



ActiveCool

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ACTIVE COOL LAUNCHES AC4G-D TO ADDRESS COMPUTER INDUSTRY'S GROWING CPU HEAT CRISIS AND PC NOISE CONCERNS

Active Cool launch the Industry's First-Ever High-Powered Thermo-Electric CPU Cooling System in Drive Bay form factor

ASHKELON, ISRAEL, March , 17, 2004 – Active Cool today announced the official launch of its new AC4G-D CPU cooling system, a revolutionary thermo-electric cooling system designed to address the looming processor heat crisis in the PC industry. As PC processors continue to get smaller and faster, CPU heat will remain a significant challenge that will ultimately threaten the reliability and stability of the PC. Active Cool's Thermo-electric based AC4G-D solution has the power to cool the most advanced Intel Pentium 4 processors and the new AMD K8 processors.

In just three years, computer processor speeds have increased from 500 MHz to more than 3 GHz with Terahertz speeds not too far away. As processor speeds continue to increase, so does the amount of heat generated, making it critical to find ways to overcome this problem. In Comdex 2002 , Active Cool introduced the first AC4G Thermo-electric Cooling , at that Time it was in PCI Card form factor and cost more then twice then the AC4G-D Active Cool's New Thermo-electric Cooling that is now release and introduced at CEBIT 2004 trade show.

Active Cool's Microprocessor controlled Thermo-electric Cooling has the potential to be a significant technology and definitely compelling way to solve the CPU and other Semiconductors Heat problem. "Without the ability to cool Today's and tomorrow's high-performance chips, the end-user applications will be greatly restricted." said Ronen Meir , Active Cool Founder CTO and Director.

The new product AC4G-D – Microprocessor controlled Thermo-electric Cooling (Peltier) in Drive Bay form factor has high cooling performance and works very quiet.

Conventional air cooling solutions, heat sinks and fans, are near the limits of what they can achieve. Today's alternative solutions, such as liquid cooling and vapor-phase refrigeration are expensive and impractical for PC manufacturers to incorporate into new computers. Active Cool's AC4G-D technology is uniquely designed to solve the problems of CPU heat and fan noise effectively, while being ideally suited for installation during computer assembly.

"Active Cool's innovative solution is quickly gaining industry attention and promises to ensure the productivity, reliability and stability of personal computers into the future. Smart Thermo-electric Cooling is the right solution" Said David Yoskovitch Active Cool's CEO.

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In addition to the CPU heat problem, computer noise is becoming an increasing concern. While most PC noise tends to be generated from cooling fans, it can be disruptive as excessive computer noise can negatively impact a PC user's office productivity. While traditional cooling methods run fans continuously, causing increased noise as fan speeds increase to maintain stable temperatures, AC4G-D dynamically reduces PC fan noise by pumping heat out of the processor using a Noise Reduction Microprocessor controlled electronic heat pump.

Geared towards the global PC OEM, and white box manufacturing markets, Active Cool's innovative AC4G-D solution addresses both the heat and noise problems.

Active Cool's new AC4G-D product has the following Hi Tec features:

- Microprocessor-controlled thermo-electric cooling Technology
- Dynamic – Cooling on Demand according to actual CPU load
- In Typical application cools down to 28 Deg C (tested with 3.2 GHz P4)
- Significantly reduced PC fan noise
- Cools Intel Pentium 4 3.4GHz + ; cools new AMD 64 processors
- LCD display for temperature monitoring and mode select – noise \ cooling
- Installs in any PC in less than 90 seconds, suitable for PC OEMs.

Active Cool is poised to revolutionize the PC manufacturing industry with its affordable, high-tech cooling solution. The AC4G-D product will cost 59 Euro (MSRP) compared to liquid cooling solutions that cost Euro 100 to 175. The price of 59 Euro is about 50% reduction in price compare to the first AC4G that was introduced at November (Comdex) 2002. The AC4G-D will be available for commercial sale by April 2004. The products and technology will be introduced at CEBIT 2004 Trade Show, in Active Cool Booth at Hall 24.

Active Cool Technology have 4 World wide patents on pending (PCT) , and one Granted in USA.

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About Active Cool

Founded in January 2000 and headquartered in Ashkelon, Israel, Active Cool is focused on addressing the industry's growing CPU heat crisis and noise concerns. Active Cool's flagship product, the AC4GD, is the world's first high-powered thermo-electric CPU cooling system. The AC4GD product, designed for global PC OEM and white box manufacturers, has the power to cool the most advanced Intel Pentium 4 processors and the new AMD 64 processors as well as future Processors. The company raised 3M\$ to date, and will start investment round of 3M\$ at April 2004.

For more information, please visit <http://www.activecool.com>.

Product Photos and general information about thermoelectric Technology can be downloaded and use by the Press, From Active Cool web site at : www.activecool.com

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