



GE
Critical Power

MISSION CRITICAL

What If You Never Had to Balance a Load Again?

With the explosion of data center traffic and rising power costs, rack space in data centers is at an all-time premium.

Data centers can't afford not to use rectifiers with the highest available power density. Single-phase solutions have long been the standard, but fall short of the new performance demands necessary to maximize capacity. And while 3-phase rectifiers are more powerful than their single-phase counterparts, their size has kept them from being a solid solution.

Until now.

Let's take a closer look at the benefits of 3-phase power solutions.

Data center traffic will increase almost



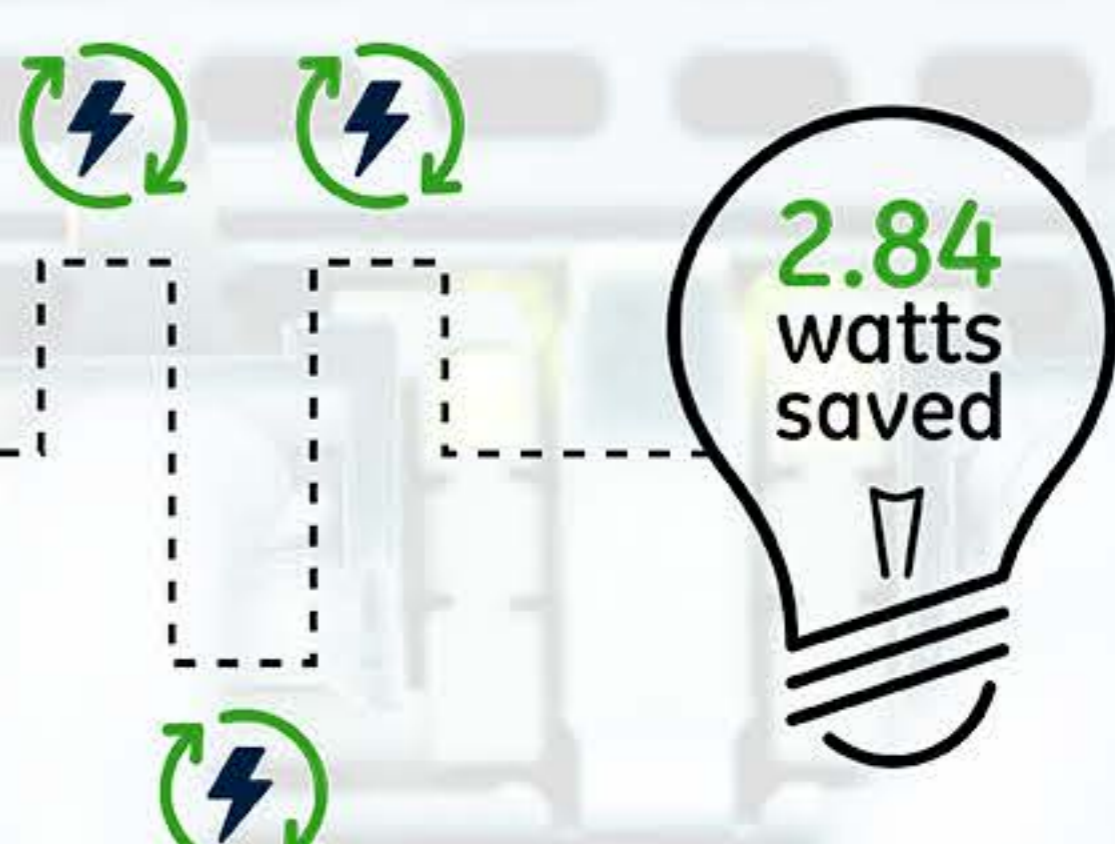
annually to **7.7 zettabytes** by 2017

1

Balanced Load on the AC Grid

3-phase rectifiers eliminate single-phase balancing issues as power requirements increase by ensuring that electrical phases grow in equal increments.

One watt of power saved at the server level can generate as much as **2.84 watts of savings** along the entire data center power chain



2

No Transformer or PDU Needed

Transformerless design reduces the need for power conversion, minimizing power consumption and improving efficiency

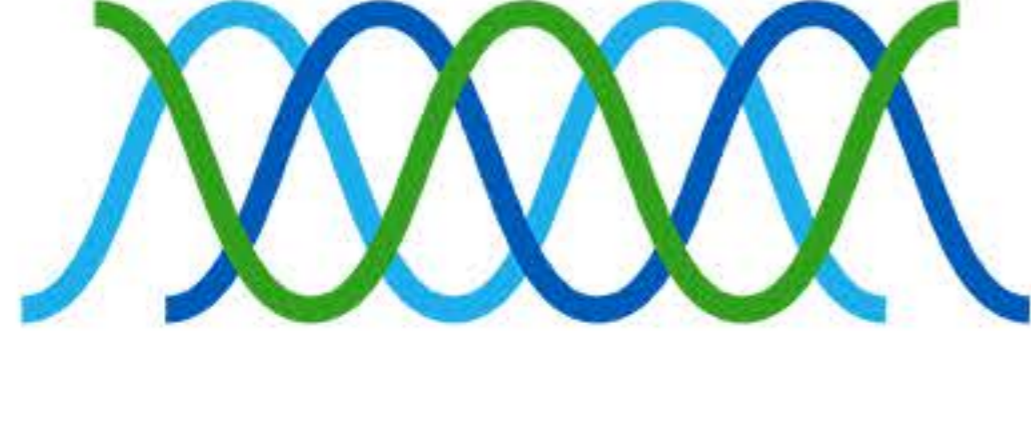
In a 10-megawatt data center, an average of



power intake is lost when transforming from 3-phase to single-phase power

3

Reduced Equipment Stress



A balanced load means equipment doesn't have to work as hard, which decreases utility costs

Cooling requirements are likely also reduced as additional equipment becomes less necessary

4

More Time For Your Engineers

Without the significant burden of balancing the load, your data center engineers can spend more time developing and implementing new architectures and technologies



Engineers spend **more time** maximizing capacity, efficiency and technology



Engineers spend **less time** and money managing energy loss

Introducing the GP100

At GE Critical Power, we've designed the most compact, most efficient 3-phase power supply for 19" rack mount applications on the market today



4X

The new GP100 is **four times smaller** than competing 3-phase products

Industry Leading Power Density



Paired side by side in a 19" rack, the GP100 packs 12kW into 1RU.



The average power density among current high power solutions is **8.5kW** per RU

GP100

96.5% Efficiency



The GP100 features a power capacity of 6kW. And two GP100s can be mounted together in 1RU, enabling GE Critical Power to provide an industry-leading power density of 12kW per 19" 1RU space

Advanced Diagnostics

Advanced diagnostic and firmware updating capabilities mean increased agility, improved reliability and better protection against downtime



of Fortune 500 companies experience at least **1.6 hours of downtime** every week, translating into more than **\$46 million lost** to downtime each year

GE Critical Power's new GP100 rectifier provides the flexibility to reach new levels of power and density across a wide spectrum of industries.

- Datcenters and Telecom Power
- Cable TV Equipment
- Broadcast Transmitters
- Wireless Cellular Base Stations
- Industrial Applications



To learn more about GE Critical Power's new GP100, download our latest eBook: **The Future of Data Center Critical Power** or visit www.GECriticalPower.com