



Asetek Wins Frost & Sullivan Award for Their Revolutionary Data Center Cooling Solution

RackCDU is a Simple, Low-cost Solution for All Types of Data Centers

September 4, 2014 — Based on its recent analysis of the data center cooling solutions market, Frost & Sullivan recognizes Asetek® with the 2014 Global Frost & Sullivan Award for New Product Innovation Leadership. Asetek's RackCDU™ employs a warm water, server-level, direct-to-chip, [liquid cooling system for servers](#). This ground-breaking solution reduces the energy required for the cooling of data center IT equipment by 60–80 percent and total data center energy consumption by 30 percent. In addition to the award, Frost & Sullivan has released their [research report on Asetek's RackCDU](#).

Asetek has changed the perception of liquid cooling as being expensive and complex. Asetek's RackCDU is a simple, efficient and reliable cooling system for all types of data centers (large and small, supercomputing and enterprise). Asetek's understanding of how data centers operate in the real world has led to RackCDU being easy to install and use.

"We are honored to be recognized by a first tier analyst firm such as Frost & Sullivan. The award validates our ability to address the everyday needs of the data center industry and the cooling problems it faces," said André Sloth Eriksen, Founder and CEO of Asetek.

Asetek's strategy of leveraging an industry-standardized solution at a much lower cost and providing a compelling return-on-investment (ROI), is in stark contrast to previous liquid-cooling solutions' approach of only appealing to data centers that valued performance over cost savings. Asetek's payback period of less than 12 months has made it a popular choice in all types of data centers.

"Asetek's RackCDU can be installed in existing or new data centers with minimal impact on infrastructure or operations, and almost completely eliminate specialized training of data center staff," said Frost & Sullivan Senior Industry Analyst Gautham Gnanajothi. "This combination has resonated with end users, most of whom had not considered liquid-cooling until now."

According to Frost & Sullivan's report, the success of Asetek's products is primarily the result of its efforts to create awareness, demand and differentiation in previously non-existent markets.

Each year, Frost & Sullivan presents this award to a company that has developed an innovative element in a product by leveraging leading-edge technologies. The award recognizes the value added features/benefits of the product and the increased ROI it offers customers, which in turn increases customer adaption and overall market penetration potential.

About Asetek

Asetek is the world leading provider of energy efficient liquid cooling systems for data centers, servers, workstations, gaming and high performance PCs. Its products are used for reducing power and greenhouse emissions, lowering acoustic noise, and achieving maximum performance by leading OEMs and channel partners around the globe.

Asetek's products are based upon its patented all-in-one liquid cooling technology with more than 1.8 million liquid cooling units deployed in the field. Founded in 2000, Asetek is headquartered in Denmark with offices in California, China and Taiwan. For more information, visit <http://www.asetek.com>.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

Their "Growth Partnership" supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- **The Integrated Value Proposition** provides support to the clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- **The Partnership Infrastructure** is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes the company's 360 degree research, comprehensive industry coverage, career best practices as well as the global footprint of more than 40 offices.

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