



SMA Solar Technology AG Press Release

Intelligent management for the entire system – SMA Solar Technology AG showcases their integrated energy management solution at Intersolar Europe 2012

Munich/Niestetal, May 7, 2012 – For SMA Solar Technology AG (SMA), this year’s Intersolar Europe trade show is all about innovative energy management solutions. SMA has custom-tailored its products to meet the future energy needs. Currently, the company is presenting a turnkey approach based on three central pillars: close cooperation with solar power professionals, intelligent management of all home electrical devices, and a new service concept for remote monitoring of the inverter. Perhaps the most interesting innovation is a PV inverter with an integrated storage function, which SMA is introducing to industry professionals for the first time at the Intersolar trade show.

SMA sets a new standard: intelligent energy management with integrated storage solution

“Our future energy needs require integrated and intelligent energy management. That is exactly what SMA already provides. We focused our strategy on this development right from the start,” says Roland Grebe, SMA’s Chief Technology Officer. The initial goal was intelligent management of the entire system at the household level. “With the Sunny Home Manager to optimize household consumption, the Sunny Portal combined with modern solar forecasting, and our new integrated storage device, SMA offers an energy management solution that is unique in the market.” However, the company has taken another significant step: “With direct access to professionals in the Sunny PRO Club and the Solar Academy, our tight-knit service network and remote monitoring, we definitely stand out from providers in the energy sector. In addition, we have set the bar high for potential rivals from the Far East, especially China,” says Roland Grebe about SMA’s strategy.

Innovative strength and an international presence in all segments

Another high point for SMA is the introduction of the brand-new Sunny Tripower that expands the company’s product line with a highly efficient, three-phase unit for the 5-kW to 9-kW power range. SMA will also showcase innovations for the industrial segment at Intersolar: an even more powerful Sunny Central Compact Power inverter, which provides reactive power even during the night, as well as various country-specific models developed to meet specific requirements in the growing US and Japanese markets. As the world’s leading manufacturer of inverters, SMA aims to highlight its innovative strength and underscore its mastery of strategically important elements such as grid services, system cost reduction, and internationalization. “We want to show our customers in the project business how cutting-edge SMA technologies make PV power plant projects around the world a safe and profitable investment. Over the system’s service life, that means higher yields, lower costs, and less risk,” explains Roland Grebe.

Visitors to **Intersolar** can learn more about SMA’s many innovations at the **SMA booth** in **Hall C3, Booth 210**.



About SMA

The SMA Group generated sales of €1.7 billion in 2011 and is the global market leader for solar inverters, a key component of all PV plants. It is headquartered in Niestetal, near Kassel, Germany, and is represented in 19 countries on four continents. The Group employs more than 5,500 people worldwide, plus a number of temporary employees that varies on a seasonal basis. SMA's broad product portfolio includes a compatible inverter for every type of module on the market and for all plant sizes. The product range includes both inverters for PV plants connected to the grid as well as inverters for off-grid systems. SMA can therefore provide an ideal inverter solution for all plant sizes and types. 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 excellence as an employer and in 2011 and 2012 achieved first place in the nationwide Great Place to Work® competition.

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