

## IntelliBatt® Launches New Branded Turnkey Package for Battery Backup Power at the 7x24Exchange Fall Conference

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*The cornerstone of the IntelliBatt package features new patented battery monitoring technology which provides battery health visibility and integrates directly to a monitoring service giving customers 100% uptime and extending battery asset life*

November 16, 2009 – Phoenix, AZ – The emerging leader in the battery backup power industry, IntelliBatt®, announced a new set of turnkey solutions for data centers, telecommunications and others that will reduce battery systems costs up to 35% -- as well as reducing the headache and hidden cost associated with managing multiple vendor services -- at the 20<sup>th</sup> anniversary of the 7x24Exchange Fall conference in Phoenix today.

In making the announcement, Mike Brinck, IntelliBatt Co-Principal said, “The battery backup power marketplace has traditionally been fragmented. That’s why IntelliBatt is especially pleased to offer a turnkey alternative to the conventional practice of making customers work with multiple vendors for batteries, enclosures, monitoring systems, monitoring service, and preventative maintenance and so on which is costly and inefficient.”

The IntelliBatt branded turnkey solution offers a new modular combination:

- Superior batteries with built-in monitor and web-based remote monitoring
- Easy-to-access cabinets, certified technicians and installation
- Bi-directional secure communication with IntelliBatt’s operations center supported by battery expert analysis and reporting
- Conditions based vs. time based maintenance and battery replacement to pre-empt power failure and extend battery life

Proven for over one year in the field, release 2.0 now covers over 3,500 IntelliBatt monitor nodes installed across multiple data centers in the U.S. IntelliBatt holds three recently allowed patents related to the monitor, how it measures data, and embedding the circuitry of the monitor into the battery case.

“The game changer for our customers is the ability to have quality batteries with built-in battery monitoring for the same cost as installing standalone batteries,” said Brinck. “Enterprises can secure unparalleled maintenance service levels and perhaps most importantly– entirely eliminate the risk of battery power failure during a power outage.”

### **Battery + Control: Web-based Battery Management System Sets IntelliBatt Solution Apart**

IntelliBatt monitoring taps into the world’s largest database for battery performance which provides quick view analysis of hundreds of live sites to identify potential trouble points – before they lead to failure. This service offering provides customers with real-time data and/or professional battery reports (alerts) through any web browser, fixed or mobile, powered by IntelliBatt’s sister company, Data Power Monitoring Corporation’s patented Battery Automated Reporting (BAR) system.

“Battery power is often described as the Achilles heel of a data center since nearly 85% of all UPS failures are caused by battery failure,” said Steve Cotton, IntelliBatt Co-Principal. “Our customers must have 100% uptime for their applications, to deliver on service level agreements to their customers, which is why we’ve designed a battery monitoring solution that closes the loop between data collection and intelligent use of the data collected.”

The battery management system highlights include:

- Monitoring services that are tightly integrated with the physical monitor (node) to provide a visual indication of each individual battery’s health
- Continuous monitoring which assures that trending (failing) batteries are caught early
- BAR polls each battery and battery string in every facility, every day
- Stop light coded reporting system uses green, yellow and red battery health indicators so network operations staff can immediately spot trouble in person which matches web-based analysis and reports

“The outcome for this superior system is that IntelliBatt customers have never experienced an unexpected battery failure,” noted Cotton. To date, BAR has tracked over a million battery cells. The BAR interface works with all leading industry battery monitor offerings and incorporates key battery related IEEE standards into its technology and methodologies.

## **Predicting and Preempting Battery Failure**

Featuring front access terminal batteries in UL listed cabinets, IntelliBatt has reengineered battery and monitoring installation by pre-installing at the factory, which reduces the complexity of installation and cost.

IntelliBatt also takes a fresh approach on preventative and corrective maintenance. Traditional systems provide only a temporary indication of the battery condition through periodic manual monitoring, but IntelliBatt’s battery monitoring system offers cost-effective daily monitoring, and thereby reduces scheduled preventative maintenance visits saving thousands of dollars per annum while also extending the life of the battery asset from 6-24 months longer.

## **About IntelliBatt**

IntelliBatt, LLC, is a privately-held, full-service solutions provider serving global markets with battery backup and predictive services to ensure against systems failure. IntelliBatt’s core customer base is comprised of the world’s leading data centers and enterprise organizations. The telecommunications market is also a fast-growing segment for IntelliBatt, as reliance on IT systems that support global economies--either through wireless or wire line networks--must have 100% uptime guarantees for their customers. IntelliBatt is committed to supporting best practices in the battery backup marketplace, and pioneering through partnership expansion into new markets and applications of battery technology. Founded in 2006 by industry battery veterans, IntelliBatt is headquartered in San Anselmo, California, with additional offices in Sacramento, Ohio and New York. Visit [www.intellibatt.com](http://www.intellibatt.com) for more information.

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**Editor’s Note:** High resolution photos of IntelliBatt’s new turnkey solution are available upon request.

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