



SMA Solar Technology AG—Press Release

All Energy 2019: SMA Powers Australia with Energy Systems for All Applications

Melbourne, October 22, 2019– At All Energy 2019 (Booth MM113 & N113), SMA Solar Technology AG (SMA) showcases SMA Energy Systems for home, business and large-scale applications featuring perfectly matched PV storage and digital solutions. Visitors will be introduced the 360° business support for installers and EPCs– from customer acquisition to service. With the 10 kW Sunny Tripower 10.0, SMA presents a powerful three-phase string inverter with the free and automatic shade management SMA ShadeFix, integrated in SMA Sunny Boy and Sunny Tripower inverters. Another Highlight: the new SMA Energy Storage-Business, a highly flexible battery-storage system for commercial and industrial applications. In the area of PV power plants, SMA introduces the new DC-coupling system for the direct storage of solar power in PV power plants featuring the powerful 1,500V DC Sunny Central UP inverter and the new SMA DC-DC converter.

“Australia has been one of the most important solar markets for SMA globally. We have seen the increasing demand on PV systems with more power, lower cost as well as easier installation and commissioning, based on which we have developed the SMA Energy Systems,” said Nick Morbach, executive vice president of SMA’s Home and Business Solutions business unit. “The intelligent SMA ShadeFix shade management, which is already integrated into SMA Sunny Boy and Sunny Tripower inverters requires no additional installations as with conventional power optimisers and guarantees highest yields. With SMA ShadeFix, the system responds effectively to shading and thus optimising the power of solar panels at its best.”

Visitors will have the opportunity to experience SMA 360-degree Business Support, from customer acquisition, system planning, installation and commissioning right through to service. The 360-degree Business Support not only focuses on Home and Business segments, but also benefits Large-Scale applications, where Engineering Services and Operation & Maintenance are included. In addition, SMA offers the exclusive SMA PowerUP area for their SMA PowerUP Partners and SMA Solar Academy trainings on the booth.

“All Energy event is the perfect opportunity for our local visitors in Australia to find out SMA’s latest PV system technology and comprehensive solutions for all applications. We are thrilled to showcase the latest innovation from German Engineering covering all the three market segments: Home, Business and Large-Scale,” said Michael Rutt, managing director of SMA Australia. “We also have a big team of German experts on site to answer any technical questions on SMA systems or services, as well as our team from China, Southeast Asia and Japan to provide



information on the sales process to ensure customers to enjoy the maximum solar yields with maximum return on investment by leveraging SMA's German engineering and global presence."

SMA has had a presence in Australia for over 20 years and offers solutions for centralised and decentralised PV power plants as well as for residential PV applications and PV hybrid projects. The local team consists of over 60 skilled engineering, sales, marketing and service staff to offer the best solutions for home, business and large-scale applications. Our experts provide support with planning and design, engineering and project management as well as installation and commissioning. SMA Australia has sales personnel across the country and a strong product distribution network with national coverage. SMA strives for improvement with regularly hosting customer training events, managing service requests and responding to technical enquiries.

You can find out all about SMA systems first-hand at All Energy 2019 at booth MM113 and N113.

Learn more about SMA: <https://www.sma-australia.com.au/>

Learn more about SMA ShadeFix: <https://www.sma-australia.com.au/shadefix.html>

About SMA

As a leading global specialist in photovoltaic system technology, the SMA Group is setting the standards today for the decentralized and renewable energy supply of tomorrow. SMA's portfolio contains a wide range of efficient PV inverters, holistic system solutions for PV systems of all power classes, intelligent energy management systems and battery-storage solutions as well as complete solutions for PV diesel hybrid applications. Digital energy services as well as extensive services up to and including operation and maintenance services for PV power plants round off SMA's range. SMA inverters with a total output of around 75 gigawatts have been installed in more than 190 countries worldwide. SMA's multi-award-winning technology is protected by more than 1,400 patents and utility models. 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 is listed in the SDAX index.

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