

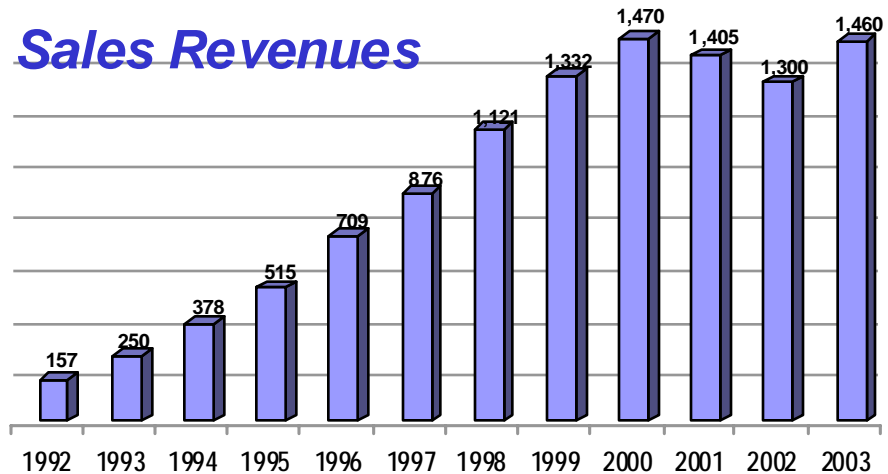
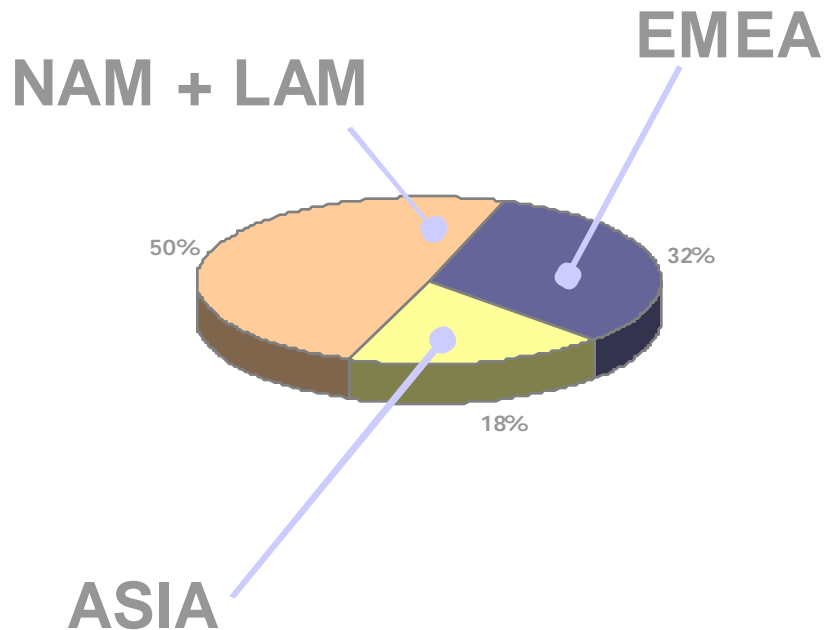
Networld+Interop

- *Who Put All These Pizza Boxes in My Data Center?*
- *Tuesday, May 11, 2004*
- *2:15 p.m.-2:45 p.m.*
- *Mike Hall, Western Regional Manager for Channel Development, APC*

APC Company Overview

- Incorporated in 1981, American Power Conversion Corporation (APC) designs, manufactures and markets products and services that improve the reliability, productivity and availability of information systems worldwide by protecting hardware and data from the ongoing threat of power and environmental disturbances.
- APC's solutions include surge suppressors, uninterruptible power supplies (UPSs), DC-based power systems, precision cooling equipment, cabling and connectivity solutions, power conditioning equipment, mobile accessories, and related software, as well as professional and consulting services for communications, computer and computer-related equipment.
- Protected applications include facilities, sites, mainframe computers, data centers, wide area networks, local area networks, Internet and intranet equipment, midrange computers, telecommunications equipment, home and office workstations, and a variety of consumer electronics.
- World Headquarters: West Kingston, Rhode Island
- Worldwide Employees: 6,365

APC Sales Revenues



Forbes Platinum 400
"Best Big Companies"



S&P 500



#755 on Fortune 1000



"Most customer-centric companies"



"Most innovative users of technology"

2003: Net Income \$177 MIL. Zero debt. Cash \$806 MIL. R&D Spending \$68 MIL.



