



**For Immediate Release**

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## **GRC Designates August as Data Center Liquid Immersion Cooling Awareness Month**

***GRC will provide educational sessions with end-users and other data center stakeholders, discussing the efficiency benefits, as well as the reduction in CapEx and OpEx, by deploying liquid immersion cooling***

**AUSTIN – June 10, 2021** – With the summer months quickly approaching and data center managers increasing efforts to keep their operations cool, [GRC](#) (Green Revolution Cooling), the leader in single-phase data center liquid immersion cooling, announced today the first annual [Liquid Immersion Cooling Awareness Month](#), to take place in August.

Liquid Immersion Cooling Awareness Month is intended to further educate the data center community on the technology and its advantage over air-cooled facilities. Liquid immersion cooling is capable of reducing the energy consumption of today's data centers while enabling high-density deployments. Implementing immersion cooling at any phase of a data center's lifecycle will allow operators to minimize both CapEx and OpEx, enable high-density deployments, and significantly reduce energy consumption.

The month-long educational initiative comes at a critical time—data center energy usage continues to skyrocket; enterprises and colocation facilities are under pressure from both customers and suppliers to find ways to reduce their corporate carbon footprint and become more sustainable; and the recent attention that Bitcoin mining energy consumption has garnered has only fueled demands.

Throughout the month of August via a series of webinars, GRC will be joined by a number of data center end-users, analysts, and industry experts who will help educate operators and others in the industry through case studies that illustrate how liquid immersion cooling results in highly efficient and cost-effective data centers. Also joining the discussion will be several server manufacturers.

When data centers deploy liquid immersion cooling, they see a significant reduction in energy when compared with traditional air-cooled facilities, as well as realize expanded capacity without increasing their existing footprint or over-expending of precious capital.

“Liquid immersion cooling provides a dramatic and long-lasting effect on data center energy consumption,” said Larry Kosch, Director of Product Marketing at GRC. “With airflow management still the predominant form of data center cooling, I look forward to Liquid

Immersion Cooling Awareness Month increasing understanding of the technology and its economic and environmental benefits, as well highlighting the ease in which air-cooled data centers can be seamlessly retrofitted to liquid immersion cooling.”

Please visit [grcooling.com/LICawareness](https://grcooling.com/LICawareness) to learn more about this initiative and the lineup of educational sessions as they are announced.

Last month, GRC [announced its next-generation liquid immersion cooling solution](#), the ICeraQ® Series 10, which can provide a PUE of <1.03 and cools up to 368 kilowatts. The system has gained early recognition and it is also an [Innovation Product of The Year finalist for the Data Centre World Awards 2021](#), taking place in July.

### **About GRC**

GRC is The Immersion Cooling Authority®. The company's patented immersion-cooling technology radically simplifies deployment of data center cooling infrastructure. By eliminating the need for chillers, CRACs, air handlers, humidity controls, and other conventional cooling components, enterprises reduce their data center design, build, energy, and maintenance costs. GRC's solutions are deployed in twenty countries and are ideal for next-gen applications platforms, including artificial intelligence, blockchain, HPC, 5G, and other edge computing and core applications. Their systems are environmentally resilient, sustainable, and space saving, making it possible to deploy them in virtually any location with minimal lead time. Visit [grcooling.com](https://grcooling.com) for more information.

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