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What Does The Future Hold For Green Power Technologies?

When Green Power Technologies (GPT) was founded in 2000, it had an aggressive goal of developing, producing and selling revolutionary, environmentally friendly power management products. The founders and investors believed there was a unique opportunity for this Israeli start-up to become a significant player in a market that included such well-known names as International Rectifier, ST Microelectronics, Infineon Technologies AG and Fairchild Semiconductor.

In spite of the current litigation proceedings with Infineon, GPT has continued to develop innovative product prototypes and build a smart business strategy for the future. Unfortunately, however, the current litigation has caused GPT great personal and financial cost. GPT has invested two million dollars in legal expenses and a draining of resources that should ideally be going to R&D efforts.

The good news is that GPT's shareholders continue to believe in the future of the company. This is evidenced by their committed support of GPT's strategic decision to aggressively pursue the claims against Infineon, and is reflected by recent investment injections.

There is reason for this optimism. The company's expectation is that, once the Infineon litigation is settled, there will be a major opportunity for GPT to restart the process of developing, producing and selling products that will transform the power management industry landscape.

The goal remains the same: Develop a full portfolio of power management products, addressing the power needs of lighting, automotive, semiconductor and other industries as well. The company will also pursue its strategy of hiring Israel's most talented engineers, marketers and salespeople, who will focus on building GPT's marketshare in the power management industry.

Currently, the company is finalizing development of a digital power management module prototype that promises to have an impact similar to – if not more than – the company's original active power factor correction product that is at the core of the Infineon dispute. GPT's CEO, Eitan Cohen, believes that the digital product should be commercially available within 9-12 months. GPT is currently considering the best market approach, and is already in discussions with two industry leaders for potential partnership agreements.

GPT has already proven its determination and intestinal fortitude. Given the opportunity to focus on the business, and by innovating and remaining positive, GPT can accomplish its goal of becoming a leading power management technology provider.