

FOR IMMEDIATE RELEASE

Oakland Digital Arts & Literacy Center Joins Climate Savers Computing Initiative

OAKLAND, Calif. – June 8, 2010 – Oakland Digital Arts & Literacy Center, or ODALC, today announced that it has joined the Climate Savers Computing Initiative, a nonprofit organization dedicated to reducing computer power consumption by 50 percent by the end of 2010. Together, ODALC 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.

“ODALC 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, ODALC is helping lead the movement toward a more clean and sustainable future,” said ODALC Executive Director Shaun Tai.

“By participating in the Climate Savers Computing Initiative, ODALC is demonstrating a meaningful commitment to furthering the adoption of energy-efficient technology and IT practices,” said Lorie Wigle, President of Climate Savers Computing Initiative and General Manager of the Eco-Technology Program Office for Intel Corporation. “ODALC’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, ODALC 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 Oakland Digital Arts & Literacy Center

Oakland Digital Arts & Literacy Center is a 501(c)(3) nonprofit organization that reduces poverty by inspiring and training low income communities to enter the digital economy.

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 600 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 IE, Acer Inc., Faronics, Fujitsu Limited, Hitachi Ltd., Lenovo, NEC Corporation, Sparxent Verismic Software, Symantec, and Verdiem Corporation.

For more information and to pledge your support, visit www.climatesaverscomputing.org.

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