

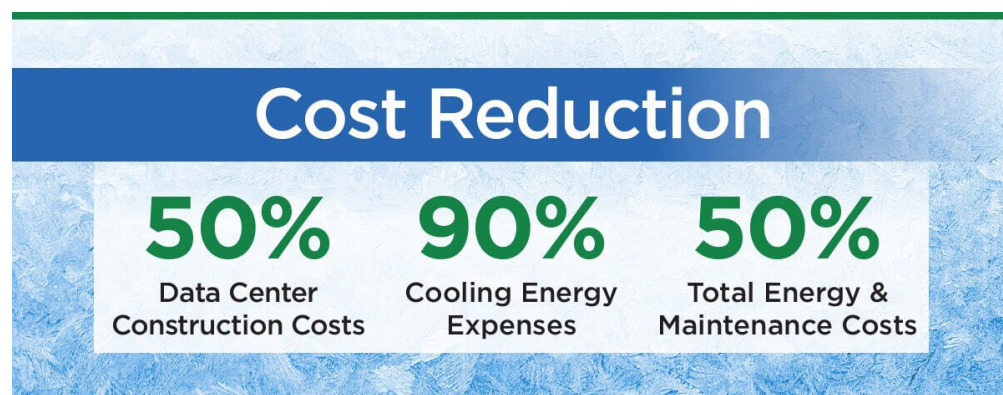
Data Center Liquid Cooling Myths – Busted!

INTRODUCTION:

You may have heard a few exemplary facts about liquid-immersion cooling technologies – like our [ICEraQ system](#) – such as its **incredible CAPEX and OPEX savings**. However, you also may have heard some things that made you unsure about this technology. Today we dispel some of the myths about Single Phase liquid-Immersion Cooling, and set things straight with the facts about our offerings.

❑ **MYTH – Liquid Cooling is more expensive than traditional A/C**

❑ **FACT –** The [ICEraQ system](#) has helped many satisfied customers **build out data centers for as much as 60% less** than traditional air-cooled data centers, **plus** continually provide them with **significant cost savings on energy and maintenance**.



❑ **MYTH – It's not safe**

❑ **FACT –** Green Revolution Cooling (GRC) uses a clear, odorless, non-toxic mineral oil-based coolant called ElectroSafe, which does not conduct electricity but is a good conductor of heat, making it ideal for cooling IT equipment.

Download our [ElectroSafe Coolant Fact Sheet](#)



Our ElectroSafe coolant is non-flammable, non-toxic, completely dielectric and safe.

❑ **MYTH – It makes operations tougher**

❑ **FACT –** We made the system operationally simple. The open system design of the racks enables **quick access to server equipment**, and the movable server support bars facilitate hot swapping of components over the rack.

❑ **MYTH – It's new and untested**

❑ **FACT –** Perfected over the course of a decade, the [ICEraQ system](#) has been installed by some of the [world's biggest operators in a breadth of industries](#), including 3 of the top 10 telecoms, one of the largest search engines on the web, government agencies such as the DoD, Air Force, NSA, and top super-computing facilities.

Take a look at our [featured clients & see what they're saying about us](#)

Global Presence

Our Deployments Are in **Eighteen** Countries World-Wide:



First deployed in 2010, ICEraQ system is now used in cutting-edge data centers around the world.

❑ **MYTH – It limits hardware options**

❑ **FACT –** The [ICEraQ system](#) supports rack-based servers from all major OEMs, and requires only fan removal for submersion.



❑ **MYTH – Liquid cooling is only for high density facilities**

❑ **FACT** -While it is true that support for high density servers (over 100kW/ rack) is one of the unique benefits of our immersion cooling technology, there are several other benefits that drive the adoption of the technology. Our immersion cooling solutions help radically simplify data center design, construction, and operation allowing for reduction in both upfront and operating costs.

Further, the modular design allows for easier capacity planning and edge deployments, even in the harshest of environments. Immersing servers in our ElectroSafe coolant protects them from dust, moisture, oxygen, hot-spots, and vibration, thereby providing unmatched environmental resilience.

CONCLUSION:

While there are many opinions on immersion cooling, it's important to know the facts of the matter – simply put, GRC's patented immersion cooling solutions radically simplify the design, build and operation of data center cooling infrastructure, while also removing the limits of rack density, power availability, and location options.

Was there a specific myth you've heard that you don't see on this list? Let us know! Or, if you would like to know more about how GRC solutions allow companies to build and operate more efficient and cost-effective data centers, [Contact Us](#) and a GRC representative will reach out directly to answer your questions.