



LAUNCHING THE NEXT GENERATION SELF CONTAINED DATA CENTER SOLUTION

Elliptical Mobile Solutions' Product
Launch @ **The Uptime Institute's
Green IT Symposium**

:: April 2009

Lean

- Scalable
- Modular
- Automated

Green

- Energy Efficient
- Reusable
- Long Lifecycle

Clean

- Easy Retrofit
- Small Footprint
- Low Impact

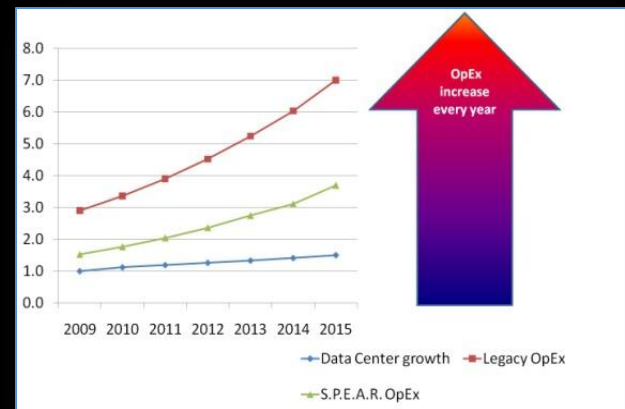


Data Center Trends

- Increasing OpEx Costs
 - Increasing power demand and cost per watt
 - 2 out of 3 watts are wasted by current data centers
 - Rising personnel costs, security, site management
 - Data center true TCO \$25,000/ft² over 15 year lifecycle
- Increasing Demand for Computing Power
 - Moore's' Law = more powerful equipment driving increased demand for power/cooling resources
 - Hot/cold aisle methodology unsustainable
- Increasing CapEx Costs
 - Multiple retrofits in date center lifecycle
 - Facility lifecycle 15-30 years
 - Equipment life cycle 3-5 years (2-3X power & cooling per retrofit)
 - New builds are outdated upon implementation
 - Long lead times
- Scalable Infrastructure is Next Gen



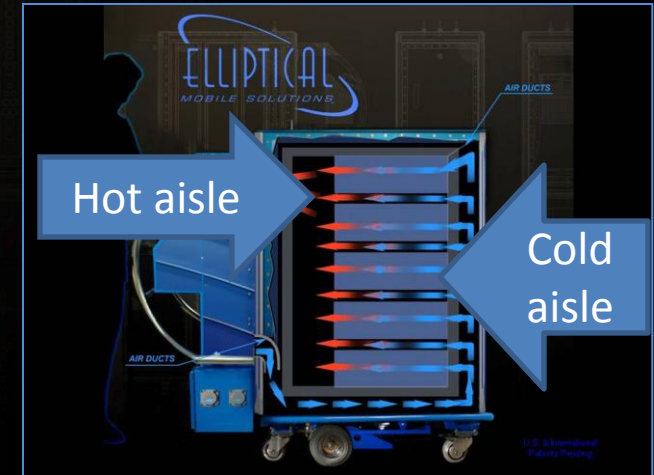
“WITHOUT RADICAL CHANGES IN OPERATIONS, MANY COMPANIES WITH LARGE DATA CENTERS FACE REDUCED PROFITABILITY” - McKinsey analysis





Product Characteristics

- Closed Loop Cooling within Enclosure
 - 50-80 % More Energy Efficient
 - 30-50% Reduced Energy Cost
 - Integrated Hot/Cold Aisle
- Disaster Tolerant Data Center Environment
 - Air Tight and Fire Resistant
 - Water Proof (NEMA 3R)
 - EMI/RFI Shielded
 - Integrated Physical Security w/ Electronic Audit Trail
 - Sealed Connectivity Provided Through Patch Panel
 - Purpose Built to be Mobile and Re-locatable
 - Earthquake, Shock and Vibration Protected
- Product Offerings
 - Full Size Enclosure (42U)
 - Half Size Enclosure (22U)
 - Fully Mobile or Easily Re-locatable





Customer Success Stories

- Retrofit Current Data Centers/New Builds
 - Component Upgrade with New Enclosure Approach
 - New Data Center Builds with 50% Floor Area Savings
 - New Data Center Build 30-50% Energy Saving with 50-80% increased energy efficiency
- Replace Hosting Environments
 - City of Avondale
 - Disaster Recovery
 - Hot/Warm Backup Site Replacement
- Open New Markets for Computing Anywhere on the Planet
 - SMB Market now Accessible
 - Developing Countries now Accessible
 - "Instant Infrastructure" Accelerates Cloud Computing Development.



Summary

> Self Contained Data Centers

– Energy Efficient

- Closed Loop Cooling
- Finely Managed Environments
- Optimized Airflow
- Increased Temperature Set Points

– Reduced Capital Expense

- Retrofit Current Data Centers
- No Over Build/ Underbuild
- Easy Upgrade
- Reduced Floor Area

– Reduced OpEx

- Facility Management Costs Absorbed by Enclosure Warrantee
- Reduced Security Requirement
- Facilities/IT Convergence (CADE) Enabling Platform

LEAN

GREEN

CLEAN