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### ***Introduction***



APEC 2016 in Long Beach was a very successful event for the PMBus consortium. For those of you who were fortunate enough to attend, you hopefully noticed that PMBus was a Silver Level sponsor of the exhibition. PMBus also co-sponsored a folio notepad which was distributed to over 5000 attendees!

As for PMBus-related content, two presentations by member companies were given during the Industry Session *From the Board to the Data Center*, where the topic of Linux support was covered by Linear Tech’s Michael Jones and ZONE protocols were reviewed by Texas Instruments’ Travis Summerlin. Additionally, a Technical Seminar on 2-wire SMBus communications and AVSBus was conducted by Bob White of Embedded Power Labs.

The heightened visibility generated from our APEC activities has generated numerous inquiries from interested users and potential

new members for PMBus. As was mentioned in the previous newsletter, our mission is to promote PMBus for the good of our members and their businesses. To that end, we have already secured a booth at next year’s APEC 2017 convention in Tampa, Florida. Watch for more details in upcoming newsletters...

### ***Membership Updates***

Our membership count now stands at a total of 35, with several more companies in the process of evaluating joining PMBus. Myriad benefits of being a member of the PMBus consortium are available on our website at [www.pmbus.org](http://www.pmbus.org). For those of you who are considering membership, but are still trying to convince your financial controllers, we can put the cost into perspective. The annual membership fee of \$2700 (increasing to \$3000 in 2017) is about the cost of one ½ page print advertisement in an industry publication---now that’s a bargain!

We have recently prepared a *PMBus Overview* presentation to assist in our industry education. It includes information on the SMIF Special Interest Group (SIG), its organization, mission statement, target audience and working groups. While these details are sprinkled throughout various locations on our website, the overview presentation consolidates the facts into one concise, easy-to-view document which can be downloaded from the [Presentations](#) section of the website.

Please refer any persons who have questions about the PMBus organization to SMIF at



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[admin@smiforum.org](mailto:admin@smiforum.org), and we will respond in a timely fashion.

### Website Updates

One of the benefits of PMBus membership is the ability to display your company's compliant products on our website. To that end, over the last few months we have had tremendous participation from members' representatives in updating their product listing pages. New product updates are an important aspect as we are striving to keep the website dynamic, current and a one-stop-shop for "all things PMBus".

As of the end of May our members show a grand total of 174 compliant products and/or associated support items on the [www.pmbus.com/products](http://www.pmbus.com/products) listings! This represents more than a 70% increase from the end of 2015.

Okay---174 products. Not bad, huh? But...it's appropriate to share another interesting tidbit. Only 16 of our 35 members have products listed on our website. So we challenge the remaining 19 members to contact us to get your products listed on the website, as your potential customers are waiting. And remember, in addition to compliant products themselves, don't forget to include support material such as user guides, development kits, application notes, videos, etc.

Also, check out the "Featured Product" and graphics display function. For an example you can click on the product page for our newest member by clicking here on [Excelsys](#). All members are encouraged to

contact us if you would like to designate or add a Featured Product to your page. Please send your requests to [admin@simforum.org](mailto:admin@simforum.org).

### Promotional Activities

The first quarterly newsletter for Winter 2016 was a hit. It was sent to a mailing list of approximately 130 contacts in our database. The newsletter generated a substantial number of persons signing up to be future recipients. This quarter's edition is expected to be distributed to about 200 readers---an almost 50% increase!

In May we circulated a new Press Release for the ZONE Commands application note that was recently completed by the specifications working group. The Application Note is free and can be downloaded here from the *technical* section of the [pmbus.org](http://pmbus.org) website: "[AN001: Using the ZONE READ and ZONE WRITE Protocols](#)". The news article was picked up immediately by Darnell's *PowerPulse*, and should also appear in other publications over the coming weeks.

### Upcoming Events

The next face-to-face meeting of the **Specifications Working Group** will be held July 7-8 in Colorado Springs, CO. The main topic of discussion will be to define DC/DC application profiles (similar in nature to the AC/DC profiles that were released in April 2015). While the work will not be finalized during this meeting, the group's ultimate goal is to complete 2-3 DC/DC profiles.

If you are interested in joining the Working Group or have questions or inputs, please send an email to us at [techquestions@smiforum.org](mailto:techquestions@smiforum.org)

**Summer 2017 OEM Meeting.** The SMIF board is making progress in planning the next “invitation-only” meeting between our members and system OEMs. Thanks to everyone for your continuing inputs and suggestions.

The tentative timing is next summer in Dallas. It will be a 1-2-day meeting of representatives from PMBus members and system OEMs. Our goal is to engage today’s system implementer customers in order to confirm future direction and requirements; while also giving potential system implementer customers the opportunity to learn about benefits through tools and demo’s. More details will be provided in future newsletters.

### FAQ

The newsletter’s *Frequently Asked Question* section includes a selected question received over the last quarter.

**Question:** *What is required in order for a product to be in compliant with the PMBus specification?*

**Answer:** *Part I of the PMBus specification defines four distinct requirements for a device to be considered compliant to the PMBus specification.*

- 1. Meet all of the requirements of Part I of the PMBus specification. The purpose of this requirement is to assure that PMBus devices are interoperable at the interface level.*
- 2. Support at least one of the non-manufacturer specific commands given in Part II of the PMBus specification, The PMBus specification is intended to cover a wide*

*range of power converter types and applications. Except for this requirement, it would be possible for a manufacturer to develop a device that has only commands custom to that manufacturer. Requirement #2 is intended to encourage manufacturers to use more of the standard commands.*

*3. If a device accepts a PMBus command code, it must execute that function as described in Part II of the PMBus specification. This requirement is to assure interoperability of PMBus devices that use standard commands. For example, the basic command to set the output voltage is VOUT\_COMMAND. Part II of the specification describes this command including the acceptable formats for the data containing the value of the voltage. If a manufacturer developed a device that accepted the VOUT\_COMMAND, but specified their own formatting for the data, it would not be interoperable with any other manufacturer’s PMBus device. So requirement #3 assures the system engineer that the possible formats for the data are limited to the ones given in the PMBus specification.*

*4. If a device does not accept a given PMBus command code, it must respond as described in the Fault Management and Reporting section of Part II of the PMBus specification [A01]. This assures that a master or host device that is attempting to communicate with a slave PMBus device will be informed if a command was accepted.*

Have a question about the PMBus or SMBus specifications? The System Management Forum provides free support. Send your question to [techquestions@smiforum.org](mailto:techquestions@smiforum.org) and a PMBus or SMBus consultant will respond.

### Other Items

Please remember to use the TM symbol when referencing PMBus and AVSBus in data sheets, press releases or other written material. It does not have to be done for every occurrence, but should be included in any title or blurb and with the first usage in



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the main text for articles. The PMBus logo is a registered trademark of SMIF; versions for web postings and hi-res print can be downloaded from the [resources](#) section of the PMBus website. Since the specifications themselves are public and available for free to anyone, proper usage of the name and logo is important in order to retain our rights. Please encourage your company's marketing communications department to

collaborate with SMIF whenever there are publications or questions.

### **Contacts:**

Membership inquires: [admin@smiforum.org](mailto:admin@smiforum.org)

Tech help: [techquestions@smiforum.org](mailto:techquestions@smiforum.org)

General: [questions@smiforum.com](mailto:questions@smiforum.com)

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