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Asetek Redefines Liquid Cooling with Solution Integrated into HP Blackbird 002 Gaming PC

/24-7PressRelease/ - September 07, 2007 - Broenderslev, Denmark, September 6, 2007 - Asetek, the market leader of thermal management solutions for semiconductors, is proud to announce the first ever OEM adopted CPU and GPU integrated liquid cooling solution for the HP Blackbird 002 gaming PC - the ultimate gaming machine designed for extreme performance and upgradeability.

Asetek engaged with the HP gaming team at a very early stage in the design process and helped develop the thermal management solution for the HP Blackbird 002. The HP Blackbird 002 exemplifies how utilizing liquid cooling and properly addressing system thermals can raise the performance limits and significantly reduce noise.

"We are honored and proud that an innovation and market leader like HP has chosen Asetek as a partner for the Blackbird project," said Andre' Sloth Eriksen, CEO and Founder, Asetek. "Blackbird is an example of true end user value, with outstanding performance and low noise, and we are pleased that we could contribute to this program with our cutting-edge liquid cooling solution and expertise in the enthusiast and gaming markets."

"We put a lot of thought into how to cool Blackbird and the Asetek LCLC is better than anything we've seen before. We believe our simple, pre-sealed, liquid cooling design blows competing solutions away," said Rahul Sood, Chief Technology Officer, Global Gaming Business Unit, HP. "Asetek helped us integrate a liquid cooling solution that offers customers the tangible benefits of being efficient, quiet and reliable without the marketing hype."

Asetek's LCLC (Low Cost Liquid Cooling) solution is the only OEM adopted thermal technology to hit the market place which integrates both the CPU and GPU into a single closed loop design. By focusing on these two components, the thermal headroom is significantly improved enabling maximum over-clocking for the highest level of performance. Asetek's LCLC is an incredibly sleek, compact and future proof design which supports Intel and AMD, as well as NVIDIA and ATI hardware.

About Asetek

Founded in 2000, Asetek is a world leading thermal management solution provider of vapor phase, vapor chamber and liquid cooling solutions. These solutions are designed for OEM integration, servers/datacenters, PC enthusiasts, gamers, and professionals who demand exceptional performance, maximum reliability and low noise. For a decade Asetek has developed the very strong brand names VapoChill and WaterChill to become the preferred choice of enthusiast grade cooling solutions. The VapoChill and WaterChill product lines have won more than 200 international press awards.

With headquarters in Denmark, a marketing and FAE office in Menlo Park, California, a QA and sourcing office in Guangzhou, and a sales office in Taipei, Asetek works actively with world-leading companies within the industry to ensure maximum reliability, cost effectiveness, and performance for its products while providing global logistical support for its customers. Asetek is funded by Northzone Ventures, Sunstone Capital, KT Venture Group and a group of private investors. For more information, please visit www.asetek.com.

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