



ASHRAE
Hong Kong Chapter



CIBSE
Hong Kong Branch



HKIE
Building Services Division

Technical Seminar

The Advantages of Row and Rack-Oriented Cooling Architectures for Data Centers

Jointly organized by ASHRAE-HKC, CIBSE-HKB and HKIE-BSD

Date : 14 March 2007 (Wed)
Venue : Room Y302, PolyU, Hunghom, Kowloon
Time : 6:30pm for 7:00pm - 8:20pm
Language : English

Programme Highlight :

Room cooling is an ineffective approach for next-generation data centres. Latest generation high density and variable density IT equipment create conditions that room cooling was never intended to address, resulting in cooling systems that are inefficient, unpredictable, and low in power density. Row-oriented and rack-oriented cooling architectures have been developed to address these problems. This seminar contrasts room, row, and rack architectures and shows why row-oriented cooling will emerge as the preferred solution for most next generation data centres.

Attendees will learn benefit comparison of cooling architectures in terms of: agility, system availability, lifecycle costs, serviceability, manageability, practical issues of architectures, capacity utilization, humidification, water or other heat transport piping near IT equipment, location and redundancy.

Honorable Speaker :



Mr Peter Wong is the Director of Business Development, AEG Cooling Solutions, APAC of American Power Conversation (APC). Peter has been with APC since 2000 in developing APC traditional and the innovative InRow Cooling Solutions. Based in Hong Kong, he travels extensively throughout Asia Pacific, evangelizing InRow Cooling Architecture to reduce Total Cost of Ownership (TCO) as well as providing customers with the best availability & agility for their data center with predictable cooling solution for an unpredictable environment for low & high density applications.

Peter obtained his Bachelor of Engineering in Mechanical Engineering from London University, and has more than 25 years in the design, sales and business development in data center cooling throughout Asia Pacific.

Registration & Enquiry :

This event is free of charge and prior registration is required. Seats are allocated on a first-come-first-serve basis. To reserve a seat, please send your information through email (apply@ashrae.org.hk). The deadline of application is **5 March 2007 (Mon)**. Successful applicants will be notified by e-mail or phone. Attendance certificate will be provided to participants.

- Name of applicant(s)
- Company name
- Contact info. (email, telephone, fax)
- Membership class and number (ASHRAE/CIBSE/HKIE) (if any)

For enquiries, please contact us at email "info@ashrae.org.hk".

Venue Support : Dept of Building Services Engineering, The Hong Kong Polytechnic University