
Attom Briefing

Attom Technology

Date: Mar-2024



Company Overview



Company Vision

Vision

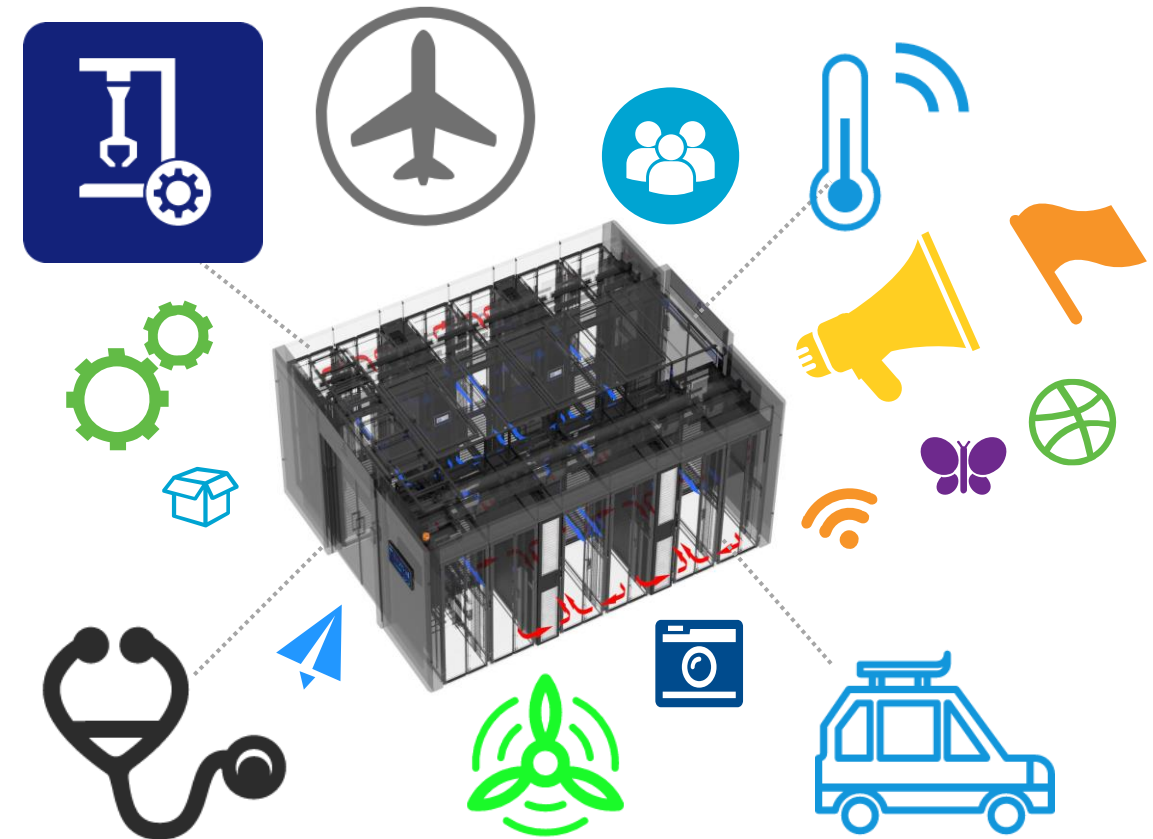
We believe the world will be totally digitalized.
New digital intelligence, and a BETTER world.

