

DATA CENTRE POWER AND COOLING GEARS UP TO BE WORLD CLASS EVENT

Submitted by: BroadGroup

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London, 22 July 2008 – The 3rd Power and Cooling for Data Centres – World Forum – which will take place 2-3 October 2008 in London (www.datacentres.com/pac) is attracting world class expert speakers, from Microsoft, McKinsey, eBay, APC, Symantec, Copan Systems and many more, and attendees from more than 23 countries outside the UK. The event is also endorsed by BICSI Europe.

Under its objectives as a World Forum, the event will be characterised by the presence of experts in the field of power, cooling, Green and innovative technologies from around the world. The event focuses on how to reduce 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 and also assesses alternative sources of energy.

“Power and Cooling World Forum will be a compelling learning experience, an outstanding networking opportunity to meet thought leaders and top experts in the Data Centre sector and international peers, and also offers a valuable exhibition opportunity for companies seeking to raise awareness of their products and services in this very competitive marketplace,” commented Nicola Hayes, vice president of BroadGroup, the consulting group who research and organise the annual event.

This flagship forum has attracted attention from a very wide range of interests, as data centres continue to edge into the realm of regulation and public interest. As too the green agenda impacts corporate social responsibility, enterprise RFPs will place increasing emphasis on compliance with legislative stipulations, and forum participation will contribute to, and influence, policy making, to achieve a common goal of reduced carbon emissions, successful power strategies and the premier showcase for emerging cooling technologies

“BICSI Europe is pleased to be involved in the Power and Cooling event, having attended previous events we have found the information to be of an excellent quality and has real relevance to many of our members,” commented Andrew Stevens, managing director of CNET Training. “With the forthcoming release of the BICSI/ANSI Data Centre Standard this topic will be of great interest over the coming months to the BICSI membership and we would encourage them to consider attending.” All the presentations at this event will be submitted to BICSI for the awarding of Continuing Education Credits (CECs).

Sponsors of the event include Upsite Technologies, Invest in Iceland, Migration Solutions, Microsoft and Daxten Ltd.

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