

APEC Insights



Electrocube is just back from the Applied Power Electronics Conference (APEC) the only national tradeshow we participate in each year. Practicing power engineers gathered for cutting-edge courses, peer-reviewed technical paper presentations and a diverse tradeshow. We connected with current customers and generated new leads.

But what was our biggest takeaway from the show? *Hint: It has to do with the year [Don](#) and [Clays](#) shirts reference.*

We saw more college students than ever before at APEC. Most were born after 1985 the year Marty McFly and Doc Brown were introduced to us in the Back to the Future blockbuster that brought the flux capacitor to life. This influx of students is a positive sign. Why?

Digital grew out of analog. Our industry is an ever-present foundation from which the technology of the future grows. Its a necessary component of the next generations engineering education, and, therefore, a continuously vital industry. Without analog, digital is powerless.

The next generation of engineers looks for potential partners as collaborators part of a team, not simply order fulfillment.

- That's why Electrocubes engineering staff includes a primary systems designer, an R&D design engineer and a manufacturing engineer.
- We maintain connections with our neighbors at California Polytechnic University here in Pomona.

The power electronics industry is alive and well and is an essential part of future electronic system design. Its why we maintain an offering of thousands of [standard](#) and [made-to-order](#) components.

Did you know...it's a part of what we do.

Next year, were headed to APEC 2015 in North Carolina a positive sign of yet another growing hub for *Made in the USA* manufacturing. In the meantime, connect with us in coming weeks:

- April 30 to May 1 at the [Del Mar Electronics and Design Show](#) in San Diego, Booth #240
- May 5-8 at [EDS](#) in Las Vegas
- Anytime from anywhere in the world at electrocube.com



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Founded in 1961, [Electrocube](#) specializes in custom designs and the manufacture of film capacitors, RC Networks, EMI Filters and foil transformers for a wide range of applications in the aerospace, audio, elevator, heavy equipment industries and more.