

Company Press Release

release date: immediately

from Riello UPS Ltd - UK subsidiary of Riello UPS (RPS S.p.A)



Riello UPS demonstrates Energy Efficient Power Continuity Solutions on UK Events tour

Busy year for Power Protection Company as they take to the road

Riello UPS Ltd will be travelling around the UK attending a series of exhibitions specially selected to put the company in direct contact with customers requiring uninterruptible power supply systems to protect mission critical applications.

Beginning the year, Riello UPS will be at the **Data Centre World Conference and Expo** on February 23-24th. Sales and Technical representatives will be available on Stand 52 to demonstrate and discuss the range of Power Protection systems ideal for the data centre environment; offering cost-effective, first-class power protection whilst safeguarding reputation, business continuity and sources of revenue. The largest free exhibition and conference for data centre professionals in the UK, **Data Centre World** examines the issues surrounding the selection, outsourcing, building and running of a data centre.

‘Riello UPS has always found attending Trade Shows and Exhibitions to be a rewarding and worthwhile experience.’ says Robin Koffler, General Manager of Riello UPS Ltd. ‘As a company, we relish the opportunity to get out, demonstrate and discuss our industry-leading products with new and existing clients alike’.

Last year, Riello UPS Ltd were the first UPS manufacturer to rate their products for energy efficiency. While attending so many shows and exhibitions, the company are keen to demonstrate that the higher operating efficiencies of Riello UPS systems can lower running costs, power consumption and Total Cost of Ownership (TCO) whilst maintaining optimum resilience and power protection – all key concerns for Data Centre and IT Managers.

With that in mind, Riello UPS are also continuing Platinum Sponsorship of the **DatacenterDynamics** Conference series. The first of the UK events this year also marks the conference’s first visit to Manchester, with an emphasis on the ICT challenges faced within the public sector.

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The company also have a **seminar tour** planned for early summer, to be followed by attendance at the **British MotoGP** at Silverstone, where the company are proud sponsors of the Ducati Corse MotoGP team. Track-side, the racing team also rely on uninterrupted power supplies from Riello to protect their state-of-the-art control and communication systems.

Later in the year, the company will be in attendance at the **RARE (Risk and Resilience Expo)**, where the focus on business continuity, risk and crisis management will offer Riello the opportunity to demonstrate how Riello UPS and standby power systems offer the highest levels of resilience; supported by the very best personnel and management systems in the power protection industry.

For more information about the events Riello UPS will be attending, please visit <http://www.riello-ups.co.uk/company/events/>. We're looking forward to seeing you there!

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This press release and image is available for download from our publicity website at www.riello-upspr.co.uk/Riello-event-tour



Riello UPS Product Range

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About Riello UPS Ltd

Riello UPS is the UK subsidiary of Riello UPS (RPS S.p.A), Europe's leading manufacturer of uninterruptible power supplies (UPS) and standby power systems from 350VA to 6MVA. The company is part of the Riello Elettronica group and has subsidiary companies and support offices across the world. Riello UPS is an official sponsor of the Ducati Corse Superbike team.

Riello UPS operates from two research and manufacturing facilities in Italy - Legnago (near Verona) and Milan. The head office is based at the Legnago facility which is also responsible for UPS design and manufacture up to 80kVA. The Milan facility is responsible for the larger UPS range up to 800KVA. Many of the UK's high-profile computer systems and industrial installations are protected by Riello solutions. Customers include Cable & Wireless, University of Edinburgh Super Computer, Grattan logistics, ING Direct, Lotus, Cumberland Building Society and Tyne Tunnel. Across the group, high-profile international customers include Frankfurt Airport, Audi, Volvo and Beijing Airport.