

Power Integrations Cuts Standby Waste to Zero with LinkZero™-AX

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LinkZero-AX: Another Nail in the Coffin of the Energy Vampire

SAN JOSE, Calif., Oct 13, 2010 (BUSINESS WIRE) -- Power Integrations (Nasdaq:**POWI**), the leader in high-voltage integrated circuits for energy-efficient power conversion, today introduced **LinkZero-AX**, an integrated offline switching IC that enables designers to achieve 0.00 watts of standby energy consumption in auxiliary power supplies. Commonly used in such products as major appliances, TVs, and remotely-controlled electronic lighting ballasts, auxiliary power supplies continuously draw power as long as the product is plugged in, resulting in significant standby energy waste.

LinkZero-AX features an innovative power-down mode that effectively turns off the auxiliary power supply when the end product is idle. Power-down mode is triggered by a signal accessible to a microcontroller, completely shutting down switch-mode operation and internal switch control circuits, eliminating energy wasted by these unnecessary functions. While in power-down mode, the **LinkZero-AX** stays alive, allowing the IC to be awakened with a reset pulse or button press. The bypass pin on the **LinkZero-AX** IC can also provide up to 500 µA of current for use by any system control or sensing circuit.

LinkZero-AX provides designers with flexibility to build ultra-low standby power supplies without mechanical AC mains switches. When used in tandem with Power Integrations' **CAPZero™** X capacitor discharge IC and **SENZero™** sense resistor disconnect device, **LinkZero-AX** reduces standby power waste in high-power consumer products and appliances to as low as 4 mW, or effectively zero. (IEC 62301 Clause 4.5 classifies power usage of less than 5 mW as zero.)

Delivering the industry's lowest component count for standby power supplies, **LinkZero-AX** is a simple upgrade for

engineers targeting zero standby energy consumption. The IC allows appliance designs to easily exceed all global energy-efficiency regulations, including the European EcoDesign Directive and ENERGY STAR®.

Comments Silvestro Fimiani, product marketing manager at Power Integrations: "Power Integrations first delivered a stake in the heart to energy vampires with our **LinkSwitch™** ICs, the first cost-effective replacement for old-fashioned, energy-sucking linear transformers. Now we've put a nail in the coffin with **LinkZero-AX**, which eliminates the energy vampires lurking inside appliances, TVs, and other products that utilize low-power auxiliary power supplies. **LinkZero-AX** enables designers to achieve zero standby power consumption at the lowest system cost using the fewest parts. It is a simple solution to implement - in new designs or as a retrofit upgrade - and compliance with international efficiency regulations is assured."

LinkZero-AX devices are available now in an SO-8C package at \$0.35 each for 10,000-piece quantities. Full technical details, including the product datasheet, design ideas, and introductory video, are available now on the Power Integrations website at www.powerint.com/linkzero-ax.

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™ energy-efficiency technology has saved an estimated \$4.4 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.

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