

THE GREEN GRID UNVEILS AWARD FOR ENERGY EFFICIENT DATA CENTERS IN JAPAN

Operators Demonstrating Outstanding Energy Efficient Efforts to be Honored in Autumn

Tokyo — June 24, 2010 — The Green Grid, a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems, today announced, in association with DatacenterDynamics, a new award, “Improved Data Centre Energy Efficiency,” designed to acknowledge and spotlight businesses and organizations demonstrating a commitment to improving the energy efficiency of their data centers. This award builds on the successful awards program introduced in Europe in 2009, as part of the Datacenter Leaders’ Awards.

The Award is designed to encourage businesses and organizations in Japan to measure and improve data center energy efficiency. Energy consumption by data centers continues to grow year over year, so it is essential that businesses and organizations of all shapes and sizes take steps to improve their energy efficiency. The Green Grid will use the award program to acknowledge efforts to raise energy efficiency, promoting the measurement and improvement of data center energy efficiency.

To be eligible for the Award, a business or organization must have owned and operated a data center facility in Japan prior to September 1, 2007. For the purpose of encouraging more businesses and organizations to apply for the Award, judging criteria will emphasize ongoing overall efforts to improve data center energy efficiency – including continuity of measurement, analysis, recommendation and implementation – rather than focusing solely on energy efficiency metrics such as Power Usage Effectiveness (PUE) and Data Center Infrastructure Efficiency (DCiE).

Organizations and businesses can submit their Award applications at the award website, http://www.datacenterdynamics.com/Awards_JapanEN, beginning July 1. The four-member Award committee is comprised of The Green Grid, DatacenterDynamics and The Green Grid liaison partners, Green IT Promotion Council (GIPC) and Japan Data Center Council (JDCC). The committee will present one Grand Prix Award, one Outstanding Performance Award, and one Special Award. An official announcement will be made at the DatacenterDynamics Tokyo 2010 Conference & Expo held on October 18, 2010.

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