Mission

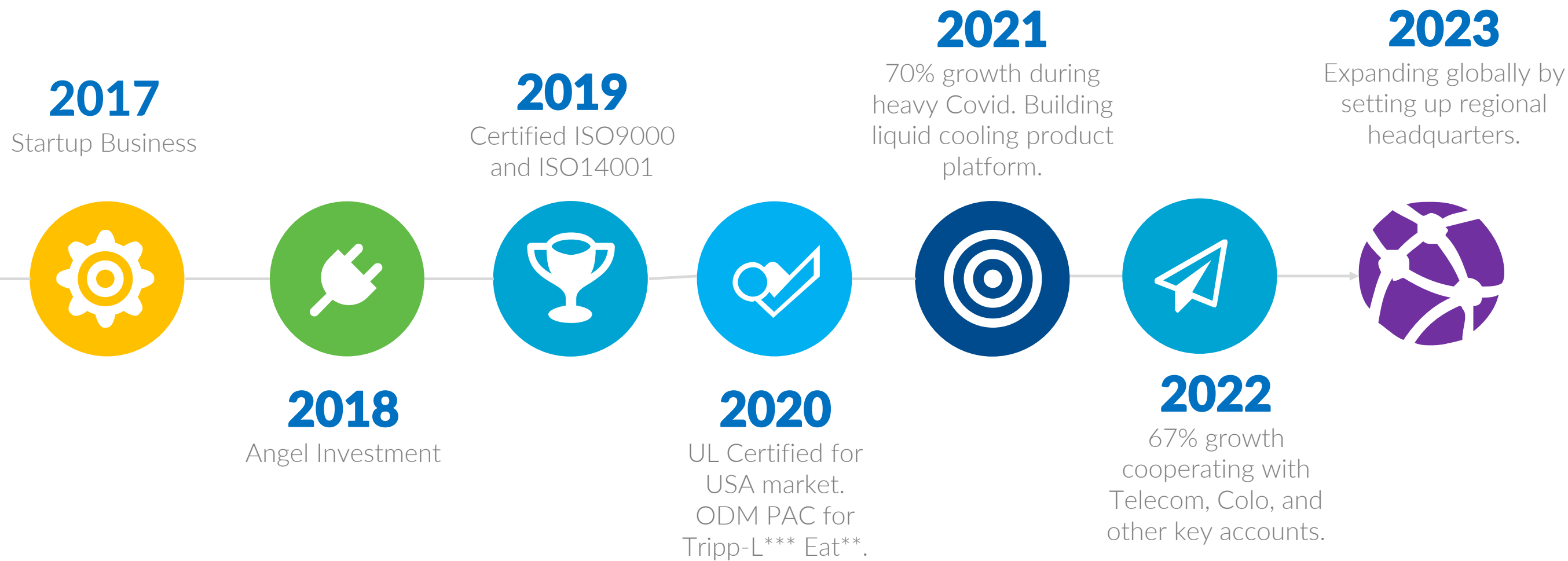
We build **Foundation for Sustainable Digital Future.**

