



May 2005

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Data Center Decisions

The New Data Center: Strategies for Today and Tomorrow

New York City, June 1-3, 2005

New York Hilton, 1335 Avenue of the Americas

More at: <http://datacenterdecisions.techtarget.com/index.html>

Robert McFarlane to speak at Data Center Decisions, New York City

“Some Like It Hot, But Not in The Data Center: Cooling Today’s High Performance Technology”; and “The Shocking Truth About Backup Power: Why Just Buying A UPS Is No Guarantee” are the subjects of two sessions to be given by Robert McFarlane, a partner at Shen Milsom & Wilke, at the Data Center Decisions Conference. His first talk is at 2:30 p.m. on June 1, the second is at 2 p.m. on June 2. McFarlane will also participate in a panel discussion on facilities at 9:55 a.m. on June 2. All sessions will be held at the New York Hilton.

Overheating causes server crashes and network outages. In “Some Like It Hot”, McFarlane will address what keeps expensive technology cool; concerns about “liquid cooling” and water in the data center; and how to mix high-heat equipment with standard hardware.

In “The Shocking Truth About Backup Power”, McFarlane will discuss how uninterruptable power supply (UPS) installations have hidden vulnerabilities that aren’t recognized until too late. He explores the ways in which your UPS can fail, how the gaps can be plugged, and how to get maximum reliability for dollars spent.

McFarlane has more than 30 years experience in communications consulting, including data centers, cable design, fiber optics, data communications, telephony, financial trading systems, satellite earth stations, video and multi-media, and acoustics. He is a pioneer in the field of building cabling design.

Shen Milsom & Wilke [www.smwinc.com], an international technology consulting practice founded in 1986, offers comprehensive services in the areas of multimedia, telecommunications, building security, and acoustics.

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The firm has a staff of more than 140 professionals and offices in New York, Princeton, Washington, D.C., Chicago, Houston, Denver, San Francisco, Las Vegas, Dubai, Hong Kong, and London—where we have formed a partnership with Sandy Brown Associates.