



PRESS RELEASE

For Immediate Release

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FOR MORE INFORMATION

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Attn: Members of the press involved with Data Center planning, design, or construction

Robert McFarlane to speak at Data Center Futures Conference, June 4-6, Chicago

"How to Design and Plan Your Physical Data Center" is the subject of a talk to be given by Robert McFarlane, president of Shen Milsom & Wilke's Interport Financial division at the Data Center Futures Conference [<http://datacenterfutures.techtarget.com/index.html>], June 4-6 in Chicago. His talk is at 2:30 p.m., June 4 at the Hilton Chicago Hotel.

Data centers are increasingly common and their design is challenging and complex due to rapid changes in technology, increased awareness of both physical and technical vulnerabilities, and tightened economic and security conditions.

McFarlane's talk focuses on how to recognize data center design flaws. He will cover the criteria behind the data center's physical location, entrance, backup power, air conditioning, power distribution, fire protection, physical "hardening," access, and security.

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.

About Shen Milsom & Wilke, Inc.

Shen Milsom & Wilke [www.smwinc.com], an international technology consulting practice founded in 1986, offers comprehensive services in the areas of telecommunications, audiovisual/multimedia, acoustics, and security. The firm has offices in New York, Princeton, Washington, D.C., Chicago, Houston, Denver, San Francisco, Las Vegas, London, Dubai, and Hong Kong, and a staff of more than 140 professionals. Shen Milsom & Wilke was named one of the 100 fastest growing A/E/P firms in the nation by Zweig White & Associates for the years 2001 and 2002.

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