

**For Immediate Release** **Contact:**

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**Low Power Company, Inc. Officially Launches and Announces The Commercial Availability of its Line of Energy Efficient Servers**

***New servers use twenty percent of the energy and fifty percent of the space of conventional servers***

**Mountain View, Calif – July 16, 2013** – [Low Power Company, Inc.](http://lopoco.us/) (Lopoco) announced today the commercial availability of its line of high efficiency servers, which can save enterprises and small business ~~up to twenty percent of the energy and fifty percent of the space that conventional servers use~~ more than 50% off their data center operating costs.

At up to $30M per megawatt, IT compute capacity is a major capital investment for any company. Built on proven technology without costly or custom chips, Lopoco’s servers provide substantial energy and cost savings, as compared to the majority of servers currently on the market~~; which typically spend more than ninety-percent of their life on idle mode~~. Lopoco's servers preserve business continuity and compliance with conventional form factors, CPUs, and server options already familiar to customers.

 Lopoco’s suite of efficient servers are ideal for Web 2.0 style deployments, and typical server applications like hadoop, email, database, file sharing and web services (Apache/IIS/PHP/Java). When using these applications, Lopoco’s servers can save the average company up to eighty-percent on combined power and cooling costs. Additional savings can be realized on PDUs and UPS equipment.

Currently, Lopoco offers four types of servers:

* [12-core servers](http://lopoco.us/shop/product-category/servers/12-core-servers/)
* [4-core servers](http://lopoco.us/shop/product-category/servers/4-core-servers/)
* [8-core servers](http://lopoco.us/shop/product-category/servers/8-core-servers/)
* [Microservers](http://lopoco.us/shop/product-category/servers/microservers/)

Lopoco’s servers have already been deployed in a number of enterprises, including Light and Motion Industries. “We have purchased systems from them and all are performing flawlessly,” said Daniel Emerson, CEO of Light and Motion Industries. “We are also pleased with the power savings. I would recommend them to any small business looking to move off the power hogs that pass for servers these days.”

“We started Lopoco because we saw a void in the server market,” said Andrew Sharp, CEO and Co-Founder of Lopoco. “Lopoco is bringing to market a suite of highly efficient and cost-effective servers that are ideal for small businesses and Cloud enterprises.”

Lopoco was founded by a number of Silicon Valley veterans that have held executive and technical roles at companies such as Convergent Technologies, Sun, HP and Yahoo!

**About Low Power Company, Inc.**

Lopoco designs and manufactures ultra-efficient servers that provide substantial energy and cost savings without sacrificing performance. Lopoco’s servers are built on proven technology without costly custom chips or non-standard form factors. Companies from large cloud data centers to SMBs are wilting under the energy costs of power-hungry servers, which typically spend more than 90% of their life at idle. Lopoco has engineered low power servers which use 20% of the energy and 50% of the space of conventional servers. When HVAC cost savings, higher availability and better opportunity costs are factored in, Lopoco servers are a perfect solution for today’s computing needs.

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