



Realizing the Promise of DC Technology Conference
"Energizing" Low-Income Communities
4th–5th October 2013, Prague, Czech Republic

Organized by:



PRESS RELEASE

World-renowned business and science experts to participate in a Prague conference on the usefulness of direct current for disadvantaged regions of the world as well as developed economies

- International network for support and development of DC technology to be established in the Czech capital
- The international conference is co-organized by the technological park Nupharo and the Business of Humanity® project of the University of Pittsburgh, Katz Graduate School of Business

Prague, 1st October 2013 – This Friday, Prague will become the center of the world of direct current (DC). Leading experts from business, science and public policy, mostly from the Europe, USA and India will attend the first international conference of a series called „Realizing the Promise of Direct Current Technology”. During this first meeting, they will strive to find the best ways by which DC can help people in low income parts of the world as well as revive economic growth in developed countries. Conference will be held jointly by Nupharo, an emerging technological park, and the University of Pittsburgh, Katz Graduate School of Business.

„We are proud to welcome the world-renowned experts to Prague to discuss the potential of DC for the future. In Nupharo, we believe it is necessary to create a global community of people from business, science and public policy to fully exploit this potential. This conference is just a first step in a longer journey, which includes also the completion of our technological park in the Ústí region next year,” said Jana Ryslinkova, board member of Nupharo, a.s.

„The expansion of the practical use of DC is inevitable,” says professor John C. Camillus from the University of Pittsburgh, and adds: “All electronic devices – computers, phones, TVs – rely on DC and must have converters to turn the AC in wall sockets into DC. Much energy is lost in this conversion. Implementation of DC would lead to great savings for consumers, benefit to the environment and significant growth of industry sectors.”

For more than 100 years, AC has been the worldwide standard for distribution of energy. However, a good number of scientists and engineers point to the advantages of DC these days. Most importantly, it is recognized for its higher efficiency and compatibility with local and renewable sources of energy. Users such as computer data centers which require large amounts of reliable energy are shifting to locally generated DC power. Regions with low income communities, with limited or virtually non-existing access to national electric power grids might be the first to benefit from the above- mentioned advantages of DC. Their experience will facilitate the implementation of DC power in more developed contexts.

The task of helping low income communities is going to be one of the main topics of the first event from the series of conferences focused on the use of DC. The participants in Prague Boscolo Hotel will also address the topic of possibilities that DC offers to developed economies by saving the estimated 30% of electricity costs. The delegates will seek to approach these long-term goals by their work in conference working groups. The groups will deal with topics such as the local generation of DC power, designing households



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powered by DC, strategies for bringing about the shift to DC, and the potential contribution of DC technologies for the economy and employment. The goal of the conference is to establish a global network of business (investors, producers), academic institutions and public representatives aiming at DC technology development. The conference is also expected to lead to swift implementation of demonstration projects in the United States, India, Netherlands and the Czech Republic.

The University of Pittsburgh is going to be represented by some of its elite professors, including John Delaney, the dean of Katz Business School, attracting also other experts from all over the world. "The University of Pittsburgh is a center for energy research. Also, the city of Pittsburgh has a history of innovation. It has a long history of partnership between the government, private industry, universities and philanthropic foundations that make it uniquely well suited to pioneer the use of DC in residential communities." said Bopaya Bidanda— Ernest E. Roth Professor and Chair of Industrial Engineering in Pitt's Swanson School of Engineering.

Nupharo Park is a co-organizer of the conference. Nupharo, whose campus is currently being built in the Ústí region in Northern Bohemia and due to be completed in 2014, is a technological park specialized in the transfer of direct current technology into production. Its facilities will be offered to both established companies and start-ups. Both the start-ups and investors are eligible for the EU grants (Operational Programme 'Enterprises and Innovations') to finance their business. The total amount of money available is 800 million euro (approximately 20 billion Czech crowns). Thanks to its unique concept, Nupharo Park has already attracted a good number of strategic partners, including companies like ABB, CISCO, E.ON, GE and PHILIPS.

University of Pittsburgh / Katz Graduate School of Business /Swanson School of Engineering

The University of Pittsburgh is one of the oldest and most prestigious universities in the United States. 35 thousand students enroll every year and the university is a key center of scientific research, encompassing more than 400 different study programs on 16 faculties. The graduates and professors of the University of Pittsburgh include not only the Pulitzer prize and Nobel prize laureates, but also the first scientists to synthesize insulin and develop a vaccine for polio.

Joseph M. Katz Graduate School of Business is one of the most important schools of the University of Pittsburgh. It is led by world-renowned, broadly-cited professors. Its representation in Prague provides programs of management education for the whole CEE region. Its Executive MBA Worldwide program, the highest rated program in the Czech Republic, aims at preparing experienced managers for the role of global leaders. It has been continually recognized as one of the top 100 programs of its kind globally. It also has the accreditation provided by the AACSB International, which is internationally recognized as the gold standard in the certification of business schools.

The Swanson School of Engineering at the University of Pittsburgh in Pittsburgh, Pennsylvania has a strong engineering legacy built on the traditions of Pittsburgh's industrial past and is recognized for its world-renowned faculty, outstanding students, and cutting-edge research. The University of Pittsburgh



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Center for Energy is one of the 4 research centers housed in the Swanson School of Engineering that is dedicated to improving energy technology development and energy sustainability. The center was created in 2008 to bring together energy innovators across a range of engineering and academic disciplines and to develop stronger collaborations with energy industry partners in Western Pennsylvania

Nupharo Park

Nupharo Park, a technological park and a campus currently under construction, will not only serve as a business incubator and an innovation centre, but also as a platform to create a community of the most competent experts from all over the world. The main goal of the project is to commercialize new ideas and innovation in smart energy technologies, focusing on DC. Nupharo provides not only rental space for companies, but its main service consists in supporting the new ideas with finance and consulting about the commercialization of technological achievements. The technological park, planned to be completed in 2014, will be located in the Ústí region on the highway D8, having thus the perfect position between Prague and Berlin and thus many other European cities. Among the most important partners of the project are ABB, CISCO, Phillips, E.ON, Dimension Data, DNV GL and others. The project is co-financed by the European Union through European Regional Development Fund, Operational Programme 'Enterprises and Innovations'. Besides partnerships with technological companies, Nupharo collaborates with various universities both from the Czech Republic and abroad, including the University of Pittsburgh, the Delft University of Technology, the Czech Technical University and others.

Business of Humanity®

The Business of Humanity® Project was founded by John Camillus and Bopaya Bidanda. Camillus is the Donald R. Beall Professor of Strategic Management in the Katz Graduate School of Business, University of Pittsburgh, and Bidanda is the Ernest E. Roth Professor and Chair of Industrial Engineering in the University of Pittsburgh's Swanson School of Engineering. They lead a multidisciplinary team of researchers in exploring a new frontier in capitalism. Pitt's Business of Humanity® Project draws upon actual case studies and business examples from Brazil, the Czech Republic, India, Russia, and the United States to create a model for optimal business and economic performance that includes benefits for workers, the community, the environment, and other stakeholders. The project probes what happens when firms incorporate concepts such as humaneness and humankind into their strategies for success. The Business of Humanity® Project offers a theoretical academic framework and a practical global business focus that build social responsibility into business models as a way of making greater and more sustainable profits.

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