

George Slessman, IO CEO to Deliver Keynote Address at Uptime Symposium - IO



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IO Keynote to Address Superior Performance and Value of Modular Data Center Deployments

IO, the leading provider of digital energy technology, today announced that George Slessman, CEO of IO, will deliver the keynote address at the 2011 Uptime Institute Symposium. This year's conference, focusing on disruptive changes, volatile demand and rapidly evolving modular architectures, will be held May 9-12 at the Santa Clara Convention Center in Santa Clara, California.

Mr. Slessman's keynote address, "The Last Snowflake," will discuss the era of the industrialized data center and examine the inability of traditional real estate centric data center facilities to keep pace with the aggregate energy demands and service level objectives of mass-produced IT infrastructure and cloud computing. Unlike uniquely designed "snowflake" data centers, **modular data center** deployments, through a standards-based architecture and manufactured components, harness economies of scope and scale to provide superior performance and exceptional value.

"The Last Snowflake," is scheduled for Tuesday, May 10th at 4:30 p.m. PST.

About IO

IO is a global leader in software-defined data centers and has pioneered the next generation of data center infrastructure technology. IO's integrated hardware and software data center technology platform offers enterprises, governments, and service providers an innovative way to deploy, provision, and optimize data center capacity anywhere in the world. IO technology lowers the total cost of data center ownership compared to traditional data centers, enabling dynamic deployment and intelligent control based on the needs of IT equipment and applications in the data center.

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