

# Application Note

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C<sup>3</sup> = Cut Cost to Core™

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## OEM Power Conversion Opportunities

### Overview

Opportunities for power conversion products and assemblies are more numerous than most sales reps realize. While the traditional power supply industry is the mainstay for sales leads, many opportunities lie in areas that may not be obvious. Products are being manufactured to access power wherever it is needed and power is being produced by non-traditional sources, such as solar displays. This means that converting power and switching between AC and DC power sources is a growing market for Segue products and services.



### Segue's Solution

Segue has the custom components and experience building power conversion systems to cut your customer's costs while delivering a high quality system. Our expertise in both the design and manufacture of these systems will allow you to capture more sales for your territory. Segue has the **one stop** solution to your customer's growing needs.



As green energy **Solar/Photovoltaic** becomes more important, electronic conversion and control of solar panels become more prevalent. With both more companies jumping on the solar bandwagon, production of conversion and control units is growing.

### Applications

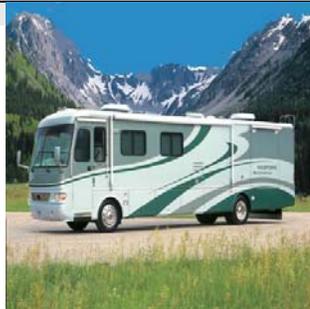


#### Other Alternative Energy

Converting alternative energy generated by other mechanism, such as photovoltaic, wind, kinetic energy requires well designed power control and conversion for AC power use.

#### RV

RVs are becoming more sophisticated with all the electronic amenities as baby boomers hit the highways. Not only are the on-board power conversion products more complex, RV owners carry along converters to keep AC equipment working while away from the power grid.



#### Boat

Like RVs, boaters are growing in their demand for AC power while underway and at the dock. As more boats use shore power, the demand for conversion products grow.



### Emergency Lighting

Emergency lighting companies need sophisticated charging and battery systems to get long life and lower cost.



No longer are products tied to AC power cords. Manufacturers are looking to have product run on both AC and batteries, creating a demand for more complex power conversion. Manufacturers are also designing battery backup into their designs to keep products running during AC power failures.

#### Battery Backup/Accessories