



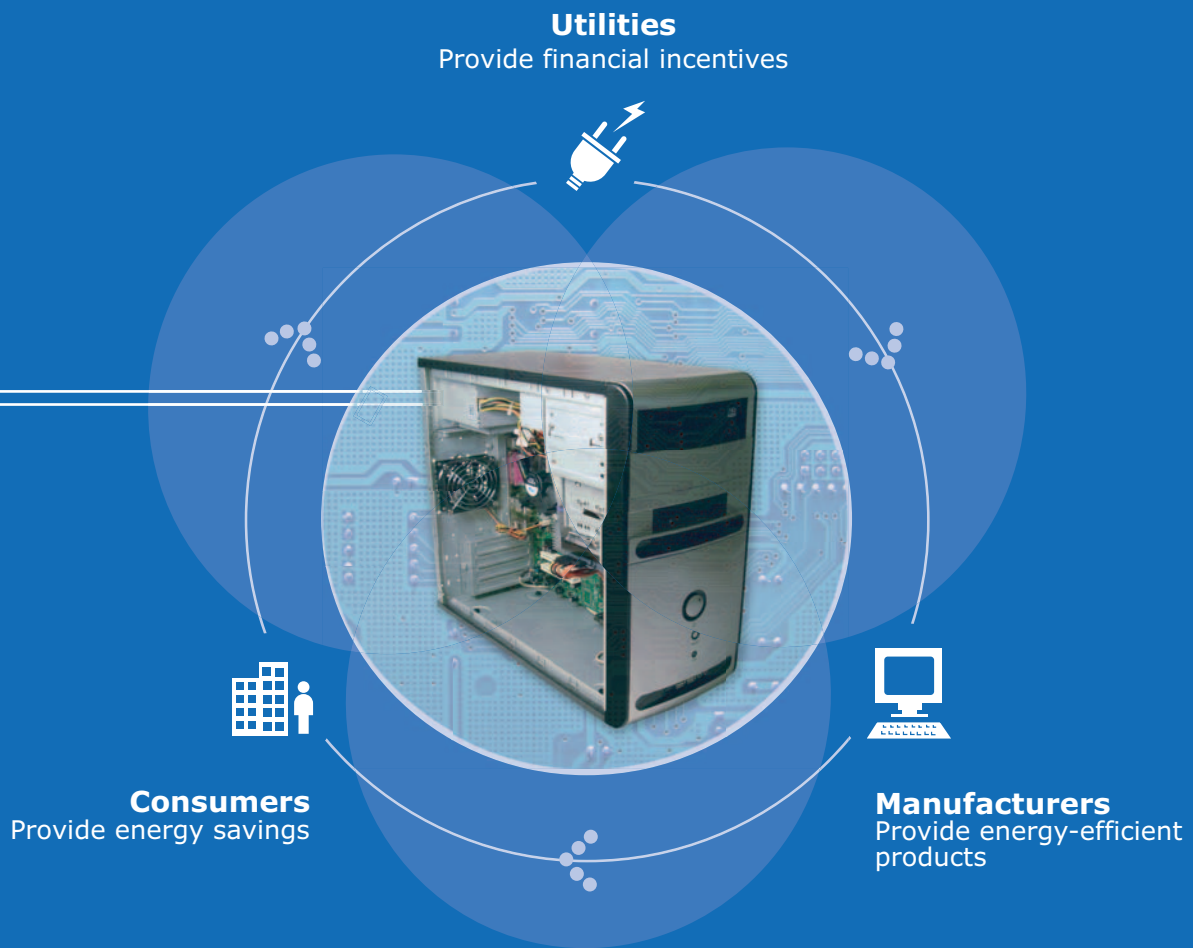
Run Cool, Run Reliably, Run With 80 PLUS™

Energy-Efficient Computers Run With 80 PLUS™

Plug In to the Power
of Innovation

80 PLUS™ An Innovative Energy Efficiency Initiative

The 80 PLUS™ program has created a unique forum that is uniting electric utilities, the computer industry and consumers in a groundbreaking effort to bring energy efficiency to desktop computers and servers.



Plug In to the Power
of Innovation

What is 80 PLUS™ ?

