

Silentium and US Rack Distributors Team Up to Silence and Green IT

US Rack to Distribute Silentium's Active Noise Control Equipment

Rehovot, Israel, and Dallas – September 7, 2010 – US Rack Distributors, a leading distributor of innovative rackmount technology, has partnered with Silentium, developer of Active Noise Control technology, to revolutionize IT work environments.

“US Rack Distributors only works with manufacturers who provide the most innovative and highest quality quiet rack technologies on the market,” says Bob Alexander, CEO of US Rack Distributors. “Silentium's engineering, research, and marketing strategy fit perfectly with our concept of the ideal partner.”

US Rack Distributors will distribute Silentium's AcoustiRACK™ *ACTIVE* (ARA) Soundproof Server Rack and the Active Silencer Fan Trays, as well as other data center products that serve as an alternative to server rooms. With equipment like the ARA, servers and network switches can be located in general office space, dramatically reducing infrastructure design, building, and maintenance costs as well as energy costs from dedicated cooling equipment.

Silentium's "Silence in a Chip" technology is embedded in the AcoustiRACK *ACTIVE*, which reduces noise by up to 30dB(A) as it dissipates up to 8kW of heat. The AcoustiRACK *ACTIVE* significantly decreases exposure to the disruption, distraction, and stress of noise pollution, increasing operational efficiency, and reducing cooling and general operational costs. When an IT department moves its servers into an AcoustiRACK Active cabinet, the organization can completely shut down the server room, reclaim the space, and lower their electric bills.

“Partnering with US Rack Distributors will allow us to benefit from their significant market presence and the strength of their dealer and distribution network,” says Silentium CEO Yossi Barath. “Working together, we will be able to more widely demonstrate the benefits of Active Noise Control and how it can revolutionize employee work areas as well as save a company significant amount of money.”

About Silentium

Silentium Ltd. is a leading innovator in spatial Active Noise Control (ANC) technology, developing innovative noise reduction solutions for both mass production and custom requirements. Silentium's unique, cutting-edge noise reduction solutions deliver more than 15dB(A) noise reduction across the entire audio spectrum. Silentium's Active Noise Control solutions can be applied to myriad applications such as IT, HVAC, medical equipment, white goods, and more. For further information please visit our website at www.silentium.com

About US Rack Distributors

US Rack Distributors Inc is a value-added distributor bringing innovative Rackmount Enclosure Solutions to the IT market. USRD specializes in soundproof server racks, with emphasis on cost-effective solutions to deal with noise and heat in the data center. For small to mid-size companies battling the same excessive noise and heat dissipation challenges, these units also function as standalone solutions, often mitigating the need to build a dedicated data center at all. Big... small... we've got it covered.

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