

## **COOLCENTRIC EXPANDS WORLDWIDE OPENING NEW BRIEFING AND DEMONSTRATION CENTERS**

**Portsmouth, New Hampshire (USA) June 13, 2011** - Coolcentric<sup>®</sup> a division of Vette Corp<sup>®</sup>, today announced the expansion of its Briefing and Demonstration Center (BDC) network with state-of-the-art BDCs in eight new locations worldwide. The Coolcentric BDCs showcase Coolcentric solutions and provide customers, prospects and business partners an opportunity to learn about Coolcentric Solutions and how they can make a significant contribution to addressing their specific data center cooling and energy challenges. Based on Vette patents, Coolcentric's liquid cooling solutions can help data center owners and operators reduce data center power costs for cooling by up to 90 percent when compared to competitive IT cooling solutions, reduce white space requirements as much as 80 percent, and allow a 5 times increase in rack compute power.

The Coolcentric Rear Door Heat Exchanger (RDHx) is a passive liquid cooling system that replaces the standard rear door of an IT rack enclosure. Chilled water circulates through the RHDx low impedance fin and coil heat exchanger. Hot air, exhausted by cooling fans integral to rack-mounted IT equipment, passes through the RDHx which dissipates the heat, leaving cooled air to flow into the data center.

- Passive – No electrical connections required for indoor cooling units
- No fans – No additional air handling, significantly reducing energy consumption and noise
- Open architecture – Works with most industry standard IT enclosures
- Localized – Provides cooling at the source, rack mounted IT equipment, resulting in the ultimate containment approach to provide highly predictable cooling
- Scalable – Cools individual hot spots or entire data
- Eliminates unnecessary infrastructure – No need for ducting, chimneys, end of row doors, pressurized raised floors or hot-aisle/cold-aisle arrangements.
- Free Cooling – Additional efficiency gains and seamless integration with chillers with water-side economizer

“It’s challenging to visualize how a new cooling solution can be integrated into an existing data center environment. We also know how difficult it is to demonstrate the immediate cooling effects of our Rear Door Heat Exchanger,” said George Dannecker, president and CEO of Vette Corp. “With that in mind, we designed our new Briefing and Demonstration Centers to help visitors experience Coolcentric’s

solutions and see how they can be easily applied in a variety of typical operating environments, both new and retrofit. These innovative facilities demonstrate the full energy and cost saving benefits that our solutions provide.”

To schedule a visit to a Coolcentric® Briefing and Demo Center contact

USA - 508.203.4690

Europe - 508.925.7795

Asia - 886-2-7720-1188

### **About Coolcentric**

Coolcentric® delivers the world’s most energy and space-efficient cooling solutions for reducing data center costs. Coolcentric’s products for rack-level cooling, combined with services for integration, deployment and sustainability of data center thermal solutions, allow customers to optimize their data centers for maximum performance and return on investment

Coolcentric’s patented products enable data center owners and operators to eliminate hot spots, dramatically reduce energy consumption, improve space and power utilization, and reduce capital and operating expense. For additional information, contact Coolcentric at +1.508.283.4114 or visit [www.coolcentric.com](http://www.coolcentric.com).

©2011 Coolcentric by Vette Corp. All rights reserved. Coolcentric® is a registered trademark of Vette Corp. Information is subject to change without notice. Vette Corp assumes no liability for errors that may appear in this document. The Rear Door Heat Exchanger is patented by Vette Corp (visit [www.coolcentric.com](http://www.coolcentric.com) for further information)

### **Media Contact:**

Mike Gagnon  
Media@coolcentric.com  
+1 508.203.4690