Values

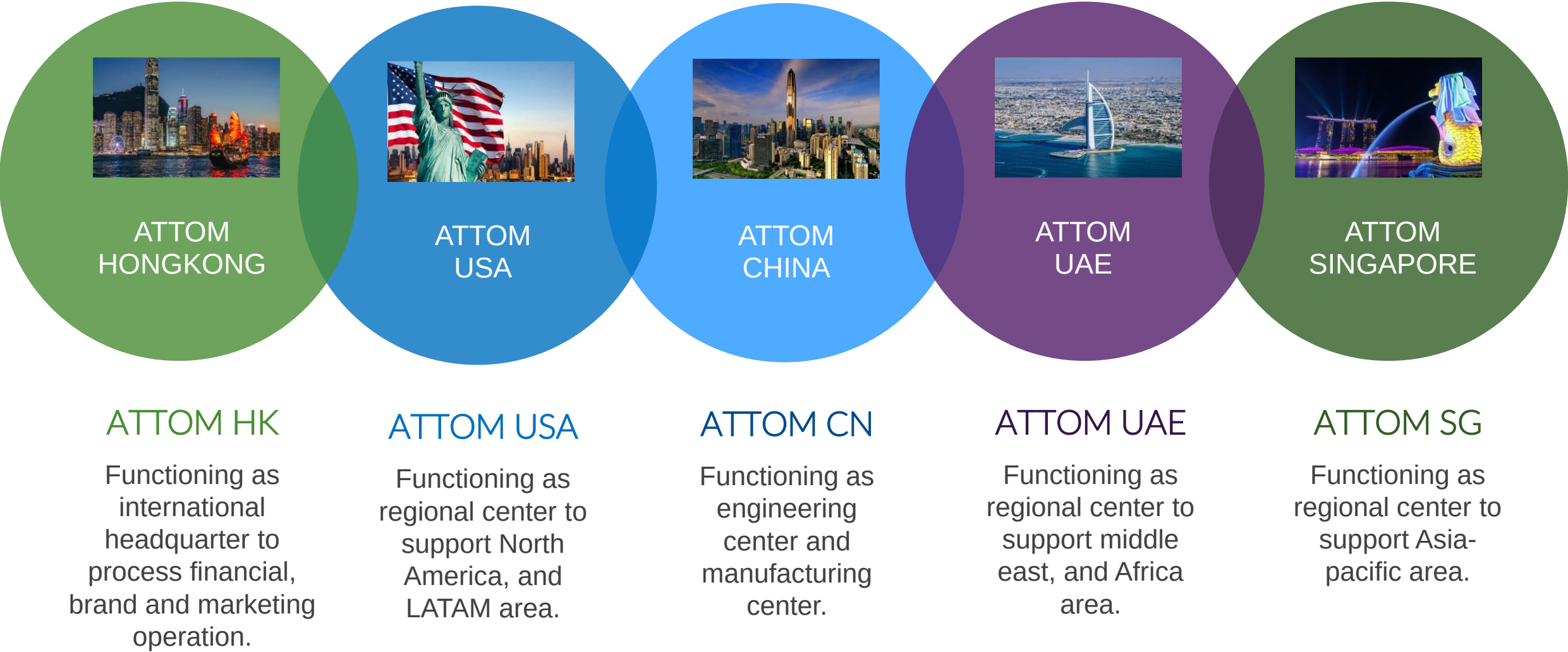
Focusing Customer | Keeping Integrity | Iterating excellence



