



For Immediate Release

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Upsite Technologies Partners with Sensatronics to Improve Data Center Energy Efficiency Worldwide

SANTA FE, NM, November 17, 2009—Upsite Technologies, Inc., leading developer of highly engineered airflow solutions designed to optimize existing data center infrastructure is pleased to announce a partnership with Sensatronics, a leading source for temperature and environmental monitoring products for the IT industry.

For a limited time, Sensatronics will package [Upsite's award-winning HotLok Blanking Panels](#) with its leading product, the Senturion. The HotLok Blanking Panel is engineered to seal openings in the front of the IT equipment racks to prevent hot air from circulating and the Senturion monitors temperature, environmental, and security conditions in the data center.

Both the HotLok product and the Senturion have been studied extensively and permit raising computer room temperature setpoints, which can save data centers thousands of dollars a year in operating costs (cooling energy reduction) and capital costs (deferred additional cooling infrastructure costs).

"We're thrilled to collaborate with Sensatronics to create more efficient data centers worldwide," says Tom Setaro, vice president of worldwide sales for Upsite Technologies. "Our new research shows that [HotLok installations facilitate placing 29.5 percent of CRAH units on inactive standby](#), resulting in up to 29 percent reduction in annual operating costs and simple payback in a few short months. If HotLok can achieve that for data centers without temperature monitoring systems, imagine the savings available when Senturion is also installed. Our partnership represents a true understanding of data center needs."

Michael Spurr, president of Sensatronics says: "We were looking for a partner and solutions company with innovative thermal and airflow management products and found it in Upsite Technologies. We manufacture devices that provide ongoing, real-time environmental data so data center managers can run their operations at peak efficiency. Armed with environmental data such as temperature, humidity and power, operators are looking for solutions that will mitigate problems like hotspots, bypass airflow, and overcooling. The resulting energy savings get driven straight to the bottom line for the company."

About Upsite Technologies

Upsite Technologies, Inc. pioneers in the data center industry with a systematic solutions suite of sealing products and diagnostic services engineered to optimize existing computer room airflow and cooling infrastructure. The company is recognized worldwide for the discovery of bypass airflow, and for KoldLok[®] Raised Floor Grommets, its inaugural product designed to eliminate it.

In addition to the growing family of KoldLok products, Upsite's solutions suite includes the HotLok[®] Blanking Panel for sealing rack unit openings in IT equipment and server cabinets to prevent hot exhaust air circulation and Upsite[®] Services, diagnostic computer room health consultations. The solutions suite is engineered to optimize thermal load capacity, increase equipment reliability, target hotspot remediation, reduce intermittent equipment failures, minimize bypass airflow, lower energy usage, save operating costs, defer capital costs, and facilitate server increases. The company is an ENERGY STAR Service and Product Provider Partner.

Upsite uses its collective 140 years of data center experience to research, develop, manufacture, and deliver more effective approaches to operating data center environments in order that they experience increased availability, function at a profit, and reduce their carbon footprint through more efficient airflow management. Visit upsite.com for more information.

About Sensatronics

Founded in 2001, Sensatronics is a leading source for temperature and environmental monitoring products for the IT industry. Sensatronics devices protect valuable IT equipment and the data stored in that equipment in data centers and server rooms around the world. For more information, visit the Sensatronics website at sensatronics.com or call (800) 633-1033.



Engineering the path

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