



-For Immediate Release-

Silentium, the “Silence in a Chip” Company Joins the HP BladeSystem Solution Builder Program

**SILENTIUM SOLVES FRUSTRATING PROBLEMS OF ACOUSTIC NOISE
POLLUTION & THERMAL CHALLENGES AND ENABLES DEPLOYMENT OF
HP BLADESYSTEM C3000 WITH UPS & LOCAL KVM DIRECTLY IN THE
OFFICE WORKSPACE**

Rehovot, Israel November 17th, 2009, Silentium Ltd. a leading innovator and provider of Active Acoustics based products and solutions for offices and industrial workplaces, today announced it has joined the HP BladeSystem Solution Builder Program. Silentium’s solutions help BladeSystem customers improve their infrastructure using the HP-Silentium Remote Site Solution with HP BladeSystem c3000 enclosure with UPS and local KVM in a small 15U (usable) **AcoustiRACK™ ACTIVE**. Silentium delivers best-of-breed noise-free workgroups solutions.

“Membership in the HP BladeSystem Solution Builder Program further recognizes Silentium’s silent Remote Site Solution applicability across a range of enterprise customers,” said Yoel Naor, Director of Products at Silentium. “Small and midsize companies with workgroups and departmental environments can now leverage the power of high-performance computing (HPC) and compute-intensive workloads by deploying Silentium’s **AcoustiRACK™ ACTIVE** with HP BladeSystem c3000 in close proximity to people, rather than in designated IT rooms. Joining the program is part of our strategy to work with market leaders, and we are proud of these relationships and benefits, which customers are already enjoying.”



Noise reduction is important for customers today as they look to improve the quality of their operating environment. Silentium's new "**Green IT**" innovative offering ensures noise-free workgroups and departmental clustering, to improve business and research outcomes.

The HP BladeSystem Solution Builder Program is a global community of more than 300 technology and service delivery providers who collaborate with HP and one another to define, develop, deliver and deploy customer solutions built for HP BladeSystems. Program members include independent hardware vendors, independent software vendors, system integrators and service-oriented resellers with a substantial SI practice and expertise in the rapidly growing blade market. The program benefits customers by reducing costs and accelerating the planning, deployment and delivery of blade solutions that simplify their IT infrastructure.

ABOUT SILENTIUM

Silentium Ltd. is a leading innovator in spatial active noise control (ANC) technology, specializing in developing innovative noise reduction products and solutions.

Noise pollution from a wide range of electronic equipment can cause stress, impair hearing and communication, and adversely affect productivity and health. Silentium's noise reduction solutions contain unique cutting edge technology delivering more than 20dB(A) noise reduction across the entire audio spectrum. Applications include noise reduction for server/networking equipment, air treatment and air conditioning machinery for the residential and automotive market, white goods and more.

Silentium's Active Noise Control solutions can be applied to myriad applications such as the IT, HVAC for the residential & automobile markets, medical equipment, white goods, etc. Using its generic technology the same basic design and components can be customized to the specific needs.

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Silentium Remote Site Solution

for HP c3000 with UPS & local KVM in a small 15U (usable) **AcoustiRACK™**

Silentium 15U AcoustiRack™
ACTIVE

AcoustiRACK™ ACTIVE Office ready Solution includes:

HP TFT 7600



Optional 2U
MSA2000i
iSCSI Storage

HP BladeSystem c3000

HP R5500 UPS



•c3000 enclosure with blades

•Configure with c3000 QuickSpecs

•HP R5500 UPS (5000VA/4500W)

•Part number: AF426A (NA)

•Optional: Local KVM capability

•Part numbers:

•HP c3000 KVM module – 437575-B21

•HP TFT 7600 Rackmount Keyboard/Monitor (see c3000 QuickSpecs for country-specific part numbers)

•**Silentium's 15U AcoustiRACK™ ACTIVE** with front & back locking doors, utilizing **Silentium's noise reduction kit.**

•Part numbers for Knurr Miracel® Plus 23U rack & Silentium active fan tray:

•SI-ARA1140x600x1000-G, (Knurr order number 01.147.018.8-000015)

•SI-ARA1140x600x1200-G, (Knurr order number 01.147.020.8-000009)

• Noise reduction kit: SI-ASFT 830-C

45 dBA SPL in bystander position

Note: There is room in this enclosure for shared storage, such as the HP MSA2000