



# NEWS

Further Information:  
585-538-4421

## *Is technology making life simpler?*

**CALEDONIA, NY (August 28, 2011)** In this day and age of technology we often wonder if all of these gadgets and devices actually make life easier or if they are polluting our precious time with more information, distractions, and more complexity than we need. If you take the time to ask yourself this question, you may find yourself and others frustrated with the constant barrage of emerging technologies.

This also holds true in our world of Industrial Battery Charging. At Applied Energy Solutions our goal is to provide the operators and managers, the proper and much needed information in a simple and accurate format. CEO of AES, Vern Fleming says "The question we always consider during development is; what is needed to make life easier?"

Applied Energy Solutions has been in the business of designing, developing, manufacturing, and selling Industrial Battery Chargers for over 30 years. Throughout these 30 years they have made it a point to perfect themselves in the area of charger applications. They have become experts with the knowledge to provide the best product for any fork lift or electrical vehicle charging application. The team prides themselves in the ability to show the clientele how to use the product which in turn simplifies the life of the leader, workers and the entire operation.

With a vast installed client base across North and South America of over one million units they are the industry leader because of the variety of products they provide and the depth of knowledge due to this large client base. This provides AES with constant information and feedback to use in the enhancement and development of their products.

-more-

Some of these advances and developments have been made prominent over time with the invention of Dv/Dt Di/Dt termination which is the method all manufactures use in charge termination today. AES also invented the Opportunity Charging process and platform. When this platform was invented, Opportunity Charging was strongly frowned upon in the material handling industry. Battery manufacturers were adamant against using it as it caused harm and damage to the batteries due to under and over charging.

Recognizing that the behavior of Opportunity Charging was not going to end in the facilities, AES decided to solve the problem from their end. By inventing a product that would treat the batteries properly, they can now prevent problems and allow the practice of Opportunity Charging. This then became the catalyst for the invention of the Quarter Horse Opportunity Charger which was the very first Opportunity Charger made in the industry. The control and type of charge profile eliminates any battery problems and additionally saves energy by eliminating over charging and full charging during peak demand times. Many other manufacturers have now followed suit with copies of the Opportunity Charger.

AES controls quality by manufacturing all of its products in the USA unlike their competitors. Simplicity and precision is the key. The controls on the chargers and operator interface are designed for ease of use and no information overload. The operators can see the gas gauge on the front panel indicating how full the battery is in the fork lift. They can also see the time remaining until full charge will be reached. The chargers are also preset at the factory for time zone, block out, full re-charge, and equalization to further simplify any set up.

Let AES show you how to do it the easy way and not over load you with information that you really don't need. Fleming quotes "Our name says it all, we **Apply Energy** to various products and provide **Solutions**" which simplifies life and creates a successful material handling environment for the consumer.

(For more information on applications or products, see the application guide at [www.appliedenergysolutions.com](http://www.appliedenergysolutions.com) )