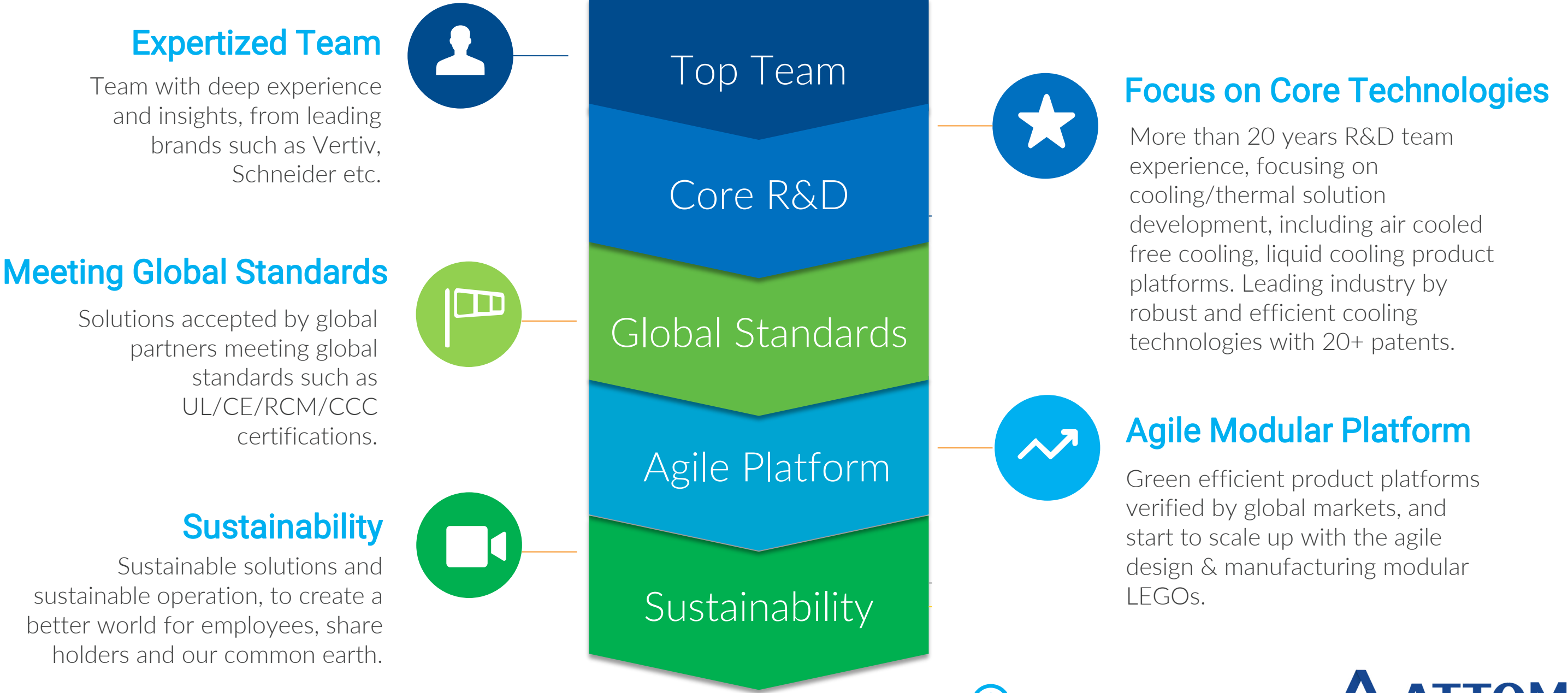
Company History



Organizational Structure



Operating Principles



Market Positioning



Market Assessment

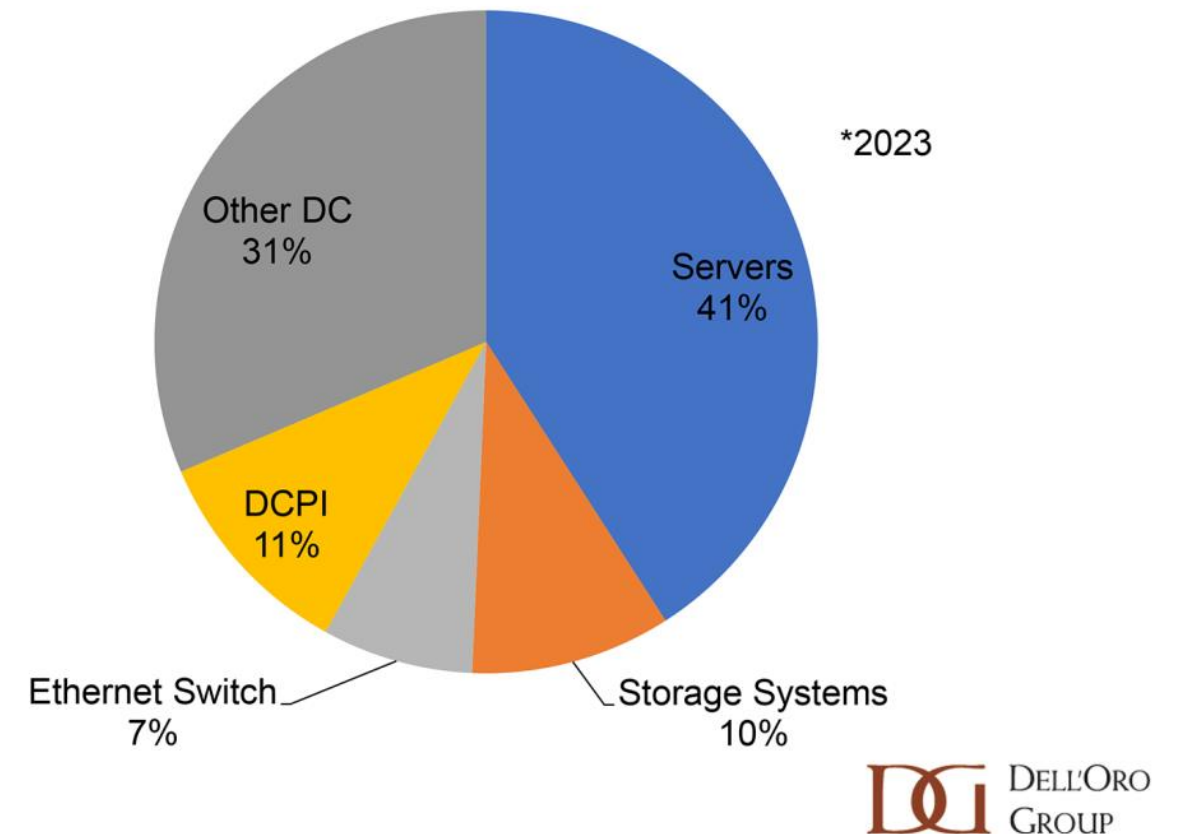
- Data Center Physical Infrastructure (DCPI) market is set to grow at an 11 percent compound annual growth rate (CAGR) from 2023 to 2028, to over \$46 billion.

