Digital power consortium formed by CUI, Ericsson Power Modules and Murata

Architects of Modern Power (AMP) promises to advance power system technology and boost supply chain reliability for distributed power systems

TUALATIN, STOCKHOLM, KYOTO — October 14, 2014 — Three leading power supply manufacturers today announced the formation of a new power industry consortium, the Architects of Modern Power (AMP). The founding members are CUI, Ericsson Power Modules and Murata – all global players developing advanced power conversion technology for distributed power architectures.

The aim of the alliance is to create the most technically advanced, end-to-end distributed power solutions – a complete ecosystem of hardware, software and support. The advent of digital control in DC-DC converters and point-of-load regulators, driven initially by telecom and datacom companies experiencing a staggering rise in IP traffic and now proliferating into other industries, has made multi-sourcing of leading-edge power conversion products more difficult for customers. A level of software compatibility will be required in order to achieve a true multi-source solution, including compatibility of PMBus commands, proprietary controller commands, and configuration files. The AMP Group was formed to address this challenge.

The AMP Group's work will extend well beyond defining mechanical dimensions and product footprints for intelligent DC-DC power modules and AC-DC power supplies. The consortium's long-term strategic alliance will foster close collaboration between members to develop shared technology roadmaps.

The participating companies will establish common mechanical and electrical specifications for their products, standardization of monitoring, control and communications functions, and create common configuration files for plug-and-play interoperability between products from each firm. The end result will be a true multi-sourced, high efficiency power ecosystem with exceptional supply chain reliability through continuity of production.

Mohan Mankikar, President of Micro-Tech Consultants and a leading authority on the power supply industry, commented, "The AMP Group offers a higher level of collaborative effort for the development of advanced power solutions for the distributed power architecture, as it includes hardware, software and support compatibility among participants for a true multi-source business environment. In addition, it plans to collaborate on a shared long-term strategic technology roadmap, a proposition unique in the power supply industry."

The AMP Group will announce its first set of standards, for digital Point-of-Load regulators and advanced bus DC-DC converters, at the Electronica show in Munich, November 11-14th, 2014. For more information, visit www.ampgroup.com.

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About Architects of Modern Power

The AMP Group is a consortium of leading power companies collaborating to create a defacto industry standard for distributed power architecture designs by jointly defining and developing a roadmap of advanced power solutions. It comprises CUI Inc, Ericsson Power Modules and Murata Power Solutions. The consortium aims to define the future of power by providing a complete ecosystem for distributed power designs, offering the best technological solution as well as reducing supply chain risk.

About CUI

CUI Inc is a technology company focused on the development and distribution of electronic components. At the leading edge of power supply design, the organization supports customers as they strive to improve the energy efficiency and environmental credentials of their application. The company's power group is complemented by a portfolio of world-class board level components, consisting of interconnect, sound, motion control and thermal products. An unwavering commitment to create collaborative partnerships with customers and a drive to see that their design project is a success has been a hallmark of CUI's sustained growth since its founding in 1989. As a leader in the industry, CUI will continue to invest in the future through new technologies, talented employees, expanded manufacturing capabilities, and a growing global reach.

CUI Inc is a subsidiary of CUI Global, Inc., a publicly traded company whose common stock trades on the NASDAQ Exchange under the symbol CUI.

About Ericsson Power Modules

Ericsson is the driving force behind the Networked Society - a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, businesses and societies to fulfill their potential and create a more sustainable future.

Formed in the late seventies, Ericsson Power Modules is a division of Ericsson that primarily designs and manufactures board-mounted power solutions within a range of power from 1 W to 1000 W for use in information and communication technology applications in distributed power architectures. The products portfolio include DC-DC converters, intermediate and advanced bus converters, POL regulators, power interface modules, board power management supporting products and software. Every product design is the result of extensive research and development in power technology, broad application and system knowledge with a focus on design for environment and for manufacturing, as well as efficient logistics and global support. Ericsson Power Modules uses the latest technology and highest standards of quality and robustness for achieving the highest system performance. Ericsson, Power Modules division is headquartered in Stockholm, and has facilities in Sweden, China and USA.

About Murata
Murata Manufacturing Co., Ltd. is a worldwide leader in the design, manufacture and sale of ceramic-based passive electronic components & solutions, communication modules and power supply modules. Murata is committed to the development of advanced electronic materials and leading edge, multi-functional, high-density modules. The company has employees and manufacturing facilities throughout the world. For more information, visit Murata's website at www.murata.com