



Press Release

SMA America and SMA Canada

Solar Leader Gives Industry Professionals the Inside Advantage with New Program, SMA Advance

Free Program Provides Unparalleled Access to SMA Information and Resources

ROCKLIN, Calif., Sept. 16, 2013—SMA has launched a new, free program that will help solar professionals stay informed and competitive in a constantly evolving industry. [SMA Advance](http://www.SMA-Advance.com) is a membership-based program that offers advanced product information, technical training, exclusive events, and more. Solar professionals can join by visiting www.SMA-Advance.com.



SMA Advance gives solar professionals behind-the-scenes access

Photo courtesy of SMA America and SMA Canada

“As the world leader in solar inverter technology and manufacturing, SMA values innovation, education and community,” said Ciara Wakefield, manager of customer marketing for [SMA America](http://www.SMA-America.com) and [SMA Canada](http://www.SMA-Canada.com). “SMA Advance embodies these values by offering behind-the-scenes news and information, as well as training opportunities, that help solar professionals stay ahead of the curve.”

Once registered for SMA Advance, members can define their primary area of focus: residential, commercial or off-grid/hybrid. Their landing pages will then be tailored with the latest news and information pertaining to this selection. Here, members can access a comprehensive library of resources regarding SMA products and services, and connect with a network of solar professionals and SMA experts through the online member forum. Members can also log into the SMA Print Portal, where they can order marketing materials such as data sheets, brochures and product guides.

Also available on SMA-Advance.com will be advanced product information and updates, technical training opportunities available through the [SMA Solar Academy](http://www.SMA-Solar-Academy.com), and details about exclusive member events. All of this information will be available in the members-only SMA Insider newsletter.

As an added benefit, SMA Advance members will also be included in advance product launches and field testing opportunities.

Solar professionals can learn more by visiting www.SMA-Advance.com and can become members by clicking "[Join Now.](#)"

About SMA

The SMA Group generated sales of €1.5 billion in 2012 and is the global market leader for solar inverters, a key component of all PV plants and, as an energy management group, offers innovative key technologies for future power supply structures. It is headquartered in Niestetal, near Kassel, Germany, and is represented internationally in 21 countries. The Group employs more than 5,000 people worldwide. SMA's broad product portfolio includes a compatible inverter for every type of module on the market and for all plant sizes. The product range includes both inverters for photovoltaic plants connected to the grid as well as inverters for off-grid systems. SMA is therefore able to provide ideal technical inverter solutions for all plant sizes and types. Since 2008, the Group's parent company, SMA Solar Technology AG, has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and also in the TecDAX index. In recent years, SMA has received numerous awards for excellence as an employer and achieved first place in the nationwide "Great Place to Work®" competition in 2011 and 2012. www.SMA-America.com/www.SMA-Canada.ca

Media Contacts:

Tiffany Scalone • Tiffany.Scalone-ic@SMA-America.com

Brad Dore • Brad.Dore@SMA-America.com

SMA America • 916 625 0870

SMA Canada • 877 506 1756

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