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SNS FIRE CONFERENCE NAMES FORCED PHYSICS A 2018 FIRESTARTER COMPANY

Global thought leaders converge this October to address some of the world's greatest challenges

SEATTLE, Washington – June 23, 2018

Strategic News Service™ (SNS) has selected **Forced Physics** as a 2018 FiReStarter company to be featured at the 16th annual Future in Review (FiRe) Conference. FiRe 2018 will take place October 9-12 at the Stein Eriksen Lodge Deer Valley in Park City, Utah.

Described by *The Economist* as “the best technology conference in the world,” FiRe features global speakers and participants in technology and the global economy, including Elon Musk, Craig Venter, Michael Dell, Vint Cerf, Leroy Hood, Elena Polyakova, Mark Hurd, Paul Jacobs, Cory Doctorow, Kamran Elahian, Ken Goldman, Dharmendra Modha, and many others. FiReStarters are selected based on the strength of their potential to bring positive change to the world, and are showcased at the FiRe conference in panels throughout the event and with ongoing relationships introduced and supported by SNS.

After more than a decade in development, Forced Physics has released innovative server cooling that will change the way data centers are built and operated. Requiring only filtered outside air, this patented technology eliminates the need for complex mechanical systems such as liquid cooling, server fans, air conditioning, and cooling towers. Customers can achieve over 40 percent cost savings by reducing costs on infrastructure, cooling power, and servers (via higher density). The JouleForce™ conductor technology lowers cooling energy by over 90 percent and uses no water or other liquid.

This simplified approach to data center cooling, along with drastically reduced energy usage, will enable Forced Physics to assist data centers in significantly reducing their carbon footprint. Data centers of the future will be simpler, cleaner, and cheaper.

Scott Davis, President and CEO, is the inventor of the fundamental Forced Physics technology. Davis states, “We are excited for the opportunity to be named as a 2018 FiReStarter Company. As first-time participants at FiRe, we look forward to meeting like-minded innovators and entrepreneurs who are also seeking to make a positive impact on the world.”

Future in Review is a gathering of world-class thought leaders, convened each year with the goal of providing the most accurate look forward in technology. FiRe is a world leader in exploring how technology drives the world economy and in using technology to solve major social challenges. These goals have been consistently achieved through FiRe’s collaboration across technology-driven industries and through active support from the global FiRe community.

To register for FiRe 2018, go to www.futureinreview.com

Strategic News Service was founded by Mark Anderson in 1995 as the first subscription-based online news service. Since its inception, SNS has proven the most accurate predictive report covering technology and the global economy. Its subscribers include top managers at technology and finance companies across the globe, including Oracle, Microsoft, HP, Dell, Cisco, Intel, Google, British Telecom, SpaceX, Amazon, Telstra, and others.

SNS has been operating the annual FiRe conference since 2003. FiRe exposes world experts and participants to new ideas, and conversations about them, producing an accurate portrait of the future; and focuses on creating technology solutions to current local and global problems. FiRe 2018 will take place October 9-12, 2018, at the Stein Eriksen Lodge Deer Valley in Park City, Utah. For more information and to register, go to www.futureinreview.com.

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Websites: www.stratnews.com, www.futureinreview.com, www.forcedphysics.com