








## Search Results for Google

## Sharing

-  [Digg](#)
-  [del.icio.us](#)
-  [Newsvine](#)
-  [Reddit](#)
-  [Google](#)
-  [Yahoo](#)
-  [Permalink](#)



December 14, 2007 08:00 AM Eastern Time 

## GreenPlug™ Invites Electronics Manufacturers to Preview First Digital Solution for an Environmentally-friendly DC Power Hub, at 2008 International CES

*Company to Spotlight Universal Power Protocol Chip*

2008 International CES

SAN RAMON, Calif.--([BUSINESS WIRE](#))--GreenPlug™, the first developer of digital technology enabling real-time collaboration between electronic devices and their power sources, today announced that it will preview the first environmentally-friendly DC power hub at the 2008 International CES, being held January 7-10 in Las Vegas. GreenPlug is arranging private showings of its new electronics component chip – called the GreenPlug™ Universal Power Protocol (UPP) – for consumer electronics, residential and commercial builders, automotive, aircraft, and power tool manufacturers at its hospitality suite, which will be located at the Platinum Hotel & Spa. Complementary limo pickup during the show from any Las Vegas location will be arranged for interested parties upon request. To request a meeting with green plug, please point your browser to [www.greenplug.us/ces2008.html](http://www.greenplug.us/ces2008.html)

GreenPlug will also be one of the featured companies at the Lunch@Piero's media event, scheduled for January 7-8. At the event, GreenPlug will discuss its leadership in the Alliance for Universal Power Supplies, an industry standards group working to develop a universal power interface for electronic products that use external power supplies. GreenPlug has joined consumer electronics manufacturers, federal and state government leaders, power utilities and non-governmental organizations in advocating for a more environmentally friendly solution.

A recent study of U.S. consumers by research firm Forrester Research revealed that 12 percent, or 25 million U.S. adults, are willing to spend more for gadgets that use less energy or employ environmentally conscious design. These "bright green" buyers represent the vanguard of an emerging consumer electronics segment that should be an attractive target for manufacturers and technology companies.

Due to a lack of standards and lack of government oversight, the average U.S. consumer is now burdened by dozens of device-specific external power

 [Print](#)  [Close Window](#)

supplies that work only with the client devices for which they were designed and packaged. GreenPlug's Chief Technical Officer Gus Pabon believes the time has come for a reusable, multi-port power supply that can provide a universal power interface for all electronic products. At 2008 International CES, Pabon will convey the benefit of his experience from 13 years driving Apple's state-of-the-art power systems for the iMac, the G5 PowerMac Tower Power Systems, and the iPod product lines.

GreenPlug is the first [green technology](#) company to apply digital communication to convert a universal power source to a device's specific power requirements. GreenPlug is the developer of GreenTalk™ - a secure, digital protocol for real-time communication between devices that require power and their power sources. Highly efficient, stylish DC power hubs enabled with GreenPlug's UPP chip are able to simultaneously power multiple devices, each with its own specific voltage and power requirements.

Advanced device monitoring, control and optimization features become possible with GreenPlug's GreenTalk two-way digital communications in place. Devices enabled with GreenTalk digitally communicate to power supplies to shut off when they no longer require power in standby or no-load mode. Moreover, consumers are empowered to configure power supplies to charge devices during off-peak hours to ease demand on the power grid during peak periods. GreenPlug technology minimizes solid waste by allowing consumers to keep their chargers for use with future devices after their current devices have become obsolete.

### **About GreenPlug**

[GreenPlug](#) is the first developer of digital technology enabling real-time collaboration between electronic devices and their power sources. The company's innovative green power components allow manufacturers to standardize on one universal power connector, exceed all current US and European governmental efficiency regulations, and eliminate environmental waste. Consumer electronics, residential and commercial builders, power tools and power supply manufacturers license GreenPlug's embeddable power supply technology to provide universal and safe connections, promote environmentally friendly reuse, make their products more affordable, and generate customer loyalty. GreenPlug, headquartered in San Ramon, Calif., is privately held.

### **Contacts**

Edge Communications, Inc.  
Ken Greenberg, 818-990-5001  
[ken@edgecommunicationsinc.com](mailto:ken@edgecommunicationsinc.com)



---

[Terms of Use](#) | [©2008 Business Wire](#)

---