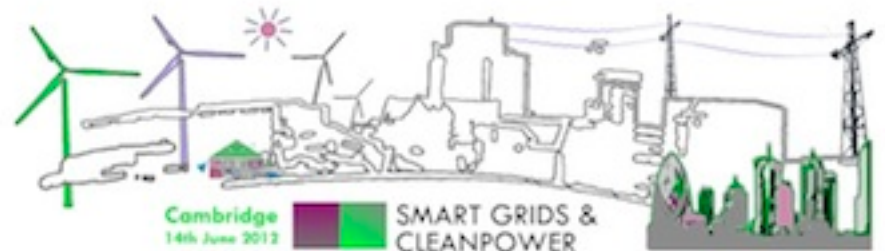


The Truly Sustainable Cloud

Not a Myth

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Unprecedented Growth



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650 Million

Internet

Mobile App

Daily New

2,500,000

Sou



- 10% of
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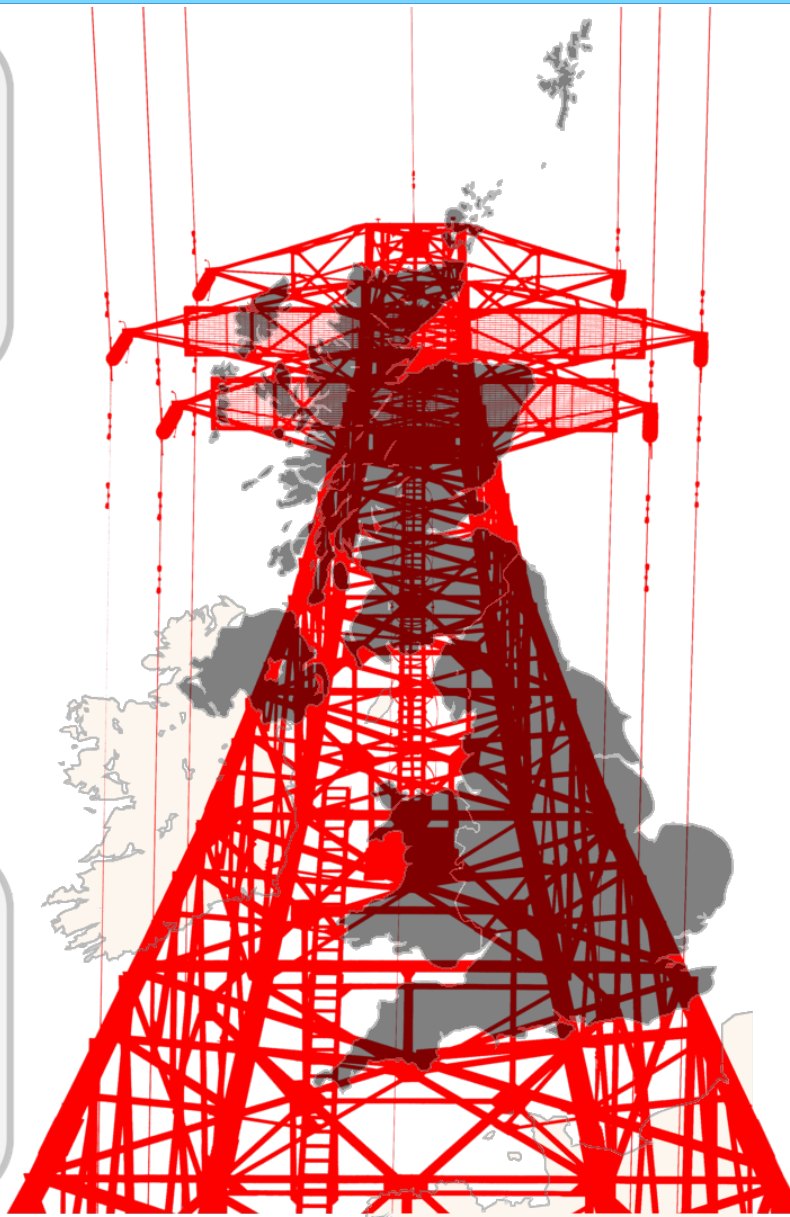
ue Growth

% CAGR



How Prepared is the Grid?

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Relieve the Pressure

■ Centralize

- ▶ Mobile Demands Increase Centralized Computing
- ▶ Move Cycles to Optimized Generation Grids



■ Improve Efficiency

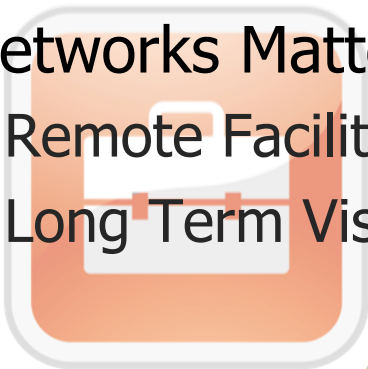
- ▶ Data Centres Located Near to Generation Sources
- ▶ Encourage Renewable, On-site Generation

■ Innovate

- ▶ Work Closely with IT Innovators
- ▶ Cloud Computing has Unique Load Peaking Opportunities

■ Networks Matter

- ▶ Remote Facilities Require Reliable High Capacity Networks
- ▶ Long Term Vision Required



Iceland as a Case Study

- 1994 – Cantat-3 – 2.5 Gbps
- 2003 – Farice-1
- 2009 – Danice / Telegreenland
- 2012 – Total European Capacity > **28 Tbps**



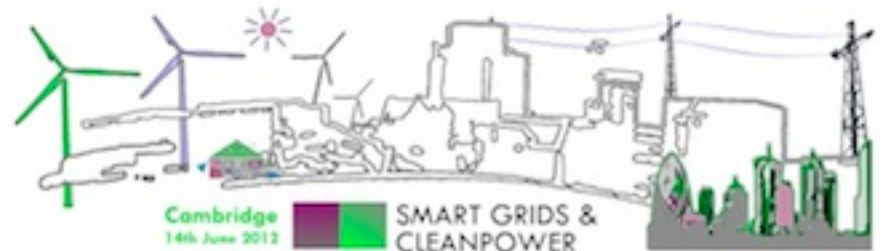


Thank You

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