



Global IT Majors Band Together; Launch Energy Saving Initiative

Program Designed to Reduce Carbon Emissions Even As Computer Use Increases

New Delhi: June 4, 2009: The Climate Savers Computing Initiative, a global program driven by major IT companies including CSC, Dell, Google, HP, Intel, Lenovo, and Microsoft, has launched its India chapter. Started in the United States in 2007, CSCI is a nonprofit group of eco-conscious consumers, businesses and conservation organizations promoting adoption of smart technologies in everyday business and personal computing which can improve the efficiency of a computer's power delivery and reduce the energy consumed when the computer is in an inactive state.

It is estimated that there are currently more than 1 billion desktop and notebook computers in use globally. It is projected this number will increase to 2.25 billion by 2015. In a typical desktop PC, more than half of the power is wasted as heat and it never reaches the processor, memory, disks, or other components. Even servers, which are typically more efficient than desktops, still waste 30 to 40 percent of the power utilized. Most of today's desktop PCs are capable of automatically transitioning to a sleep or hibernate mode when inactive for a sustained duration, however, in about 90 percent of systems this functionality has been disabled. This results in higher energy consumption and an increase in electricity usage.

According to IDC's Worldwide Quarterly PC Tracker for 4Q08, there will be 4.1 million more desktop PCs and 2.4 million more notebook PCs in use in India in 2009. By 2010, the country's installed base of PCs will reach 47 million units. Today, IT users generally lack awareness about the power-saving features already built into present-day machines. All in all, this adds up to tremendous waste of energy every day.

The launch of India's Climate Savers Computing chapter is led by Intel, Dell, HP, Google and the World Wildlife Fund (WWF).

"We are pleased to be part of this industry movement in India to help abate climate change. Computers have helped India transform into an efficient emerging economy, with increased productivity from online transactions, reduced travel and more," said Rahul Bedi, Director of Corporate Affairs, Intel South Asia, one of the prime movers behind the initiative's expansion. *"With the right user behavior and latest energy-efficient technologies now easily available to us, we can continue to drive power reduction with the usage of energy efficient computers."*

India is the sixth largest producer and consumer of energy in the world. It is projected that with growing computer penetration, especially in the smaller markets, energy usage will increase. The India chapter of Climate Savers Computing and its constituents will encourage the development of more energy efficient computing devices by manufacturers and at the same time educate organizations and individuals in smart practices of power management.

india_admin@climatesaverscomputing.org
www.climatesaverscomputing.org



"Apart from power saving modes and features available on current PCs, not many users realize that about 50 per cent of the machine's power consumption is heat loss not contributing to the operation of the machines," said Lorie Wigle, president of the Climate Savers Computing Initiative. "So, as we expand our efforts with a new team based in India, we are pleased to have leading hardware manufacturers on board who can help drive a holistic combination of energy efficient, ENERGY STAR compliant product deployment alongside driving changes in user behavior."

Globally, Climate Savers Computing was started in the spirit of WWF's Climate Savers program which has mobilized over a dozen companies since 1999 to cut carbon dioxide emissions, demonstrating that reducing emissions is good business. According to the "PC Energy Report 2009" published by the Alliance to Save Energy (a coalition of business, governmental, environment and consumer leaders who promote the efficient and clean use of energy worldwide), US organizations waste \$2.8 billion every year powering 108 million unused PCs. In 2009, these unused PCs are expected to emit approximately 20 million tons of CO2 emissions which are roughly equivalent to the impact of 4 million cars.

Beyond simply doing something proactive and positive for the environment by reducing CO2 emissions, Climate Savers Computing participating organizations have benefited through substantial savings in reduced energy costs. In India, a power deficit country, the social cost of similar savings would in itself be manifold as energy saved could be put to more productive use in manufacturing or agriculture.

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 475 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, Lenovo, Microsoft, and World Wildlife Fund. Sponsors include 1E, Acer Inc., Advanced Micro Devices Inc., Delta Electronics, Inc., Faronics, Fujitsu Limited, Hitachi Ltd., Intuit, NEC Corporation, Sun Microsystems, Inc., Super Micro Computer Inc., Symantec, Verdiem Corporation.

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

For further information, contact:

MelCole PR

Jaya Ghosh Sharma

Jayaghosh_sharma@melcole.com

9999026166

011-29834428, 29833118