

Press Release

New Power Electronics eCommerce Portal

Power electronics portal
Telephone hotline, forum, TechChat
Comprehensive information pool



Nuremberg, Germany, 09.09.2009 – www.sindopower.com, the B2B eCommerce Portal of SindoPower GmbH, a holding company of the SEMIKRON Group, went live on 01.09.2009. The unique feature of this portal is the comprehensive technological support service and information pool brought to users through a variety of media: technology chat room and forum, E-mail and telephone service. This provides users with personal online and telephone support in all matters relating to power electronics.

The SindoPower portal features an online shop containing a wide range of SEMIKRON products that can be delivered straight from the warehouse. Power electronic modules can be ordered directly from the online store at reasonable prices and even in small quantities. Product information such as graduated price ranges, availability, replacement time and custom duty information can be accessed directly at www.sindopower.com. In the "Knowledge Base" users can access a comprehensive information pool covering all areas related to power electronics. Besides help with registration and ordering, the portal also focuses on providing technological support. On the technology telephone hotline and in TechChat, power electronics experts are available to answer technological questions related to the different products. In the Community zone, users can communicate in the technology forum or access information in the power electronics info pool.

The SindoPower range boasts very good stock availability for IGBT modules, diode / thyristor modules, bridge rectifiers, CIB modules, as well as for discrete diodes and thyristors. Special types and modules of lower demand are available on request. Orders may also be split up online for delivery at different times to enable customers to benefit from scaled discounts.

"We are undertaking to meet the typical challenges that arise in relation to purchasing demands and inquiries," states Dr. Walter Demmelhuber, CEO of SindoPower. "The slogan 'Power electronics in the web' is not intended to simply reflect the presence of power electronics on the internet, but is also hoped to set new standards in B2B order procedures, access to information and user networking. We analyse the contents of customer inquiries regularly and put the answers to frequently asked questions online."

"SindoPower is the first portal in the field of power electronics to link eCommerce with technological consultation," comments Dirk Heidenreich, CEO of SEMIKRON. "This portal gives development engineers online access to an extensive pool of technological information and the opportunity to communicate with others in the technology forum, or even contact experts in the TechChat or on the telephone hotline."

SindoPower also offers a number of additional services, such as express shipping, fax order placement, electronic invoicing, online consignment tracking and connection to an EDI interface. In future, presentations and web seminars containing audio recordings on a variety of topics relating to power electronics will also be available.

To register, all users have to do is complete the online registration form. Products can be easily found, either using the full-text search option with name, number or product abbreviation, via the search by category feature or parameter search mask (search by current, voltage, topology and design) or by

performing a thermal simulation. The portal's target users are development engineers and buyers alike.

Photo 1: The first B2B eCommerce Portal in the field of power electronics to link eCommerce with technological consultation – www.sindopower.com

SindoPower:

SindoPower GmbH is based in Nuremberg and was founded in 2009. The company's focus is to sell power electronic products via an eCommerce platform and provide comprehensive information in the field of power electronics. SindoPower is a holding company of the SEMIKRON Group. Its product range includes IGBT modules, diode/thyristor modules, bridge rectifiers, CIB modules, discrete diodes and thyristors in soldered and screw design, or as disc or SMD components.

www.sindopower.com

SEMIKRON

Founded in 1951, Nuremberg-based Semikron is a family enterprise that employs 2500 people worldwide. Semikron comprises a global network of 35 companies that guarantees fast and competent on-site customer care. Semikron's product range includes semiconductor chips, discrete diodes/thyristors, power modules, customer-specific solutions and integrated power electronic systems.

www.semikron.com

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