

For Immediate Release

## CoolBitts Unveils First Ever Immersion Cooling Solutions for Small-Scale Computing Environments

DENVER, Colorado, November 18, 2019 – Touting the world’s first immersion cooling solutions for small-scale computing environments, startup CoolBitts LLC today emerged from stealth and debuted its broad ICEbox product portfolio. The company is demonstrating its solutions this week at SC19, the high performance computing industry’s preeminent tradeshow. With today’s announcement, CoolBitts takes aim at a large industrial computing base facing a stark reality: continued growth in silicon density, power consumption and heat production makes the switch to immersion cooling inevitable.

Intended as a platform for experimentation and evaluation of immersion cooling technologies, CoolBitts ICEbox line is ideal for high-performance PC manufacturers and data center engineers who are considering strategies for moving to immersion cooling. While a kilowatt of computing power normally requires a kilowatt of cooling, immersion cooling reduces cooling requirements by 90% to just 100 Watts. With an eye to lowering electricity costs, Bitcoin miners are particularly eager for an affordable PC-level immersion cooling solution. Data centers also have their eye on immersion cooling, as green and sustainable energy policies increasingly take root.

“Quite simply, air is an awful way to cool electronics and liquid CPU coolers only address part of the problem,” said CoolBitts founder and CEO James Bittman. “Immersion Cooling keeps all the electronics cool and can save up to 90% of the cooling energy compared to traditional methods. Immersion cooling’s shift from lunatic fringe to mainstream is under way right now.”

At SC19, booth 699D in the Startup Café, CoolBitts will conduct live demonstrations of its ICEbox line, including immersion cooling of:

- CPU cooling: AMD [Ryzen Threadripper 2990WX](#) 32-core 3.4 GHz processor
  - Running benchmark software with CPU power measured by hardware monitor up to 248W (stated max is 250W)
- Motherboard cooling: ASRock X399M [MicroATX](#) with AMD sTR4 socket
- Nvidia PCIe Graphics adapter cooling: [EVGA GeForce RTX 2080 Ti XC](#) ULTRA GAMING, 11GB GDDR6
- Space heater cooling: showing that CoolBitts can immersion cool *anything* electrical

The CoolBitts ICEbox products are based on licensed patented technology from LiquidCool Solutions, Inc. (Rochester, MN), securing a worldwide exclusive for PCIe expansion and motherboards.

“We applaud and value the innovative approach that CoolBitts demonstrates with their adaptation of our cooling technology fundamentals,” said Rick Tufty, CTO of LiquidCool

Solutions. “Their breakthrough is ideal for addressing the needs of the small-scale immersion cooling market where superior physics and engineering can solve thermal challenges for which conventional cooling practices can no longer support the momentum of technological progress.”

CoolBitts comes out of the gate with an impressively wide range of small-scale immersion cooling solutions. Available immediately, the company’s ICEbox (Immersion Cooling Environment) product line includes:

- ICEbox5-Sys-1 (list price \$2450): Complete kit that includes tank, pump, radiator, fans, and 5 gallons of EC-120 for thermal loads up to 750W.
- ICEtray-PCIe4 (list price \$1450): Top panel and baseplate with a PCIe expansion kit installed. This expansion kit supports up to 4 single-slot or 2 dual-slot PCIe boards connected to an external host PCIe slot. (Note, host interface supports a maximum data rate of Gen2 x1).
- ICEtray-mATX (list price \$300): Top panel and baseplate that supports ATX and ITX motherboards with ATX power supply.
- ICEtray-AC (list price \$300): General purpose ICEtray
- ICEpower-1 (list price \$300): Independent control and monitoring of power for cooling system and Unit Under Test.

## **About CoolBitts**

Based in Concord, New Hampshire, CoolBitts is a privately held company bootstrapped by founder James Bittman who previously founded BittWare in 1989. CoolBitts groundbreaking solutions represent the industry’s first and only immersion cooling offerings for small-scale computing environments.

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