



Press Release

Nexans technical conference opens up options for data centre efficiency

Increasing rate of data has created challenge for data centre managers to increase efficiency and reduce carbon footprint

Paris, December 9, 2014 – Data centres make up 3% of the world’s total energy consumption but designers can significantly reduce the carbon footprint, according to the Nexans technical conference this week. With Internet-connected people and -devices expected to grow significantly over the next few decades, data centre designers need to act now to make sure they improve energy efficiency and effectiveness in data centres while maximising uptime. Key stakeholders including data centre designers, academics and independent data centre consultants attended the one day event.

The conference looked at the growing need for data centres in the future. Bernard Lecanu, representing the European Code of Conduct working group, talked about the European programme for energy efficiency in data centres which helps data centre managers share best practices. Dr. Alan Flatman, Principal Consultant in cabling and network technologies, summarized the key trends in data centre architecture and technology. He highlighted the exponential growth in data volume. Nexans experts explained best practices in designing structured data cabling to accommodate these high bandwidth needs while enabling the lowest possible energy consumption.

Professor Ian Bitterlin of Leeds University explained clearly the dilemma of exponential data growth and the increasing demand for power. Nexans’ technical experts gave attendees an overview of power cabling and busbar options for improving efficiency in existing data centres. Nexans innovative solutions such as Ecocalculator and Superconducting Fault Current Limiter were introduced and debated. Finally, two consultants shared case studies of designing data networks (Jacques Bourgeois, Consultant at CNS Communications), and building design and use of sustainable energy (Wim Boone, Business Development Manager at Ingenium).

Mark Rogers, Managing Director at Nexans Cabling Solutions, said, *“The growing rate of data has led to a huge increase in the demand for data centres. IT managers are under pressure to meet this demand. At the same time data centre managers are under pressure to be energy efficient. The conference offered them and other key stakeholders the opportunity to learn more about how they can meet these challenges.”*

Jean-Maxime Saugrain, Group Vice President Technical at Nexans added, *“We are pleased to be able to create this opportunity for those involved in the data centre industry to come together and discuss the issues they are facing and make the link to both data cabling and power cabling. Through this event, Nexans is able to contribute to the significant challenge of coping with data growth while keeping energy consumption as effective as possible.”*

About Nexans

Nexans brings energy to life through an extensive range of cables and cabling solutions that deliver increased performance for our customers worldwide. Nexans' teams are committed to a partnership approach that supports customers in four main business areas: Power transmission and distribution (submarine and land), Energy resources (Oil & Gas, Mining and Renewables), Transportation (Road, Rail, Air, Sea) and Building (Commercial, Residential and Data Centers). Nexans' strategy is founded on continuous innovation in products, solutions and services, employee development, customer training and the introduction of safe, low -environmental- impact industrial processes.

In 2013, Nexans became the first cable player to create a Foundation to introduce sustained initiatives for access to energy for disadvantaged communities worldwide.

We have an industrial presence in 40 countries and commercial activities worldwide, employing close to 26,000 people and generating sales in 2013 of nearly 6.7 billion euros. Nexans is listed on NYSE Euronext Paris, compartment A. For more information, please consult: www.nexans.com

Contacts:

Press

Angéline Afanoukoe Tel. : +33 (0)1 73 23 84 12 Angeline.afanoukoe@nexans.com

Investor relations

Michel Gédéon Tel.: +33 (0)1 73 23 85 31 Michel.gedeon@nexans.com