

# Power Integrations' New SENZero™ High-Voltage ICs Eliminate Sense Resistor Power Losses in Standby Mode

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Ideal for Ultra-Low Standby Power Supply Applications; Essential for Designs Targeting EuP Lots 6 and 7, and Similar Energy-Efficiency Standards

SAN JOSE, Calif., Aug 17, 2010 (BUSINESS WIRE) -- Power Integrations (Nasdaq:**POWI**), the leader in high-voltage integrated circuits for energy-efficient power conversion, today introduced **SENZero**, a family of ICs that disconnect sense resistors from high-voltage rails during standby or remote-off conditions. **SENZero** devices eliminate sense resistor power losses in standby mode and reduce total system power consumption, helping to meet the stringent demands of energy-conscious equipment makers and efficiency standards regulators.

**SENZero** enables high-voltage sense resistors or resistor dividers connected to the DC high-voltage rail in Power Factor Correction (PFC) and/or power conversion stages of a power supply to be disconnected during no-load or standby conditions to reduce power consumption. This allows functional blocks within the power supply to be shut down or disabled so that they do not draw power unnecessarily when the PSU is not in its full operation mode. When used in this manner for PC or TV power supplies, **SENZero** is able to shut down the main power while keeping standby power on. The device is also suitable in other high-power applications such as laser printers, appliances, servers and networking equipment, and any other power supply where no-load performance or standby consumption is tightly regulated.

Comments Edward Ong, product marketing manager at Power Integrations: "Energy-efficiency regulators are constantly challenging power supply engineers to comply with increasingly stringent efficiency requirements, such

as EuP Lots 6 and 7, and 80 PLUS(R). **SENZero** ICs - particularly when used in conjunction with Power Integrations' recently released **CAPZero**(TM) X capacitor discharge ICs - allow engineers to quickly adapt existing designs to reduce power consumption in standby mode and cost-effectively bring them into compliance with new regulations."

**SENZero** is available in two- and three-channel versions according to application requirements. For designs that require more than three disconnect channels, or for designs with layout or routing challenges, designers can use multiple **SENZero** ICs to meet their needs.

**SENZero** devices are available now in an SOIC-8 package at \$0.28 each for 10,000-piece quantities. Product features include integrated 650 V MOSFETs, high differential surge withstand, integrated gate drive and protection, and high SOURCE pin differential voltage withstand. Full technical details, including the product datasheet, design ideas, and introductory video, are available now on the Power Integrations website at [www.powerint.com/senzero](http://www.powerint.com/senzero).

## About Power Integrations

Power Integrations is the leading supplier of high-voltage integrated circuits used in energy-efficient power conversion. The company's innovative technology enables compact, energy-efficient power supplies in a wide range of electronic products, in AC-DC, DC-DC and LED lighting applications. Since its introduction in 1998, Power Integrations' EcoSmart(TM) energy-efficiency technology has saved an estimated \$4.2 billion of standby energy waste and prevented millions of tons of CO2 emissions. The company's **Green Room** web site provides a wealth of information about "energy vampires" and the issue of standby energy waste, along with a comprehensive guide to energy-efficiency standards around the world. Reflecting the environmental benefits of EcoSmart technology, Power Integrations is included in clean-technology stock indices sponsored by the **Cleantech Group** (Amex:CTIUS) and **Clean Edge** (Nasdaq:CELS). For more information, please visit [www.powerint.com](http://www.powerint.com).

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