

## ADVANCED ENERGY CONVERSION STRENGTHENS MANAGEMENT TEAM



**Advanced Energy Conversion**  
*Putting Power to Work*

*McDaniel and Irish to Lead Launch of **ecoJoule™** Solar Inverter*

**MALTA, NY - December 21, 2006** – Advanced Energy Conversion, LLC (AEC) announced today that it has recently made several strides forward in its commercialization plans for its novel Photovoltaic (PV) Solar Inverter, called the **ecoJoule™**.

First, AEC has named J. Gary McDaniel as President and General Manager of its Products Division to lead the commercialization of its proprietary products and technologies, with an initial emphasis on bringing the **ecoJoule™** to market. He is charged with transitioning the operation from R&D/product development to final product design, manufacturing, and sales.

McDaniel has over 25 years of senior management and operations experience in early-stage companies, most recently as CEO of NanoEner, Inc., a company developing nanostructured materials for renewable energy applications.

McDaniel has a Bachelor's degree in Chemical Engineering Administration from the University of Delaware and an MBA from the Merrick School of Business at the University of Baltimore.

Second, AEC has named Rocco Irish as Operations Manager of its Products Division. Irish, a business leader with over 25 years of expertise in team building and business management, joins AEC to manage the completion of the **ecoJoule's™** technical design and its transition to manufacturing.

Rocco has managed commercial projects for a number of firms in New York State and, as a principal owner of an energy service company, gained first hand experience in the application and use of energy savings technologies. He is a veteran of the United States Marine Corps.

Dr. David Torrey, Chief Technology Officer of AEC, said, "The addition of Gary and Rocco to the AEC team will provide us with the experience and leadership we need to successfully commercialize our inverter technology over the coming months."

### **About the **ecoJoule™** Inverter**

Solar photovoltaic (PV) panels produce direct current (DC) that is not compatible with that of electric utilities and most electric equipment and appliances, etc., which use alternating current (AC). Therefore solar PV systems require an inverter to convert the DC flowing from the solar panel to usable AC. AEC's **ecoJoule™** is a low input voltage, series parallel, inverter that can deliver up to 2800W of electric power. Because of its innovative design, unique software configuration (patents pending), and low input voltage, the **ecoJoule™** offers distinctive benefits – including incremental system installation, superior productivity in shaded situations, battery

back-up, and utility interaction – not matched by any other inverters on the market, which are high input voltage, series string, inverters.

**About Advanced Energy Conversion**

Advanced Energy Conversion, LLC (AEC) is an engineering company with expertise in developing systems solutions using power electronics, embedded controls and mechatronics. Founded in 1997 by David Torrey, PhD and James Kokernak, PhD, AEC grew out of the electric power engineering program at Rensselaer Polytechnic Institute, Troy, NY. The focus at AEC is to find solutions to market-based problems by improving energy efficiency, reducing emissions, and increasing functionality.

Contact: J. Gary McDaniel  
(518) 289-8020 ext. 24  
[garymcdaniel@advancedenergyconversion.com](mailto:garymcdaniel@advancedenergyconversion.com)

Website: <http://www.advancedenergyconversion.com>