



# ASETEK - AMD Selects Asetek to Liquid Cool The World's Fastest Graphics Card

**April 9, 2014** – Asetek® today announced that the [previously undisclosed](#) customer of a significant order of graphics cooling solutions for PCs is Advanced Micro Devices, Inc. (AMD). Boasting 8 gigabytes of memory and over 11 teraflops of computing power, the new AMD Radeon™ R9 295X2 with Asetek liquid cooling is the undisputed graphics performance champion.

"Graphics cooling has been a part of Asetek's DNA since its earliest days. With the growing power of GPUs for consumers, coin mining and super computers, the need for better cooling is bigger than ever," said André Sloth Eriksen, Founder and CEO of Asetek. "Until now, the GPU market has been tough to break through due to the lack of standards. The fact that AMD is including Asetek liquid cooling in their reference design makes me hopeful that our Desktop GPU cooling business could rival the size of our Desktop CPU cooling business in the years to come."

The R9 295X2 utilizes Asetek's proven, maintenance free, factory sealed liquid cooling technology to cool the two powerful GPUs. This liquid cooling design ensures continuous stability even under full load and elevated speeds. The card is easy to install and fits in most computer cases on the market today. With more than 1.5 million in the field today, Asetek liquid cooling provides worry free operation to gamers and PC enthusiasts alike.

## 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 1.5 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>.

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