



## FOR IMMEDIATE RELEASE

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## Universal Electric Corporation Completes First Phase of STARLINE DC Solutions Division

*STARLINE DC Solutions division directors complete mission and transition to a consulting company*

**CANONSBURG, Pa., January 6, 2015** – Universal Electric Corporation (UEC), a recognized leader in customizable power distribution systems, has completed the first phase of its new STARLINE DC Solutions division.

At the time of the division's creation in 2011, many of the components necessary to implement a 380V direct current (dc) system were not available. Today, STARLINE DC Solutions can provide a Chip2Grid registered and EMerge Alliance registered power delivery system from the UPS through the input to the computer. Efforts contributing to this milestone include being a key contributor to the EMerge Alliance standards and marketing committees, and leading the collaborative effort to create a 380V dc standard for data/telecom centers. Additionally, the division has assisted the Green Grid and SCTE organizations with evaluating the use of 380V dc for their members, and has authored and co-authored many white papers on the topic, including a comprehensive paper comparing ac and dc architectures.

The UEC dc system can now be seen at Steel ORCA, a colocation provider located in Monmouth, New Jersey. Steel ORCA is the first U.S. colocation data center offering a plug-and-play 380V dc solution to their customers.

Having completed their mission at UEC, division directors David Geary, PE and Tim Martinson have moved on to start a new company (dcFUSION, llc) to provide engineering and business consulting services to the direct current industry specializing in 380V dc integration with dc microgrids. Microgrids offer the promise of grid integration and off grid utilization of distributed generation.

"With the first phase of the project complete, and the STARLINE DC offering now being available, having Dave and Tim accessible for consultative and engineering work to the industry will further assist in the adoption of higher voltage dc implementations," said Mark Swift, director of marketing at UEC. "We are excited to be the first busway manufacturer that can offer a



complete 380V dc system and STARLINE DC Solutions will continue to evolve from a product offering perspective to meet the needs of our customers, demonstrating the benefits of direct current in data center and mission critical applications.”

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#### **About Universal Electric’s Starline DC Solutions**

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 380V dc 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. For more information please visit <http://www.uecorp.com/busway/StarlineDC/>

#### **About dcFUSION, llc**

dcFUSION, llc has been formed to further the evolution of direct current in data centers and commercial buildings by providing engineering and business services to industry. Founders Tim Martinson and David Geary, PE are actively creating collaborative teams able to deliver on the promise of direct current through dc micro-grids. DC Micro-grids bring the creation of electricity by technologies such as solar, wind, fuel cells, and micro turbines with energy storage and with power loads like data centers and commercial buildings. We envision the evolution of electricity will utilize both ac and dc in hybrid solutions and what is needed is an organization to lead the deployment of these technologies. dcFUSION is now leading this initiative. For more information visit <http://www.dcFUSION.net>