

Advanced Energy and SGEG Broaden Partnership to Collaborate on Inverter Development for Asian Markets

Jun 13, 2012 8:00 AM

Enhanced Partnership Positions Advanced Energy to Serve Emerging Markets, Provides SGEG With Enhanced Inverter Software and Product Testing Expertise

FORT COLLINS, Colo.--(BUSINESS WIRE)-- [Advanced Energy Industries, Inc.](#) (Nasdaq:AEIS) today announced it had expanded its strategic alliance with [Shanghai Guandong Electric Group](#) (SGEG). The partnership will combine SGEG's power electronic design, system control expertise, and low cost manufacturing methodology with Advanced Energy's (AE) product testing expertise and control software. The new inverter will deliver the best performance value to Asian customers, where SGEG will lead both companies to market, while providing AE Solar Energy with the opportunity to manufacture the new inverter for emerging markets outside of China.

"We have always sought to deliver the leading solar energy products to our customers," said Eric Cai, CEO at SGEG. "AE Solar Energy has been a stellar partner, providing a highly-reliable and cost-effective line of inverters. It was a simple choice for us to expand our partnership this way and tap into their expertise and experience around inverters, and we look forward to working closely with the AE Solar Energy team to continue to provide the highest-quality solar technology to our customers."

Per the agreement, AE Solar Energy will work with SGEG to implement low-voltage ride through (LVRT), maximum power point tracking (MPPT) and other high-level algorithms in SGEG's inverter line, to allow maximum project lifecycle returns. AE Solar Energy will be given the opportunity to market its software for inverters, and increase business in China, and expand throughout high-growth Asian markets, such as India, without having to leverage its ongoing investments there.

"We have been impressed with SGEG's ability to design a low cost high quality product for solar energy systems, and this expansion will allow us to tap into SGEG's knowledge of low cost design and sourcing," said Gordon Tredger, President of AE Solar Energy. "We are thrilled to continue this mutually beneficial relationship, and look forward to helping more solar project developers achieve a higher ROI on their installations."

AE's solar energy business delivers highly reliable inverters, complementary BoS products and robust O&M services that allow its customers to secure more solar projects and grow their business. AE Solar Energy enables utility scale, commercial and residential solar project stakeholders to offer system owners a lower LCOE and confidence their PV system will deliver on long-term production goals. With more than 30 years of leadership in delivering innovative energy solutions, combined with a legendary reputation for customer service, AE Solar Energy is a trusted partner to solar project developers, financiers and beneficiaries around the globe.

About Advanced Energy

Advanced Energy (Nasdaq:AEIS) is a global leader in reliable power conversion solutions used in thin-film plasma manufacturing and solar energy generation. Founded in 1981, Advanced Energy is headquartered in Fort Collins, Colorado with dedicated support and service locations around the world. For more information, go to www.advanced-energy.com.

About SGEG:

Founded in 1986 Shanghai Guandong Electric Group (SGEG) specializes in electrical distribution and control applications up to 40.5Kv. Its product ranges from medium and low voltage switchgear, transformer, motor control center, variable speed drives, active power filter vacuum and air circuit breaker, protection relays, smart meters, etc. Customers span from Power generation, Utility, Infrastructure, Petrochemical, Oil & Gas, industrial, commercial projects. SGEG is listed at Shanghai Stock exchange (stock code 601616).



AE Solar Energy

Jessi Lord, 541-323-4185

Marketing Communications Manager

jessica.lord@aei.com

or

Schwartz MSL

Jason Morris or Dan O'Mahony, 415-512-0770 (Media)

aerenewables@schwartzmsl.com

Source: Advanced Energy