Source: <https://www.delloro.com/news/ai-power-and-cooling-requirements-lift-data-center-physical-infrastructure-market-to-over-46-billion-in-2028/>

- Liquid Cooling to Go Mainstream with \$10 Billion in Revenues Over the Next Five Years.

Source: <https://www.delloro.com/news/ai-power-and-cooling-requirements-lift-data-center-physical-infrastructure-market-to-over-46-billion-in-2028/>

Figure 1: Data Center Capex by Technology*



What Attom Does



Design and Deliver Green Sustainable Data Center Infrastructures



Maximized efficiency with next generation cooling technologies including liquid cooling, heat-reuse, and free cooling options.



Smart & intelligent control, with real time insights and automations.



Vertical integration from components to system, from design to manufacturing, from sales to service.



Open to integrate clean energy power system, such as solar/BESS power system.



Target Markets and Partner Strategy

Leading Brands
(ODM sales)



Global brand
(Fortune US500)



Global brand
(Taiwan)



DATWYLER

Global brand
(Switzerland)



Global brand
(France)



Global brand
(Germany)



Global brand
(Fortune China500)

Telecom Operators
(Direct sales)



Pacific Rim
Operator



America operator



Asia operator



Edge Centres

Australian zero-carbon edge
data center operator



America leading
telecom operator

Enterprise
(Channel sales)



