

Efficient Air will be exhibiting at the UK's largest dedicated data centre event – **Data Centre World** – which takes place at London's Olympia Exhibition Centre on February 29 to March 1, 2012 (www.datacentreworld.com).

“Our Stand No **F52** will feature our SPHERE, resilience and energy reduction service designed specifically to provide analysis with quantification, implementation and verification of cooling infrastructures within legacy datacentres,” explains Efficient Air's Sales and Marketing Director, Julian Jowitt.

“As a totally independent technical practitioner specialising in HVAC energy and carbon saving for owners and operators of data centres, we can show visitors to our stand how best to radically reduce their energy bills as well as increase resilience and redundancy, while improve corporate reputation,” adds Julian.

“We chose Data Centre World to create maximum impact for our holistic approach, and showcase recent successful projects to the industry's big hitters who will be attending the show.”

Efficient Air claims that its thorough and totally independent process can typically cut circa 23 % off a data centre's cooling energy bill and typically up to 45% off the total energy bill, as well as achieve PUE reductions of 10%. With a further 10% reduction in CO₂, attractive payback and guaranteed monitored savings, it makes, according to Efficient Air, sound commercial sense and enhances corporate reputation.

More information on www.efficientair.co.uk or by calling Julian Jowitt on 01825 748150

-ends-