

## TRANSFORMERS MAGAZINE

ISSN 1849-3319 (Print) ISSN 1849-7268 (Digital)

## EDITORIAL BOARD

## Editor-in-Chief:

Mladen Banovic, PhD, Merit Services Int., Croatia  
mladen.banovic@transformers-magazine.com

## EXECUTIVE EDITORS

Michel Duval, PhD, Hydro Quebec, Canada  
Jean Sanchez, PhD, EDF, France  
Michael Krüger, PhD, OMICRON electronics, Austria  
Jin Sim, Jin Sim & Associates, Inc., USA  
Juliano Montanha, SIEMENS, Brazil  
Craig Adams, TRAFIX, Australia  
Arne Petersen, Consulting engineer, Australia  
Zhao Yongzhi, Shandong Electrical Engineering & Equipment Group Co., Ltd, China  
Barry M. Mirzaei, LargePowerTransformers Inc., Canada

## EDITORS

Daosheng Liu, Jiangxi University of Science and Technology, China  
Mislav Trbusic, University of Maribor, Slovenia  
Dr. Mohammad Yazdani-Asrami, University of Strathclyde, United Kingdom  
Dr. Shuhong Wang, Xi'an Jiaotong University, China

## ASSISTANT EDITOR

Pedro Henrique Aquino Barra, MSc,  
EESC/USP – University of São Paulo, Brazil

Art Director: Momir Blazek  
Photo: Shutterstock.com  
Front page image: Aurtra  
Language Editor: Lidija Kasik

## ADVERTISING AND SUBSCRIPTION

Ante Prlic  
+44 20 373 474 69  
ante.prlic@merit-media.com

## TRANSFORMERS MAGAZINE

Transformers Magazine is published quarterly by Merit Media Int. d.o.o., Setaliste 150. brigade 10, 10 090 Zagreb, Croatia. Published articles do not represent official position of Merit Media Int. d.o.o. Merit Media Int. d.o.o. is not responsible for the content. The responsibility for articles rests upon the authors, and the responsibility for ads rests upon advertisers. Manuscripts, photos and other submitted documents are not returned.

## Subscription rates:

Print edition: \$115 (1 year, 4 issues)

Digital edition: \$54 (1 year, 4 issues)

Online edition - full access: \$19 (1 year, 4 issues)

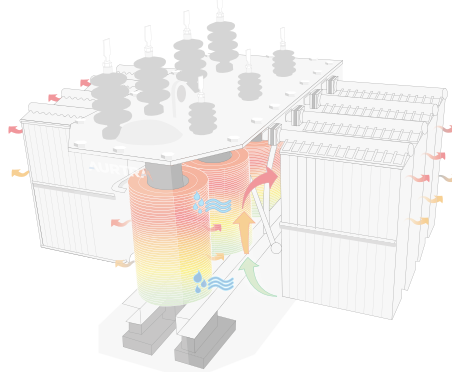
Online edition - free access: free of charge for registered users

www.transformers-magazine.com

## REPRINT

Libraries are permitted to photocopy for the private use of patrons. Abstracting is permitted with credit to the source. A per-copy fee must be paid to the Publisher, contact Subscription. For other copying or republication permissions, contact Subscription. All rights reserved.

Publisher: Merit Media Int. d.o.o.  
Setaliste 150. brigade 10,  
10 090 Zagreb, Croatia  
Contact: +385 1 7899 507  
Contact: +44 20 373 474 69 UK  
VAT number: HR09122628912  
www.transformers-magazine.com  
Bank name: Zagrebacka banka  
Bank identifier code: ZABHR2X  
Bank IBAN: HR8023600001102375121  
Director: Ana Jelcic



## Dear Readers,

While writing this message nearing the end of 2020, I think back of the previous years in Transformers Magazine, when we frequently wrote of the market dynamics, upcoming changes, their impacts and risks for which we all needed to prepare ourselves, as well as of the best ways to get prepared for those changes and risks. First and foremost, we emphasized the importance of innovation and market communication.

Even so, only a year ago, it was very hard to imagine all the changes that have happened in the meantime. Those changes, to which we and our associates have often pointed out, could have easily caught us off-balance. Luckily, we started developing our innovation, by which I primarily mean Transformers Academy as well as other solutions, early enough to be prepared at the crucial moment not only to face our own challenges but also to respond to the challenges that our associates and customers have faced. The thing we always like to point out is that a great majority of these solutions has come to life with the support of our associates and key customers and much of the credit for everything we do goes to them.

If I had to sum up our most important results, I would first have to mention the launching and positioning of Transformers Academy as an outstanding e-learning and digital cooperation platform within our niche. In only a couple of months it hosted around 30 top quality sessions and we have recorded more than 7,300 registrations. A number of new high-quality programmes and some completely new opportunities are already being prepared.

We have had equally valuable achievements with our magazine, having published around 80 articles of exceptional quality, as well as an abundance of other material. The number of followers on our social networks

has increased by about 25 %, the number of website visitors by approximately 30 %, average visit duration has increased by over 30 %, the number of newsletter subscribers by about 50 %, the number of page sessions by around 90 %, etc.

These growth rates were difficult to imagine a year ago and they have been the best indicator of how Transformers Magazine, Transformers Academy and Transformers Forum have jointly allowed for a unique synergy of innovation and market communication applicable to basically all company profiles on our market. These growth rates also play a significant role in reference to the materials that we publish, for they guarantee excellent visibility and a global reach. More importantly, the high ranking of our platforms has contributed to the high ranking of the material we publish, because they reflect the integrity and work ethics of all our associates, for which I am especially grateful, and I am very proud of them.

Finally, I wish to invite everyone who wants to be a part of this inclusive, ever-growing story to contact us. Here, you will have many opportunities for learning and development through subscription to the magazine and educational programmes of the academy, as well as for presentation of your solutions through articles in the magazine and academy e-lessons, but also an opportunity for innovation that we are always willing to support, so feel free to send your suggestions and ideas.

May you find this issue a useful and pleasurable read. I wish you all good health, happiness, and prosperity in 2021.

Mladen Banovic, Editor-in-Chief