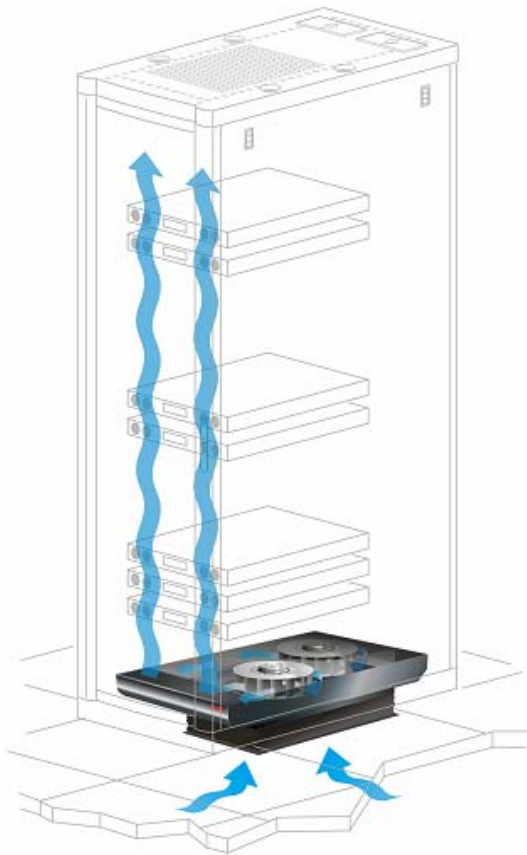
Industry Trends

- Increasing power densities leading to more cooling problems
 - Compaction is causing more heat in same space (blade, 1U servers)
 - Large number of cables block air flow through IT equipment
 - Traditional air distribution methods are not adequate (mixing, recirculation)
- Overcooling the room to accommodate for hot spots
 - Overcooling the room requires more energy and inefficient A/C operation

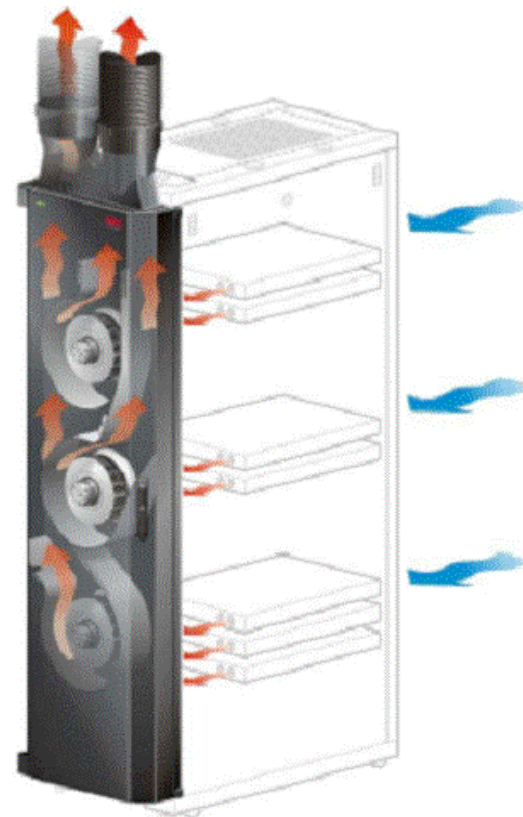


What are the Solutions?

