MICROSOFT DATA CENTRE HEAD MICHAEL MANOS TO PROVIDE KEYNOTE ADDRESS AT POWER AND COOLING EVENT

Submitted by: BroadGroup

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London, July 10 2008 – BroadGroup has announced that Microsoft's General Manager of Data Centre Services, Michael Manos, will provide a keynote address at the 3rd Power and Cooling – World Forum, which takes place in London 2-3 October (www.datacentres.com/pac).

The World Forum will be characterised by the presence of experts in the field of power, cooling, Green and innovative technologies from around the world. The content rich programme will focus on issues such as reducing the cost of power; blade and storage technology impact; power failure; design requirements for high density environments; monitoring technologies; water and liquid cooling technologies; chip level cooling, and nanotechnology as well as assessing alternative sources of energy.

Expertise is being drawn globally to contribute to the discussion of the wide range of topics that inform the power and cooling debate. Power dominates the agenda for all data centres, and what measures are available now to reduce both consumption and carbon emissions as well as increase cooling capacity will be central to the challenge.

Mr Manos' role at Microsoft includes significant responsibilities for the design, build and operation of many E-Commerce development platforms and content delivery systems including the online presence of MSN, Hotmail, Messenger, MS Search, Disney, ABC, and ESPN.

"We are delighted that such an important figure in the data centre industry will be addressing the international audience at the 3rd Power & Cooling event. As data centres continue to edge into the realm of regulation and public interest, we hope to see more large international organisations standing up and addressing the vital issue of power consumption" commented Nicola Hayes, vice president at BroadGroup.

"BroadGroup's consulting experience suggests that as the Green agenda impacts corporate social responsibility, enterprise RFPs will place increasing emphasis on compliance with legislative stipulations, and forum participation at this event will contribute to, and influence, policy making, to achieve a common goal of reduced carbon emissions, successful power strategies as well as hosting the premier showcase for emerging cooling technologies."

Sponsors include Upsite Technology, Invest in Iceland, Migration Solutions and Daxtons. The event is being held at the Millennium Gloucester Hotel and Convention Centre in London.

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