control scheme of LinkSwitch-LP provides constant efficiency even at light loads, enabling easy compliance with recent efficiency standards. Complete documentation for the LinkSwitch-LP family, including clampless designs, can be found on the Power Integrations website at [www.powerint.com/linklpproduct.htm](http://www.powerint.com/linklpproduct.htm). The new product family is also supported by a reference design kit, the DAK-85, which includes a fully tested 6 V, 330 mA charger, an engineering test report and product samples.

### About Phihong USA

Phihong is one of the leading suppliers of OEM power solutions ranging from 1 to 500 watts. 2006 global sales of open and closed frame power supplies, adapters and Power-over-Ethernet products are expected to exceed \$450 million. Phihong has engineering and manufacturing facilities in North and South America, Taiwan and mainland China. For more information, visit <http://www.phihong.com>.

### About Power Integrations

Power Integrations, Inc. (Nasdaq: POWI), is the leading supplier of high-voltage analog integrated circuits used in power conversion. The company's breakthrough integrated-circuit technology enables compact, energy-efficient power supplies in a wide range of electronic products, in both AC-DC and DC-DC applications. The company's EcoSmart energy-efficiency technology, which dramatically reduces energy waste, has saved consumers and businesses around the world more than an estimated \$1.8 billion on their electricity bills since its introduction in 1998. For more information, visit the company's website at [www.powerint.com](http://www.powerint.com).

\*\*Click here to view [LinkSwitch-LP](#)