



Case Study 2200

Uninterruptible Power Quality™ System Provides Power Quality and Battery Backup for Photography Equipment

The Customer

Glen Ricks, with 22 years of professional experience, operates out of his studio in Orem, Utah. Glen is a Master Photographer, Photographic Craftsman, and a Certified Professional Photographer (Professional Photographers of America). Glen has been active and held leadership positions in the Provo/Orem Chamber of Commerce, Rotary, and several local, state, and national trade organizations.

The Challenge

Glen Ricks enjoys much variety in his work. Glen accepted the contract to photograph Santa with his child visitors at a local mall for the Christmas season. There was, of course, potential for good profit in the project.

Glen had recently purchased a nice remote set-up – camera, flash, computer, monitor, two printers. Everything had been put together by professionals and checked out with the software he was using. He added a small UPS and thought he was all set.

But...when the job began, he had a big surprise. He spent the first week and a half fighting with his system when he wasn't taking pictures. Then he started making telephone calls. He called Kodak. He called my events software provider in San Diego. He called Nikon. He called the group who had put his system together and assured him everything was working cohesively and debugged. Still he was having problems.

Finally the Kodak trouble-shooter from Rochester, NY called. He had isolated the problem: power inconsistency.

Analysis

Glen had done a promotional shoot for Power Innovations a year before. As he talked with people in the company, he had been educated on power inconsistency, and he had been impressed with the company's solutions. In fact, he had acquired one of the smaller units, which he uses on critical equipment in his studio. Glen called Bob, the individual who had hired him for the Power Innovations job. "Bob, Kodak says I have a power inconsistency problem. What can I do so I can get back to work?"

The Solution

The Power Innovations Q-1000™ provides pure, continuous, uninterruptible power to this photographer's equipment. Glen had done a promotional shoot for Power Innovations a year before. As he talked with people in the company, he had been educated on power inconsistency, and he had been impressed with the company's solutions. In fact, he had acquired one of the smaller units, which he uses on critical equipment in his studio.

Glen's power problems were solved for the duration. He immediately purchased the machine and considers it a necessary part of his remote equipment, which he will not be without for any remote job.

Glen Ricks Photography

INDUSTRY SERVED

Photography

CHALLENGE

Sensitive camera equipment was not functioning correctly because of power inconsistencies.

SOLUTION

The Q-1000™ provides pure, continuous, uninterruptible power to this photographer's equipment.

The Photographer's Equipment

Kodak Digital Camera
Flash
MAC Computer
Monitor
2 Kodak Photo Printers
Professional Software
Cost: \$20,000 Plus

Power: The Critical Need

In the corporate world, as well as in the consumer community, predictable, pure electric power is a necessity. Current utility power is not reliable. Without clean, consistent power, today's technologies cannot function properly, and operations and service are compromised or cease. Fluctuations in power supply—spikes, dips, brownouts, noise, and frequency variations—can all lead to a crippling loss of data resources. The effects of these problems range from erratic operation through hardware damage to irreversible losses of mission-critical data and operations.

Competing Technology

In the past the number one issue in dealing with power was the backup of equipment in the event of power failure. The basis of typical UPS machines and generators on the market today is still backup power; however, hospitals need a new level of power generation and management tools that extend and enhance this most critical medical resource. Power Innovations' Uninterruptible Power Quality™ (UPQ™) systems address today's number one power issue—power quality. While UPQ systems efficiently handle power backup, they are also designed to accept the power that is available, regardless of quality, and then isolate, filter, and regulate that power to provide pure, clean, reliable power to connected equipment.

Power Innovations

Launched in 1997, Power Innovations has pioneered a revolutionary set of solutions to generate, store, and manage AC power. Power Innovations' mission is to provide and manage continuous high-quality power in conjunction with, or even independent of, utility services worldwide. Power Innovations is helping forward-thinking companies accomplish this goal through a new class of technology called Uninterruptible Power Quality (UPQ).

Today, Power Innovations' UPQ systems, coupled with its UPQnet-agent II™ IP management tools, assist organizations of every size in addressing the key issues surrounding power management. On its own, this is an area of tremendous need and opportunity that has Power Innovations poised for long-term success.

Power management is just one arm of Power Innovations' long-term strategy. The company is involved in the development of a spectrum of solutions for power storage. Ultimately, Power Innovations will premier revolutionary solutions for the generation of new power. Together, these three areas are the foundation of Power Innovations' long-term strategy.

Powering Life

Powering Miracles
Powering Peace of Mind
Powering Life's Connections
Powering the Human Spirit
Powering Freedom
Powering Innovation



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