

Eaton Delivers Green Thought Leadership Practices at Virtual Interop 2009

June 17, 2009 ... Eaton Corporation today announced its participation in Information Week's Virtual Interop Conference: Innovation in Action on June 16. This conference marks the first online Interop event to offer companies a comprehensive, integrated view of technology initiatives to sustain a business' competitive advantage—without leaving the office. In addition to contributing as a silver sponsor, Eaton representatives held a virtual information booth, equipped with thought leadership platforms and a chat room to discuss Eaton's latest power quality products.

Eaton was among a select group of companies that participated in the first Virtual Interop Conference, which was hailed as an overall success. There were 1,330 visitors to Eaton's booth who accessed over 400 of the documents available. Each participant spent on average more than 13 minutes at the booth engaging in conversation, accessing informational materials and learning new solutions for staying competitive in an ever-changing industry.

The conference gave Eaton power experts the opportunity to discuss with end-users the value of power protection and best practices to improving the modern data center. Without a limited amount of booth space and concerns about paper waste, Eaton's experts were able to display a wide-variety of key literature in the virtual information booth. Among Eaton's materials were product brochures and videos, online tools, green initiatives, customer success stories and the Eaton thought leadership newsletter with unabridged Gartner research, Data Center Forum.

"Airline travel and paper handouts can increase operation costs for any business," said David Windsor, EatonCare – Powerware Application Engineer, Eaton. "Virtual Interop gave Eaton the opportunity to share information about our products, respond to technical questions and discuss general industry trends through the chat room without the added travel impact and expense."

The 2009 Virtual Interop gave attendees the educational environment and rich social interaction of Interop Las Vegas in an online environment, maintaining the content and perspective from industry leaders to view the most important technology initiatives needed to sustain a competitive advantage. Throughout the day, end-users were able to attend keynotes, workshops

and panels featuring leading Information Technology (IT) companies, while interacting with true subject-matter experts through chat rooms and networking. In addition, the virtual conference allowed IT vendors to display exhibits and extract product information through a virtual reality Web site.

To review the Virtual Interop Conference, the event is now available on-demand until September 16, 2009 on the conference [Web site](#). To learn about Eaton's line of power quality products and services, visit Eaton's Web site at www.eaton.com/powerquality.

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