



Press Release

SMA Australia Pty. Ltd.

## **SMA Australia proudly sponsors Clean Energy Week 2011**

### **Melbourne, 3 May 2011**

SMA Australia is a proud Platinum Sponsor of the inaugural 'Clean Energy Week' in Melbourne, set to be one of the most significant clean energy milestones in Australia's history.

Traditionally held separately, the Clean Energy Council (CEC) National Conference and the Appropriate Technology Retailers Association of Australia (ATRAA) Conference and Exhibition will be held under one roof. Running from May 2 to May 7, it is set to be the largest solar event ever held in the country and SMA Australia is delighted to be involved once again.

SMA's General Manager Zygmunt Nejman said that this event is always high on their industry events calendar. "This is the fourth year that we have been attending and supporting ATRAA," Mr. Nejman said. "It's incredible to be able to witness the growth of solar PV across Australia and SMA are proud to be on board as a Platinum Sponsor, progressing from our gold sponsorship the previous years. It's a fantastic opportunity for us to showcase our entire range of PV inverters, especially our newest products, and highlight our contribution and commitment to the industry."

SMA will unveil their largest ever custom-designed booth, spanning 54 square metres. There will be plenty to entice and inform, with the grid-connect three-phase SUNNY TRIPOWER, the SUNNY BOY HF high frequency transformer series as well as the off-grid inverters, SUNNY ISLAND 2012/2224, allowing conference delegates to explore the world's latest cutting-edge inverter technology.

The exhibition also serves as the launch pad for the new entry level SUNNY BOY 1600TL, a transformer-less inverter that promises quality and reliability helping to make the basic PV system efficient, reliable and affordable. SMA's latest product developments showcase easier installation and a reduction of overall system costs; two main objectives from the world's largest manufacturer of photovoltaic inverters.

Visitors to SMA's booth will be gripped by the interactive presentations with touch screen displays showing how to supply energy to remote regions and the SMA solution to powering Australian schools. Delegates will also have the opportunity to learn more about some of the many projects that SMA have been keenly involved with worldwide, including self-sufficient islands off the coast of England, schools in the South Pacific, factories in India, as well as

Australian installations, including the Adelaide Showgrounds, the Crowne Plaza in Alice Springs and the Sydney Theatre Company.

The SMA Service Team, consisting of qualified electrical engineers and masters of PV, will be on hand to answer any technical questions visitors may have. The SMA Solar Academy, SMA's training facility, will have a dedicated area to discuss any training needs and requirements that installers or salespeople may require.

Guest speaker Tobias Henne, Vice-President Product Manager of SMA Germany, will also be present to share his expertise and discuss the demands of the Australian market. He will also be speaking at Professional Development Day on Wednesday, May 4 at 2.40pm on "Safety, electrical design and operation of transformer-less inverters", a key topic at this year's event.

Clean Energy Week will bring together over 1,500 delegates from around Australia and the South Pacific region to hear the latest on clean energy policy, project financing and the development of clean energy technologies, as well as the challenges faced. SMA Australia will share their knowledge with the clean energy community, bringing thirty years of experience in systems technology, product innovation and ongoing investment into solar research and development to the forum.

SMA Australia will be showcasing their inverter product range at Clean Energy Week, Melbourne, from May 2nd to 7th, Bay 13-16, Booth 41.

Issued by SMA Australia Pty. Ltd.

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#### **About SMA Australia**

SMA Australia Pty. Ltd. is one of 17 world-wide subsidiaries of parent company SMA Solar Technology AG. SMA Australia supplies photovoltaic inverters to commercial and residential sectors, partnering with a large distribution network covering Australia, New Zealand and South Pacific Islands. SMA's local office is based in Sydney, allowing the Australian team to provide service, sales, marketing and technical support to the region. Prominent solar installations within Australia containing SMA solar inverters include the Sydney Theatre Company, Sydney Olympic Park, Crowne Plaza Alice Springs, Cockatoo Island in Sydney Harbour and The Adelaide Show grounds.

#### **About SMA Group**

The SMA Group generated sales of 1.9 million Euro in 2010 and is the worldwide market leader for photovoltaic inverters, a key component of all solar power plants. It is headquartered in Niestetal, near Kassel, Germany, and is represented on four continents by 17 foreign subsidiaries. The Group employs a staff of over 5,500 (incl. temporary employees). SMA's product portfolio includes the most comprehensive range of inverters on the market, offering a compatible inverter for every type of photovoltaic module and for all plant sizes. The product range covers both inverters for photovoltaic plants connected to the grid as well as inverters for off-grid systems. Since 2008, the Group's parent company SMA Solar Technology AG has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and also in the TecDAX index. In recent years, SMA has received numerous awards for its excellence as an employer.

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