National bank



Ministry of
Agriculture



Police Bureau



Mazda Car
factory



Waha Oil



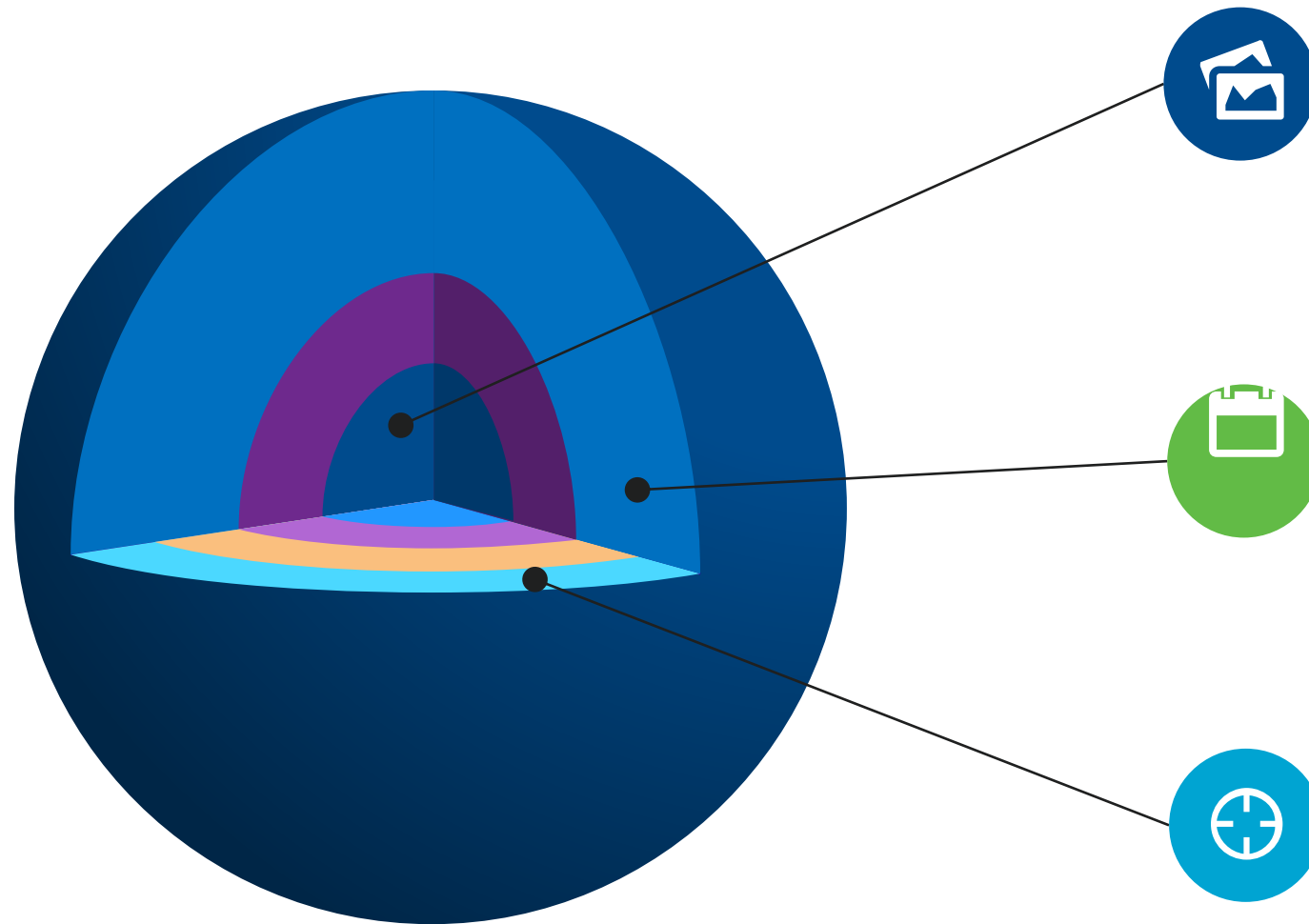
Allianz Hongkong



CNBS Honduras



Points of Differentiation



Full series of sustainable green cooling technologies

- 1). All types of basic cooling solutions including RowCool, RoomCool, RackCool, Wallcool, RDx, immersion and cold-plate types.
- 2). Free cooling by direct fresh air or Indirect free cooling by pump refrigerant.
- 3). Heat reuse integration to generate Cooling, or Heating.

Optimized supply chain and technology center resource

- 1). Vertical integration and full control of R&D, design and project delivery.
- 2). Shenzhen as best in world strategic location for power electronic supply chain.

Speed and expertise to tailor solutions for global projects

- 1). Know how R&D team to customize and deliver products with speed and quality.
- 2). Customer oriented culture and expertized team.