80 PLUS™ is an innovative, electric utility-funded incentive program to integrate more energy-efficient power supplies into desktop computers and servers.

The 80 PLUS™ performance specification requires power supplies in computers and servers to be 80% or greater energy efficient. This makes an 80 PLUS™ certified power supply at least 33% more efficient than current power supplies.

What are Power Supplies?

Power supplies are the devices that power computers and servers. They convert AC power from electric utilities into DC power used in most electronics.

New ENERGY STAR® Specification Adopts 80 PLUS™



98% of computers on the market meet the current ENERGY STAR® specifications, which are now over more than a decade old. The EPA has drafted updated requirements that include 80 PLUS™ efficiency levels. The new requirements are expected to take effect in late 2007.

Take Advantage of 80 PLUS™



Computer Industry

Incorporate 80 PLUS™ certified power supplies into personal computers and servers to tap into a new and growing market opportunity. The 80 PLUS™ program provides: financial incentives, cooperative marketing funds to help promote qualified products, innovative market differentiation, and the ability to meet a growing demand for green IT products.



Consumers (Commercial and Institutional)

Specify 80 PLUS™ in purchasing policies and realize the many benefits of energy-efficient computers. 80 PLUS™ computers: reduce energy consumption and save money, reduce heat output from computers and decrease building cooling costs, increase computer reliability and save on computer maintenance costs, and allow more computers to be run on the same branch circuit and avoid costly electrical infrastructure upgrades.

