Server Design Summit Announces It Is Rebranding As The Open Server Summit (OSS)

5th Annual Event in October Will Focus on Industry-Standard Hardware and Open-Source Software

SANTA CLARA, CA – April 10, 2013 – Server Design Summit, a leading Silicon Valley conference for the server industry, today announced it will rebrand itself as the Open Server Summit. The primary conference word mark will be "OSS" moving forwardThis year's event will be on October 23-24 at the Santa Clara Convention Center.

The rebranding follows Server Design Summit's successful event last November, in which attendance increased over 50% from 2011. The event included widely reported keynotes by major companies such as HP, LSI, Microsoft, IBM, Facebook, Dell, and ZTE, plus a special keynote by industry visionary Andy Bechtolsheim of Arista Networks. The rebranding is the next step in the creation of a world-leading conference focused on open design initiatives in the server industry. The Open Server Summit offers participants an unparalleled suite of services and solutions covering such IT infrastructure issues as clouds, big data, energy savings, virtualization, high performance, and application acceleration.

Open Server Summit will now include sessions on OpenCompute, OpenRack, Open Ethernet, OpenStorage, open networking, OpenFlow, OpenStack, microservers, fabrics, and other approaches to creating networked systems based on industry-standard hardware and open-source software.

"The Server Design Summit will now be called Open Server Summit, or "OSS", to better address changing industry needs. The trend is for networks to consist of low-cost industry-standard hardware and open-source software with high-speed fabric connections. This is in accordance with the demands of supersized Websites (such as Google and Facebook), public and private clouds, and high-performance computing. " said Dr. Lance Leventhal, Open Server Summit Program Chairperson.

About Open Server Summit

Open Server Summit ("OSS"), produced by Conference Concepts and formerly called Server Design Summit, celebrates its 5th anniversary October 23-24 at the Santa Clara Convention Center. OSS focuses on the design of next-generation servers with topics ranging from semiconductors and network interface cards through powerful high-end systems and overall infrastructure design and operation. The conference also covers data center efficiency, cloud storage, virtualization, ultra-low-power server clusters, DC power, PCIe flash caching, and liquid cooling. Industry visionaries will address the use of SSDs, ARM-based microservers, software-defined networking, and other efforts toward combining industry-standard hardware with open-source software.

For more information about The Open Server Summit, visit www.openserversummit.com
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