

FOR IMMEDIATE RELEASE



COOLCENTRIC OPENS NEW BRIEFING AND DEMONSTRATION CENTER

New Center Showcases Cost Saving Benefits of LiquiCool Data Center Cooling Solutions


MARLBOROUGH, Mass.,—April 21, 2010—Coolcentric™, a new division of Vette Corp®, today announced the opening of a new state-of-the-art Briefing and Demonstration Center (BDC) in Marlborough, Massachusetts, USA. The BDC will be used to host customers, prospects and business partners to showcase how Coolcentric’s LiquiCool® solutions can be used in a variety of visitor-selected architectures and operating conditions. Based on Vette patents, LiquiCool data center cooling solutions can help data center owners and operators reduce data center cooling costs by 90 percent, reduce white space requirements by 80 percent while allowing a 5X increase in rack compute power.

“We recognized that it is challenging to visualize how a new cooling solution can be integrated into an existing data center environment,” said Joe Capes, general manager of Coolcentric. “With that in mind, we designed our new Briefing and Demonstration Center to help visitors see how Coolcentric’s solutions can be easily applied in a variety of typical operating environments. This innovative facility will help us educate others on the full energy and cost saving benefits that our solutions provide.”


The Coolcentric BDC has the following operational equipment:

- A bottom-fed Rear Door Heat Exchanger (RDHx) on a 23.6"/600mm wide rack and a top-fed RDHx mounted on a 30"/750mm wide rack
- 120kW floor-mount Coolant Distribution Unit (CDU) with glass panels for viewing of internal components
- 20kW rack-mount Coolant Distribution Unit (CDU)
- Load banks to simulate a maximum IT load of 18kW for demonstration of cooling effectiveness and performance
- 12-inch raised floor with glass tiles to demonstrate chilled water piping and hose kit connection/routing between the bottom-fed RDHx and the floor-mount CDU
- Slab area with a top-fed RDHx to show deployment on non-raised floor environments or where preference is for overhead water distribution
- Visual mechanical gauges for flow, differential pressure and temperature on both the primary and secondary water loops
- Wireless monitoring sensors for flow and temperature on both the primary and secondary water loops

- Wireless monitoring sensors for temperature and relative humidity on the inlet, load bank exhaust and RDHx coil exhaust
- Wall mounted flat panel display of the sensor network with live kW calculations (primary, secondary and CDU) and the CDU web server
- Remote monitoring of the wireless sensor system and CDU web server
- Samples of flexible hose kits, external manifolds and the fin and tube RDHx coil.

Coolcentric's LiquiCool system includes a LiquiCool RDHx, which replaces the standard rear door of an IT enclosure,  uses a low impedance fin and tube coil through which chilled water is circulated. The hot exhaust air ejected by rack-mounted IT equipment passes through the LiquiCool coil and is cooled before re-entering the data center. LiquiCool offers several advantages:

- Open architecture – Available for deployment on the majority of industry standard IT enclosures
- Passive – No electrical connections are used for indoor cooling units
- No fans – No additional air movement, energy consumption or noise
- Scalable – Cools individual hot spots or an entire data center providing a “pay as you grow” benefit
- Localized – Provides cooling at the source, the rack mounted IT equipment, resulting in the ultimate containment approach to provide highly predictable cooling
- Free Cooling – Additional efficiency gains and seamless integration to chillers with water-side economizer
- Eliminates unnecessary infrastructure – No need for ducting, chimneys, end of row doors, pressurized raised floors or hot aisle/cold aisle arrangements.

To schedule a visit to Coolcentric's Briefing and Demo Center at its Marlborough, MA headquarters call +1.508.203.5905. 

About Coolcentric

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. 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 +1.508.203.4690 or visit www.coolcentric.com.

©2010 Coolcentric, a division of Vette Corp. All rights reserved. Coolcentric and LiquiCool are registered trademarks of Vette Corp. Information is subject to change without notice. Vette Corp assumes no liability for errors that may appear in this document. The LiquiCool Rear Door Heat Exchanger is patented by Vette Corp – Pat. 7,385,810.

Media Contact:

Mary Hecht-Kissell
Market Recognition
mhecht-kissell@marketrecognition.com
+1 919.846.4949

Coolcentric Contact:

Donna Michael
Coolcentric
dmichael@coolcentric.com
+1 508.804.5509

###