Air Distribution Options



- Cool Air from beneath raised floor
- Better cooling for IT equipment
- Extends the life of equipment



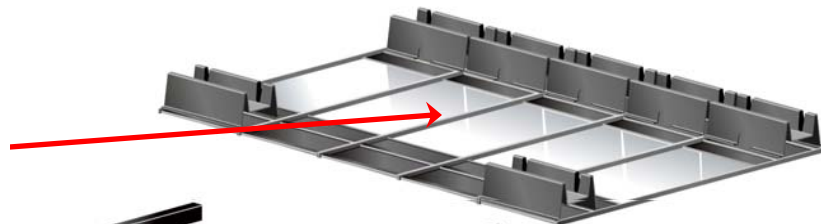
- Fans pull in equipment exhaust air
- Ducted hot air to return plenum, eliminates mixing with room air
- Ensures proper airflow

InfraStruXure High Density Product Design Benefits



Hot Aisle Ceiling Tiles/Cable Trough

Seals in hot air, prevents mixing with room air

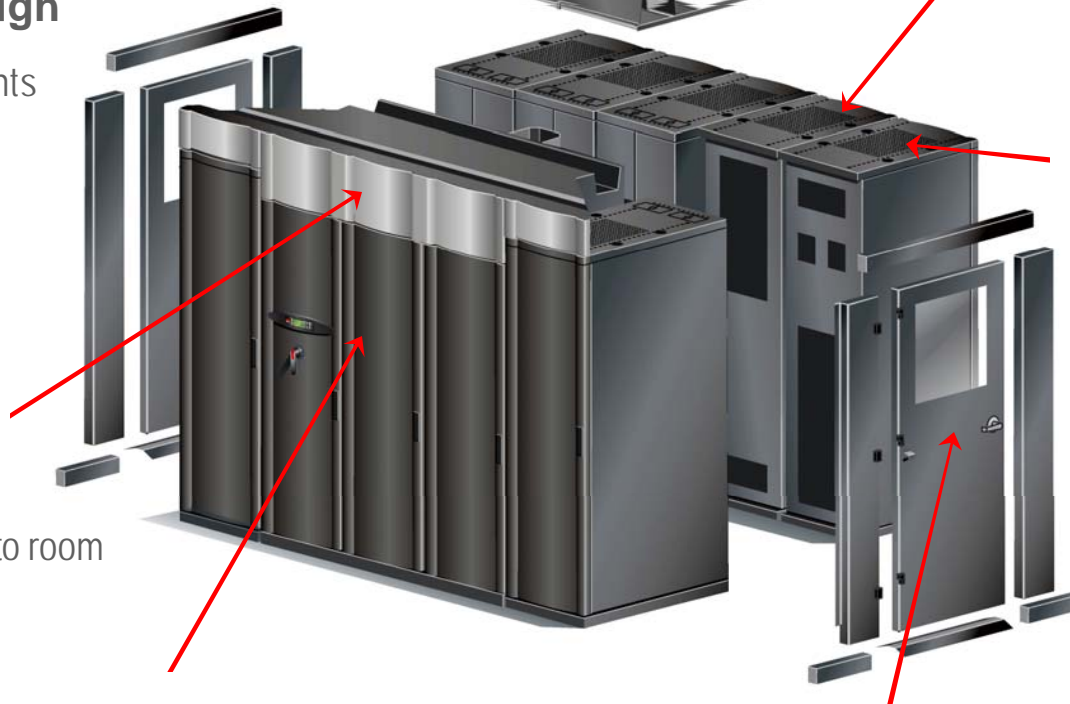


Power Distribution Unit

42 position power panel, system bypass panel

Discharge Air Plenum

Distributes cooled air to room



Uninterruptible Power Supply

Hot swappable components, N+1 redundancy

NetworkAIR IR

In-Row Air Conditioner Cools hot chamber air

Chamber Doors

Access to hot aisle, locks for security

Summary

- Cooling Solutions for high power densities do exist
- Air Distribution Options for enclosures (up to 7.5 kw/rack)
 - Better delivery of cool supply air to IT equipment
 - Removal of hot exhaust air back to AC return
- High Density Cluster (up to 20 kw/rack, 40 kw total)
 - Pre engineered datacenter
 - Sealed hot aisle. Hot exhaust directly into AC
 - Eliminates need for raised floor
 - Fast deployment
- For more information, please view APC White Papers on www.apc.com