National Semiconductor CEO Brian Halla Discusses Role of Electronics in World's Initiatives to 'Go Green'

Oct. 29, 2009 - Brian L. Halla, chairman and CEO of National Semiconductor Corp., today addressed the role of electronics in creating more energy-efficient systems, optimizing renewable energy sources and enabling smarter energy storage systems. He delivered his comments in a keynote speech, "A World Racing to Be Green," at the Nikkei Green Device 2009 Forum in Yokohama, Japan.

Halla highlighted innovations showing promise to help the world consume less energy. He noted numerous technical breakthroughs, devices, systems and processes that enable systems to be more energy efficient such as LED lighting, which consumes far less energy than incandescent and fluorescent lighting, as well as electric and hybrid vehicles. He discussed innovations that help renewable energy sources, such as solar, extract more power through "smart panels" as well as National's award-winning SolarMagic™ power optimizer, which recoups lost energy in solar installations affected by real-world conditions. He also addressed effective techniques such as active cell balancing, which enhances energy storage in batteries, allowing them to be more efficient and last longer on a charge.

Halla noted products and areas where Japanese companies have long been a leader in innovation. Additionally, he underscored that companies all around the globe are focused on energy efficiency, continuing to innovate as they bring their unique products to market.

"It is clear that the world wants to be green, and the environment wants to be clean," said Halla. "Leadership in this area, whether companies or countries, is not just economic…it is about saving the planet."

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