



Press Release

CYBERPHARM JOINS CLIMATE SAVERS COMPUTING INITIATIVE

20th October 2009 – CyberPharm, today announced that it has joined the Climate Savers Computing Initiative, a non-profit organization dedicated to reducing computer power consumption by 50 percent by the year 2010. Together, CyberPharm and the other industry-leading members of the Initiative will work to increase the adoption of energy-efficient PCs and servers and increase awareness and use of computer power management.

“CyberPharm is committed to reducing the energy consumption of information technology, both through actions, as well as driving awareness and development of energy-efficient technologies among customers. By working with Climate Savers Computing, CyberPharm is helping lead the movement toward a more clean and sustainable future”, said Ian Aubrey, Director at CyberPharm.

"By participating in the Climate Savers Computing Initiative, CyberPharm is demonstrating a meaningful commitment to furthering the adoption of energy-efficient technology and IT practices," said Pat Tiernan, executive director of Climate Savers Computing. "CyberPharm's leadership paves the way for other companies and individuals and together we can dramatically reduce global CO2 emissions from the operation of computers."

As a member of Climate Savers Computing, CyberPharm is committed to reducing energy consumption from a majority of its computing equipment by:

- Pledging to purchase high-efficiency computer equipment that meets or exceeds Energy Star ratings
- Optimizing existing computer systems to use power management capabilities, such as hibernation and sleep modes
- Ensuring in subsequent years the company purchases computing equipment with increasing levels of efficiency

In a typical desktop PC, nearly half the power coming from the outlet never reaches the processor, memory, disks or any other computing components. The wasted electricity is dispersed as heat and increases the cost of powering a computer, as well as the emission of greenhouse gases. In offices, homes and data centers, the added heat from inefficient computers can increase the demand on air conditioners and cooling systems, making the computing equipment even more expensive to run. Servers are more efficient than desktops, but still typically waste 30 to 40 percent of the input power.

About CyberPharm

CyberPharm solve problems to make life better. Our software suite, Eco3D, allows corporations to visualise their carbon emissions. This creates a greater understanding, and allows carbon emissions and energy consumptions to be accurately predicted. Eco3D then allows companies to adjust time so that accurate payback periods and carbon savings can be calculated, allowing for a reasoned and achievable roadmap to carbon neutrality to be created.

About Climate Savers Computing Initiative

The Climate Savers Computing Initiative is a nonprofit group of eco-conscious consumers, businesses and conservation organizations dedicated to reducing the energy consumption of computers. More than 500 companies and organizations have joined the Initiative since its launch in June 2007, and thousands of individuals have pledged their support. The Initiative is led by CSC, Dell, Google, HP, Intel, Microsoft and World Wildlife Fund. Sponsors include 1E, Acer Inc., Faronics, Fujitsu Limited, Hitachi Ltd., Lenovo, NEC Corporation, Symantec and Verdiem Corporation.

For more information and to pledge your support, visit <http://www.climatesaverscomputing.org>.

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