

## **Coolcentric™ Joins Data Center Alliance**

*Alliance's Offerings Provide Solutions for All Aspects of Data Centers and IT Infrastructure*

Jerusalem, Israel, March 9, 2010 – [Minicom Advanced Systems](http://www.minicom.com), a leading developer of [IT & KVM remote access and management solutions](#), announced that [Coolcentric](#), a division of Vette Corp which specializes in end-to-end thermal management solutions for data centers, has joined the [Data Center Alliance](#) (DCA). The Data Center Alliance, formed with Minicom, [Wright Line](#), [ServerTechnology](#), [Uptime Devices](#), and [Digi International](#) fills the information gap in the marketplace by providing a centralized, comprehensive source for building successful IT infrastructures.

"We are pleased to join the Data Center Alliance, and are looking forward to joint activities with other industry leading data center solution providers," said Mike Gagnon, Coolcentric's Director of Marketing. "Data center owners and management are facing critical issues, particularly in the areas of thermal management, energy management and increased densification. Coolcentric delivers the world's most energy and space efficient cooling solutions for reducing data center costs. Coolcentric's [LiquiCool®](#) 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.

To learn more about the Data Center Alliance, visit [www.minicom.com/dca-partners.htm](http://www.minicom.com/dca-partners.htm).

### **About Minicom Advanced Systems**

Minicom Advanced Systems provides KVM remote access, extension and management solutions designed to expedite and simplify IT services. Tailored for IT managers who need secure, centralized, and seamless access to their mixed IT environments, these solutions enable local, remote, in-band and out-of-band access and management. Minicom's unique approach maximizes past investments in IT infrastructure, installation, and training while adding innovative technology, resulting in reduced costs and increased productivity. Founded in 1988, Minicom is a member of Intel Capital's portfolio of companies and was named in the Deloitte Technology Fast 500 EMEA. In 2009, Minicom established Minicom Digital Signage. With headquarters in Israel and regional offices in North America, Europe and China, Minicom operates in over 70 countries.

### **About Coolcentric**

[Coolcentric](#) was established in 2007, as a division of Vette Corp, to address the issue of increasing power and cooling needs in the Data Center white space. Using IBM technology, based on over four decades of liquid cooling experience, Coolcentric has developed a rack-based thermal solution that has been proven to be the most effective and efficient solution on the market. An extensive product portfolio coupled with a broad range of service options ensures customers that a turnkey solution can be easily deployed and maintained. Our application and design engineering customer support teams help clients choose the lowest cost solution that maximizes their cooling performance and lowers operating cost.

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