



## FOR IMMEDIATE RELEASE

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### **DATACENTER.BZ ANNOUNCES INFRASTRUCTURE ENHANCEMENTS THAT INCREASE POWER DENSITY OF ITS DATA CENTER TO 3500+ WATTS PER SQUARE FOOT**

Columbus, Ohio – February 11, 2010 – DataCenter.BZ, a Tier IV, carrier-neutral data center announced today infrastructure enhancements that increase the power density of its data center to 3,500+ watts per square foot. This reflects an ultra-high power density offering compared with the industry average for data centers, which is approximately 150 watts per square foot<sup>1</sup>.

Power density is an important feature at data centers due to the continuous evolution of technology equipment such as servers and storage arrays. The power consumption trend for this type of equipment has increased significantly and will continue to do so. For example, industry estimates have watts per square foot at data centers tripling since the 1990s, with an average heat load of 40 watts per square foot or 2 kW per rack by 2003. By 2005 that number doubled to 80 watts per square foot and 4 kW per rack. Near term predictions reflect 240 watts per square foot or 15 kW per server rack.<sup>2</sup> Accordingly, it is critical that data centers continue to make significant investments in power capacity, generators, UPS systems, and environmental conditioning in order to stay ahead of the power density needs of technology equipment.

“The recently installed infrastructure improvements put DataCenter.BZ in a class by itself when it comes to meeting the power demands of our clients,” remarked Gordon Scherer, President at DataCenter.BZ. “Clients can deploy any type of equipment they need and will have no concerns over the amount of space it consumes, access to power, or cooling requirements. We’ve already installed customer footprints of 3,500+ watts per square foot and have comparable installation designs underway. Not only is it a non-issue for our data center, it delivers to our customers the data center solutions they require in terms of both technology equipment desired and minimized data center costs via efficient footprints. We’re way ahead of the technology curve in terms of power density, and will continue to make investments that maintain our status as a forerunner in the industry.”

Other features at DataCenter.BZ include dual power grids, dual generators, redundant UPS systems, a completely redundant water-cooled air conditioning system, BGP IP performance routing, five nationwide carriers that utilize dual fiber paths to deliver services to the data center, and numerous other national and regional carriers that deliver services to the data center and its customers.

DataCenter.BZ openly works with numerous independent managed service providers that specialize in providing innovative solutions to their own customers from our data center. DataCenter.BZ is located at the geographic high point of Franklin County, Ohio which is a favorable location in terms of flooding and other weather-related events.

**About DataCenter.BZ:** DataCenter.BZ is a Tier IV data center located in Columbus, Ohio. The backbone of the data center is a robust design, engineered specifically to exceed the redundancy, power density, and security standards common in the data center market. DataCenter.BZ's unique approach to collocation has created a powerful service that addresses the greatest challenge of many companies: uninterrupted and unlimited power resources for their IT equipment, as well as unlimited bandwidth capabilities. For more information, please visit <http://www.datacenter.bz>.

<sup>1</sup> *Mega Data Center: Seeing is Believing.* Downstream blog. Information retrieved February 2, 2010.

<sup>2</sup> *Data Centers...A Cooling Perspective.* David Loman. Downloaded February 2, 2010.