7x24 Exchange International Partners with The National Science Foundation Center for Energy-Smart Electronic Systems (ES2) to Improve the Energy Efficiency of Data Centers

For Immediate Release

March 12, 2014 – 7x24 Exchange International announces its strategic partnership with The National Science Foundation (NSF) Center for Energy-Smart Electronic Systems (ES2) demonstrating the organizations ongoing commitment to Corporate Social Responsibility. The ES2, an NSF Industry/University Cooperative Research Center (I/UCRC), works in partnership with government, industry and academia to develop systematic methodologies for efficiently operating electronic systems, including data centers, by controlling resources and managing workloads to achieve optimal energy consumption.

The goal of ES2 is to improve the energy efficiency and productivity of the country's data centers by 20-35%, which translates to one to two less power plants every three years while still meeting data center growth demand. This achievement is equivalent to the complete elimination of the greenhouse gas emission from ~1.5-2.7 million cars or ~1-1.7 million homes in the US annually (U.S. EPA, 2011).

The 7x24 Exchange will work closely with ES2 to research new areas of energy-efficiency to collectively provide significant value to our industry and to the country as a whole. Collaborative efforts among four university partners, along with industrial members, bring together computer scientists, and mechanical and electrical engineers, and link the fields of information technology, dynamic systems control, electronic systems and electronic cooling for a holistic approach to the development and design of energy-efficient electronic systems.

7x24 Exchange Chairman & CEO Robert J. Cassiliano will represent the organization on the Industrial Advisory Board (IAB) and has created a Technical Committee of well respected industry professionals chaired by 7x24 Exchange President, David Schirmacher, to assist in providing technical guidance. Cassiliano states *"7x24 Exchange will provide ES2 students and professors with access to "real world" education, industry experts and potential employers at 7x24 Exchange Conferences! 7x24 Exchange will also provide ES2 with a platform to present information and the opportunity to recruit new corporate members by utilizing 7x24 Exchange conferences, magazines, and website."*

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About 7x24 Exchange International

7x24 Exchange International, founded in 1989, is the leading knowledge exchange for those who design, build, operate and maintain mission-critical enterprise information infrastructures and the primary resource for valuable information within the mission critical industry. 7x24 Exchange's goal is to improve end-to-end reliability by promoting dialogue among these groups through conferences, membership, and the 7x24 Magazine. Additional information can be found at http://www.7x24exchange.org.