

UNIVERSAL ELECTRIC CORP. INTRODUCES DIRECT CURRENT (DC) SOLUTIONS TO PROVIDE DATA CENTERS MORE ENERGY SAVINGS AND RELIABILITY.

Universal Electric Corp. forms STARLINE DC SOLUTIONS Division and names directors with demonstrated expertise.

STARLINE DC Solutions is a 380 VDC Computer Infrastructure that yields 200% increase in reliability, energy savings up to 15%, capital expenditures reduction up to 16%, floor space reduction up to 33%, and operating expense decrease up to 35% as compared to conventional AC powering solutions. STARLINE DC Solutions offers direct current connection designed to power energy-efficient, eco-friendly data centers at significant cost savings.

STARLINE DC Solutions is designed to meet what has now become the global standard of 380 VDC. The 380 VDC standards are from the efforts of DC Power Partners which includes contributions from EPRI (Electric Power Research Institute) and Lawrence Berkeley National Laboratory.

Universal Electric Corp. of Canonsburg, PA (UEC, Pittsburgh) has created the new division to provide a complete, turn-key system for safe and reliable use of 380 VDC in data center applications. Universal Electric Corp., the leader in customizable AC and DC power distribution solutions, has been an industry innovator for more than 85 years. STARLINE DC Solutions is part of a natural progression to revolutionize electrical power distribution in data centers, industrial manufacturing facilities, retail chains and grocery stores worldwide.

To lead the effort in providing the significant financial and safety benefits of the divisions products, UEC named Tim Martinson as Director of STARLINE DC Solutions and David Geary, PE, as the division's Director of Engineering. Mr. Martinson brings over thirty years of industry sales and marketing experience, with the last seventeen years with global AC Power Quality Leader, Eaton Corp in their PowerChain Organization. Mr. Geary brings over twenty five years of data center engineering experience and is responsible for driving this initiative since 2004. He holds several patents related to this initiative. Most recently Mr. Geary was employed at Direct Power Technology, Inc. in College Park, MD.

For more information on how STARLINE DC Solutions can bring benefits to your application or to receive solution validation documents (Duke Energy data center in Charlotte, NC, by EPRI) please contact Mr. Martinson at tmartinson@uecorp.com.