Company Capabilities



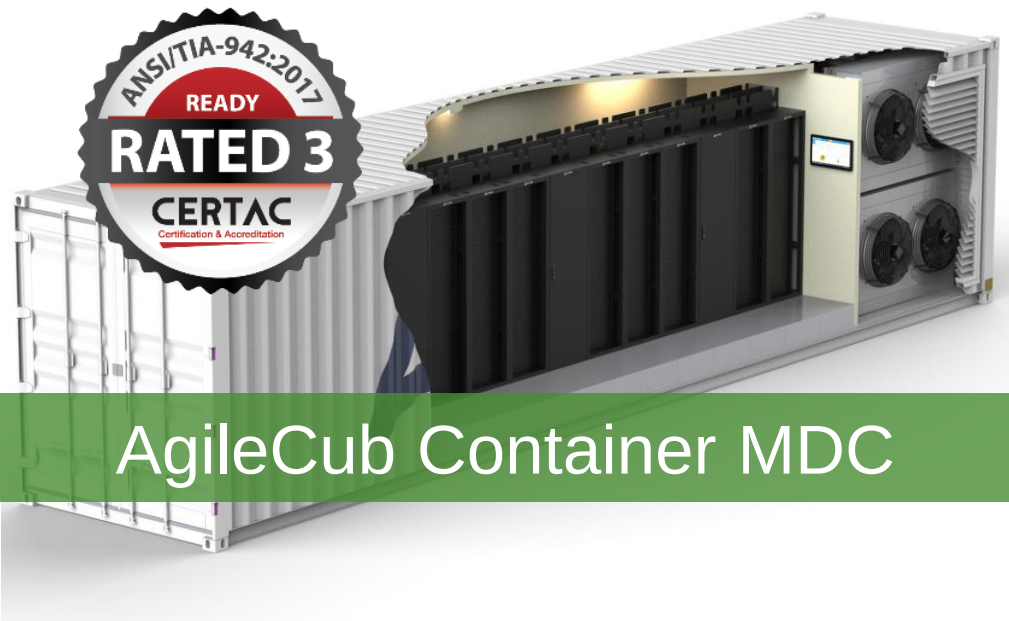
Portfolio - Micro Modular Data Centers



AgileMod Containment MDC



AgileRax Rack MDC

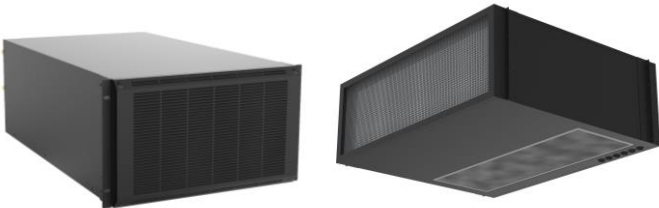


AgileCub Container MDC



AgileHub Shelter MDC

Portfolio - Thermal Management | Air Cooling



Rack Cool

- 1. 3.9- 12kW Split type
- 2. 3.5-5.5kW Package Type

Ceiling Cool

- 1. 12- 36kW Indoor Split Type



Row Cool

- 1. 5.6- 90kW Split Type
- 2. 5.6 – 10.6kW Package Type



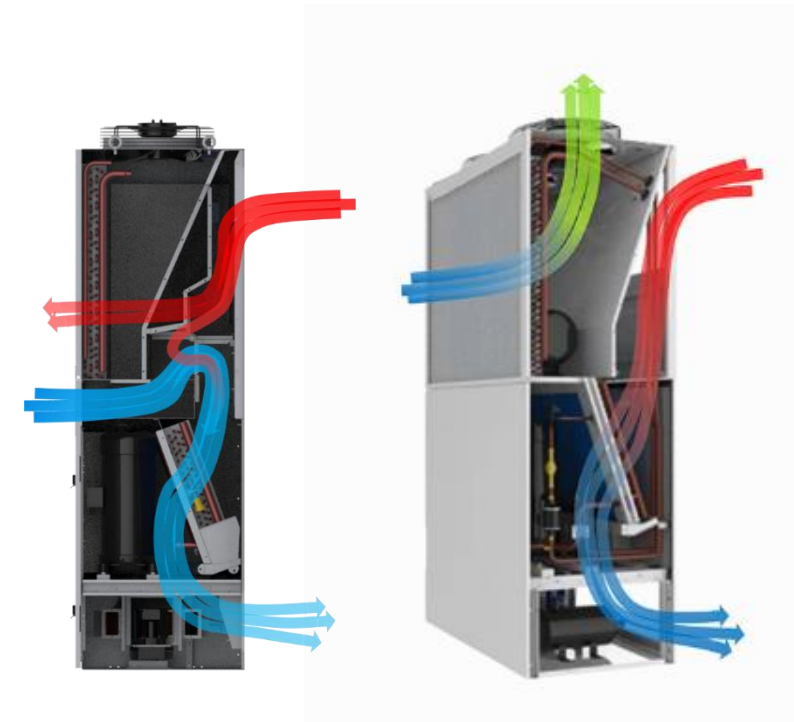
Wall Cool

- 1. 1.5- 30kW Package Type



Room Cool

- 1. 5.5- 120kW Split DX Type
- 2. 26 – 280 kW CW Type



Free Cool

- 1. Refrigerant pump indirect free cool for row/room cool
- 2. Air free cool for wall/top cool



