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**GPT Backgrounder**

**ABOUT GPT:**

Established in 2000, **Green Power Technologies Ltd. (GPT)** is a developer of "green" components and Integrated Circuits (ICs) for the power supply and power management industries. The Company develops a cutting edge line of products that will globally impact the way in which electronic equipment is designed, sized and priced.

GPT was founded by a group of entrepreneurs from Israel's Ben-Gurion University, and is currently staffed by some of the world's most capable power electronics researchers, as well as commercial staff with international hi-tech experience.

**THE CHALLENGE:**

As the industrial world becomes increasingly sensitive to the importance of environmental preservation, industry standards are being adopted globally and new environmentally friendly technologies and products are being developed.

The power supply and management market, with a global value of over USD 12.2 billion, is among the industries that are fundamentally affected by the trend of environmental awareness. Most electronic equipment, including computers, telecommunication equipment, heating and cooling systems, lighting and automobiles, etc., require an AC/DC power supply unit or other management device. While consuming power, these devices and appliances create environmentally unsafe conditions, manifested by power overloads, voltage distortions, noise, parasitic harmonics in the network and reciprocal interference in the system.

In addition to contributing to significant environmental problems, these devices often transmit poor electrical efficiency, thereby creating the need for larger generators, transformers and other distribution devices. These devices increase capital expenditures and operating costs that ultimately lead to an increase in cost to the end user.

In order to minimize the harm caused to the environment, and to maximize power usage efficiency, new standards for the industry have already become mandatory in Europe and Japan. Other countries around the world are at various stages along the road to acceptance of the standards. Unfortunately, these standards mean higher costs for manufacturers and electricity supply companies.

**THE SOLUTION:**

Aimed at addressing these environmental concerns and subsequently rising costs, **Green Power Technologies Ltd. (GPT)** has developed proprietary, plug-and-play power management products enabling manufacturers to offer simple, reliable, easily implemented and low cost solutions for the market. GPT's products are uniquely designed to meet the



highest international standards while reducing manpower requirements, shortening design time and, as a result, improving time-to-market.

**GPT** has both developed a patent-protected, proprietary technology that helps power electronics designers battle the complexity of Power Factor Correction (PFC) circuits, and is focused on developing solutions for additional applications of power management – including lighting, automotive and energy renewal.