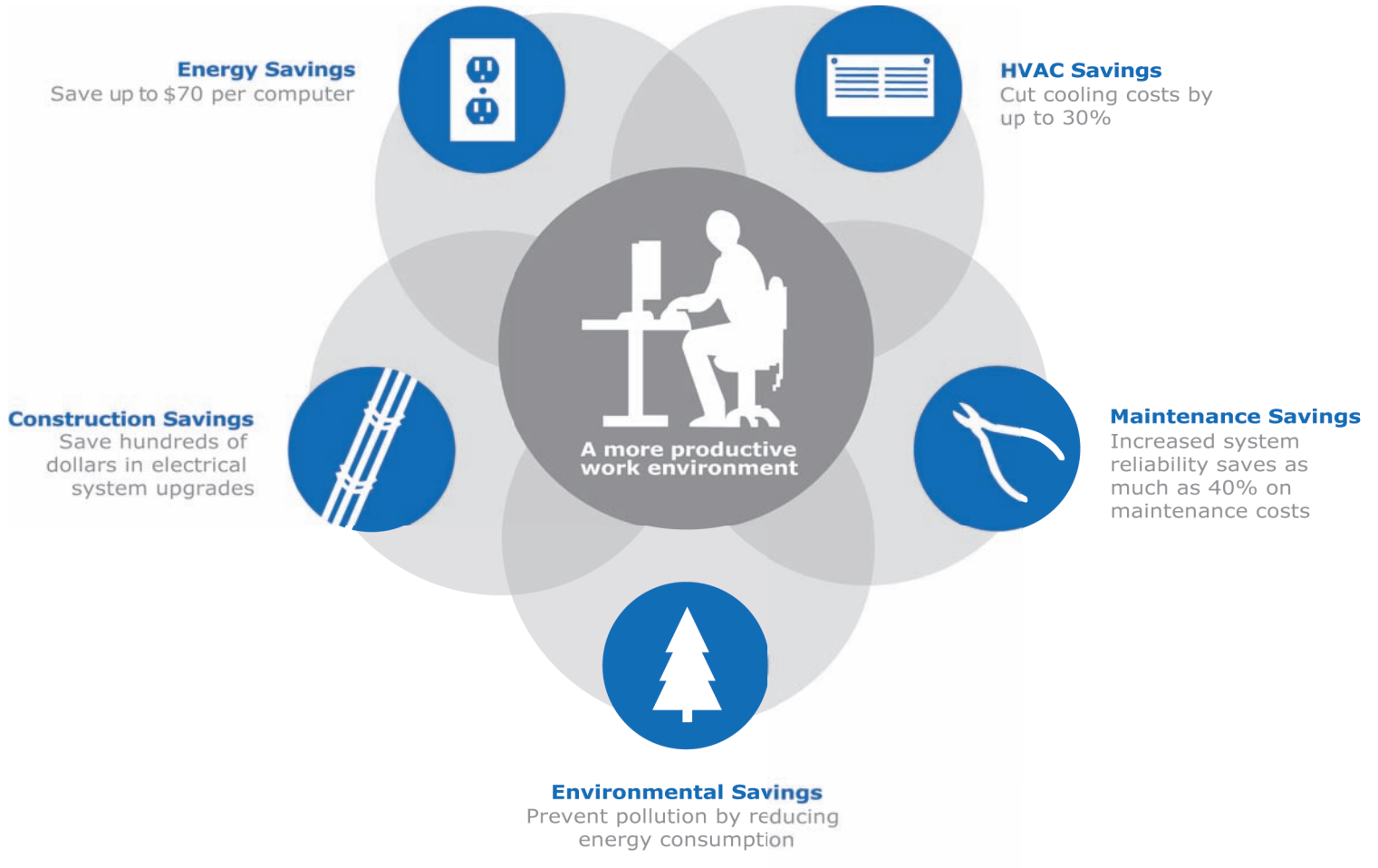


Electric Utilities and Energy Efficiency Organizations

Add 80 PLUS™ to energy efficiency portfolios to achieve cost-effective energy savings and bring verifiable efficiencies to the largest component of plug load. 80 PLUS™ provides: significant peak and non-peak energy savings, resource acquisition at less than \$.03 per kWh, energy-efficient power supplies that operate at a high power factor, and a unique opportunity to bring energy efficiency to the consumer electronics industry.



Benefits of 80 PLUS™ Qualified Computers



Huge Savings on Every Computer



80 PLUS™ In the News



Going Beyond ENERGY STAR® to Save Energy When Purchasing Computers

*FEMP Focus (U.S. Department of Energy newsletter)
Winter/Spring 2005*

"If you buy 1,000 computers [with 80 PLUS™ qualified power supplies] a year, participating in this program could cut your electric bills by \$18,000 after just two years, not counting air conditioning savings and the value of improving power quality."



Power Thrifty PCs: Billion-Dollar Savings With Better Power Supplies

Steven Ashley, Scientific American, June 2004

"Making PC power supplies 80% efficient...could save U.S. energy use by 1% to 2% and pare \$1 billion or more from the nation's yearly electric bills while cutting emissions from generating plants significantly."



Electron Leak? Raging Torrent!

Bill Machrone, PC Magazine, November 16, 2004

"...desktop power supplies need an efficiency overhaul to counteract another trend: Graphics card power consumption is rising much faster than any other component in the system, potentially doubling between this year and next—making it by far the hungriest component in the system."



Boosting Power Supply Efficiency for Desktop Computers

Dhaval Dalai, Power Electronics Technology, February 2005

"Wouldn't it be nice to have a power supply that does not stand out like a sore thumb in your computer system? Not to mention the fact that each year such a transition would save greater than 10 billion kWh of energy globally."



Intel Backs a More-Efficient PC Power Supply: New Design Could Reduce Computer's Needed Energy By a Third, at a Cost of \$10

Jim Carlton, Wall Street Journal, February 26, 2004

"According to the NRDC, the more efficient power supplies would save enough electricity annually to meet the needs of a city the size of Chicago, reducing power-plant emissions by the equivalent of 13 million cars."

"These energy-efficient computers are helping us to overcome the challenge we face in getting technology into our older schools. The reduction in energy consumption from each 80 PLUS™ qualified computer ultimately means that more of our students will have access to these essential educational tools."

Ken Ainsworth,
Technology Director for
Marysville School District

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"The 80 PLUS™ program is helping us deliver superior technology to our customers. Moreover, they gain significant benefits from the energy savings and improvements in product reliability."

Jordan Malkin, Operations
Manager for Microstandard

**For more information
on 80 PLUS™ contact:**

info@80PLUS.org

1.877.4.80PLUS or visit

www.80PLUS.org





**Run Cool
Run Reliably
Run With 80 PLUS™**



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