**DRAFT FOR REVIEW ONLY**

**Lopoco Ultra Efficient Server Named “Most Efficient Certified to Date” According to Power Assure’s PAR4 Energy Efficiency Rating**

**Santa Clara, CA – September XX, 2013 *–*** [Power Assure®, Inc](http://www.powerassure.com)., developer of the PAR4® energy efficiency standard adopted by [Underwriters Laboratories](http://www.ul.com/global/eng/pages/corporate/aboutul/publications/newsletters/hightech/vol2issue3/4par/) and the [United Nations Framework Convention on Climate Change](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&frm=1&source=web&cd=3&cad=rja&ved=0CDgQFjAC&url=https%3A%2F%2Fcdm.unfccc.int%2FUserManagement%2FFileStorage%2FH3S7N04OCDEG8MJXP5ZLB2TAY96FQK&ei=NuYxUo2bE6bwiwLPloGIAw&usg=AFQjCNGCWvjZcVy-uPuqjxZweJ9ig4_zrg&bvm=bv.52164340,d.cGE), today announced that its recent certification of [Low Power Company, Inc.’s](http://lopoco.com/) (Lopoco) ultra-efficient server model number LP-4250-6H achieved an Absolute PAR4 energy efficiency value of 2,108 and a 2012 Vintage PAR4 value of 1,508, each the highest result of all servers certified to date. Configured with a 2.5Ghz, 4 core Intel Xeon E3 processor, 8GB RAM and 6TB of hard disk storage, the server consumed less than 68 Watts of power at full load, earning it the highest “Green” PAR4 Energy Efficiency Rating.

“We are delighted that the LP-4250-6H has achieved this very significant accolade” said Andrew Sharp, CEO and co-founder of Lopoco, “especially given that the Vintage PAR4 standard inherently raises the bar according to the year of manufacture. We’ll be working hard to keep ourselves in the top spot.”

The patented PAR4 standard allows hardware vendors to publish accurate, independent energy efficiency figures for their servers, allowing data center managers and IT professionals to select the most energy efficient machines for their application. The Absolute PAR4 value provides a simple, easily comparable number representing the computational power actually delivered for each unit of electricity consumed, while the Vintage PAR4 value adjusts the result to take into account the server’s year of manufacture, according to the principals of [Moore’s Law](http://en.wikipedia.org/wiki/Moore's_law).

“The problem with traditional energy efficiency standards is that they don’t take account of evolution”, said Pete Malcolm, President and CEO, Power Assure, “while a particular machine may have been considered efficient a year or two ago, it is likely behind by today’s standards, yet the manufacturer continues to promote an outdated energy efficiency rating, reducing the usefulness of that standard to buyers”.

As an example, a server with a 2012 Vintage PAR4 rating of 1,000 would only score 950 had it not been introduced until 2013.

In addition to energy efficiency, the PAR4 certification process accurately determines power consumption at idle and full load, as well as other characteristics, such as boot time, peak power-on current and power factor. This information is invaluable to data center managers who otherwise have to rely on the manufacturer’s power supply rating information which indicates the specification limits, not what the machine will actually consume.

Accurate power consumption values typically allow data center managers to place more hardware in each physical rack, reducing space requirements and unused power capacity, thereby increasing the overall efficiency of the data center.

PAR4 certification services are available from [Underwriters Laboratories](http://www.ul.com) as the [UL2640](http://www.ul.com/global/eng/pages/solutions/standards/accessstandards/catalogofstandards/standard/?id=2640_1) standard, and through Power Assure.

**About Low Power Company, Inc.** ([www.lopoco.com](http://www.lopoco.com))

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 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.

**About Power Assure** ([www.powerassure.com](http://www.powerassure.com))

Power Assure is a leading developer of software-defined power solutions that mitigate data center power risk for large enterprises, government agencies and managed service providers; and add value to third party DCIM and application management suites through OEM and integration partnerships. Power Assure’s patented Software Defined Power implementation brings together application monitoring, IT management, DCIM and power measurement, adding enterprise scale automation, analytics and market intelligence to produce the first truly integrated solution on the market. Headquartered in Santa Clara, CA, the company is privately held with funding from ABB Technology Ventures, Dominion Energy Technologies, Draper Fisher Jurvetson, Good Energies, Point Judith Capital, and a grant from the Department of Energy. Power Assure partners include ABB, Cisco, Dell, IBM, In-Q-Tel, PARC, Raritan, UL and VMware.

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