



**For Immediate Release**

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## **GRC to Highlight the Benefits of Data Center Liquid Immersion Cooling at HANNOVER MESSE in Germany**

*GRC will be joined by global alliance partner, Dell Technologies, and showcase how liquid immersion cooling is positioned to be the primary technology enabling sustainable data center deployments*

**HANNOVER, GERMANY – April 14, 2023** — GRC ([Green Revolution Cooling](#)), the leader in [immersion cooling](#) for data centers, announced today that it will be exhibiting its liquid immersion solutions at [HANNOVER MESSE](#), taking place April 17-21 in Hannover, Germany.

Processor temperatures, density requirements, and sustainability mandates are on the rise—and so is the pressure on data center operators to find solutions that are effective, cost-efficient, and environmentally friendly. Throughout the show, attendees will have the opportunity to visit Hall [14, Stand H36](#) where GRC will address these issues, while showcasing the latest immersion cooling offerings from GRC and how they're collaborating with Dell Technologies on various data center deployments of best-in-class immersion cooling systems coupled with powerful and reliable servers from Dell Technologies. Representatives from both companies will be on hand to answer any questions and provide details on immersion cooling installations, and how they can significantly reduce a data center's energy consumption while allowing for more compute power.

"GRC is excited to participate in HANNOVER MESSE and we look forward to sharing our technology with attendees," said Jim Weynand, Executive Vice President of Business Development at GRC. "For more than a decade, GRC has delivered liquid immersion cooling solutions in 22 countries, and we look forward to exhibiting with our Global Alliance Partner, Dell Technologies, to sharing numerous case studies on how we have helped data center operators curtail energy consumption and increase compute density."

Liquid immersion cooling has long been seen as a niche or special purpose solution, for high-density or high-performance computer servers. Yet, with rising server energy consumption, power costs, Environmental, Social & Governance (ESG) policies, and regulatory scrutiny, immersion cooling is positioned to be the primary technology enabling sustainability for all data centers today and into the future.

HANNOVER MESSE is the world's leading trade fair for industrial technology. Its lead theme "Industrial Transformation" unites the exhibit categories Automation, Motion & Drives; Digital Ecosystems; Energy Solutions; Engineered Parts & Solutions; Future Hub; Compressed Air & Vacuum; and Global Business & Markets. Leading topics include Industrie 4.0, carbon-neutral production, artificial intelligence and machine learning, energy management, and hydrogen and fuel cells.

### **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-two 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.

Please visit [grcooling.com](http://grcooling.com) for more information.

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