

## **Eaton to Present at the BICSI Winter Conference in Orlando**

**January 16, 2009** ... Eaton Corporation today announced that it will participate in the BICSI Winter Conference to be held Jan. 18-22 in Orlando, Fla. In addition to hosting a booth, an Eaton representative will deliver a Pre-Conference Seminar presentation titled "Dynamic Power Architecture in Response to the Evolving Data Center" on Sunday, Jan. 18 from 1:30-4:30 p.m.

In his Pre-Conference Seminar, Joe Oreskovic, regional sales manager for the central region of Eaton Power Quality, will discuss the increasing frequency of moves, adds or changes (MAC) within the data center due to changes in business growth priorities. His presentation will address high-density, modular, scalable power protection architectures by focusing on the entire power chain from the building entrance to the equipment itself. Topics include evaluation of the current data center; power distribution schemes to maximize energy efficiency and reduce costs of heat; deployment of strategies and sizing for future requirements; legacy versus future trends; TCO through better management, service and maintenance; and electrical system design in consideration of tier I-IV requirements.

"The increase in frequency of moves, adds and changes is driving the need for power delivery architecture to be flexible enough to support the data center growth of not only traditional large data centers but also within the rack enclosure itself," said Oreskovic. "Sustainable critical power is an essential element in today's dynamic environments."

The BICSI Winter Conference will take place at the Rosen Shingle Creek Resort. This conference kicks off a grand celebration recognizing the 25th anniversary of the BICSI RCDD credential and will provide attendees several opportunities to engage in educational sessions to increase their expertise and success in the information transport systems (ITS) industry, exchange ideas with fellow professionals, take advantage of networking opportunities and expand their knowledge of new products and solutions with industry leaders in the exhibit hall.

BICSI is a professional association supporting the ITS industry with information, education and knowledge assessment for individuals and companies. BICSI serves more than 25,000 ITS

professionals, including designers, installers and technicians. Through courses, conferences, publications and professional registration programs, BICSI staff and volunteers assist ITS professionals in delivering critical products and services, and offer opportunities for continual improvement and enhanced professional stature.

At the BICSI Winter Conference, Eaton will showcase green solutions for ITS professionals at booth number 1110. Eaton continues to raise the industry standard for energy efficiency and unflinching performance, expertly addressing the issues arising from a combination of ever-increasing power demands and high density computing environments.

To learn more about Eaton's products and services, please visit [www.eaton.com/powerquality](http://www.eaton.com/powerquality).