



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Liz Wilkins, 949-833-3822

[lwilkins@intgmktg.com](mailto:lwilkins@intgmktg.com)

**BACK-UP COOLING NEEDED TO KEEP  
SYSTEMS RUNNING DURING ENERGY CRISIS**

**MovinCool Portable Air Conditioners Offer Simple Cost Effective Solution**

LONG BEACH, Calif. (July 31, 2001) – As the risk of rolling blackouts and power outages rises with the summer heat, many businesses are installing back-up power generators, but if they are not also equipped with back-up cooling systems, they are likely to see their Information Technology (IT) equipment fail.

Back-up power generators typically provide enough power to run emergency lighting and critical systems such as computers during a power outage but do not have enough power to run central air conditioning. While warm office temperatures can be uncomfortable for personnel, they can be crippling to computer servers, data centers and other telecommunications equipment. By using a MovinCool portable air-conditioner, companies can avoid costly downtime and repair of essential IT systems.

MovinCool, the world's largest manufacturer of portable air conditioning systems, offers several models that can be used with back-up power generators. The units do not require costly installation and can simply be rolled in, plugged in and turned on, saving expensive HVAC contractor fees and eliminating the risk of computer system failure.

According to Steven Tutino, Chief Technology Officer for Aston Group, which specializes in integrated digital solutions for the financial industry, high heat can be a year-round problem for IT equipment, but the challenge takes on new levels with the current energy crisis. "Many companies need supplemental cooling for their high-end computer equipment because their central air conditioning system can not keep their

server rooms cool enough. Now with the energy crisis, many more companies are suddenly at risk. It doesn't take long for temperatures in a crowded server room to climb up to 95 degrees, which can cause system damage or failure," explains Tutino.

MovinCool Department Manager, John Doran, says easy installation is key. "If your goal is to keep your IT systems on-line through a blackout period, the need for back-up cooling must be considered. MovinCool is ideal for this purpose because it can be easily installed at a moment's notice, which is what companies need during a crisis. Our Office Pro models are designed specifically to meet the cooling requirements of IT systems yet the power draw is low enough to run on most emergency power systems."

Companies looking for information on back-up cooling can visit the MovinCool Web site at [www.movincool.com](http://www.movincool.com) or contact the company directly at 800-264-9573. MovinCool units provide higher cooling capacities than most portable air conditioners, generating up to 60,000 BTU/h. The MovinCool Web site offers details about which units are compatible with various back-up generators and specifies voltage requirements.

MovinCool is a brand of DENSO, one of the world's largest manufacturers of automotive parts, robotics and spot coolers. The company pioneered the idea of portable cooling systems to meet its own automotive factory needs in Japan. Since then, MovinCool has designed a range of models designed to address the needs of offices and computer rooms. MovinCool is located at 3900 Via Oro Avenue in Long Beach, California, 800-264-9573. For more information, visit [www.movincool.com](http://www.movincool.com).

Canadian customers please contact:

Gordon R. Williams Corporation,

3350 Ridgeway Drive, Unit #2 Mississauga, Ontario Canada L5L 5Z9

Phone: (905) 820 - 1400 Fax: (905) 820 - 1435 Toll Free: 1 - 888 - 209 - 0999

[www.williamshvac.com](http://www.williamshvac.com) info@williamshvac.com

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