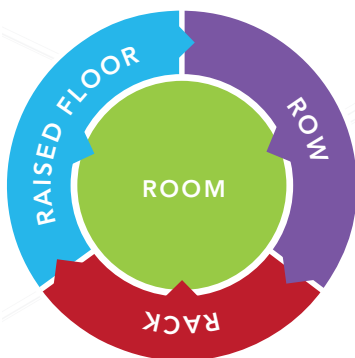## About Upsite Technologies

Upsite Technologies®, Inc., a pioneer, and industry thought leader specializing in data center airflow management, provides a full suite of products and services designed to enable mission-critical facilities to optimize cooling, increase reliability, and recover stranded capacity while reducing overall energy costs.

Upsite Technologies was created by the late Ken Brill, founder of the Uptime Institute, and launched in 2001 with the original KoldLok® Integral grommet. Upsite continues to engineer, design and manufacture award-winning, patented solutions and believes that sharing our knowledge and science around airflow management supports the data center industry through open best practice discussions. Upsite Technologies sells airflow management solutions throughout the US, EMEA, Asia Pacific, and Latin America.

The Four 4R's
of Data Center Airflow Management

With so many variables affecting airflow within a data center, it can be daunting to know where to start and how to get the most out of airflow management improvements. Upsite's 4R's of Airflow Management is a holistic methodology for implementing changes to optimize the data center's cooling infrastructure and realize energy savings, including the Raised Floor, Rack, Row, and Room. We used CFD analysis to model a 4,000 sq. ft. data center and provide engineering simulation to assess the impact of the changes made at each level.