Portfolio - Thermal Management | Liquid Cooling



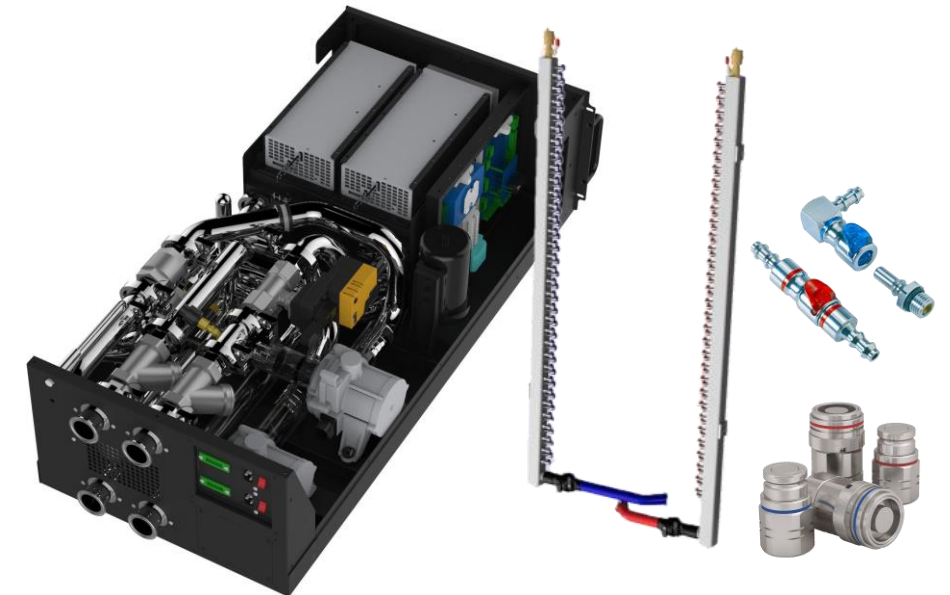
Rear Door Heat Exchanger

1. DX type 25kW rear door heat exchanger
2. CW type 25-60kW rear door heat exchanger



OceanCool – Immersion Liquid Cool

1. 25 - 1000kW Immersion cooling System

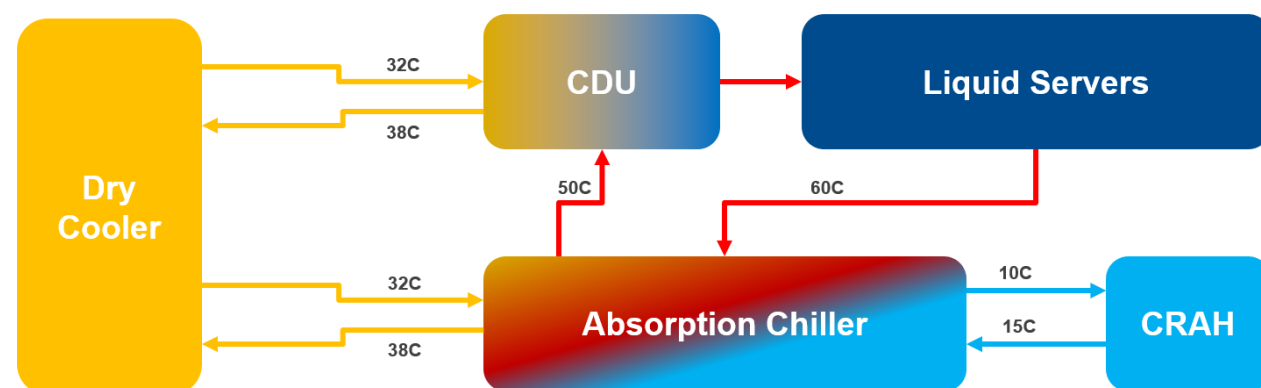


ByteCool - Coldplate Liquid Cool

1. 10 - 350kW cold plate type liquid cooling System

Portfolio - Thermal Management | Heat Reuse Integrations

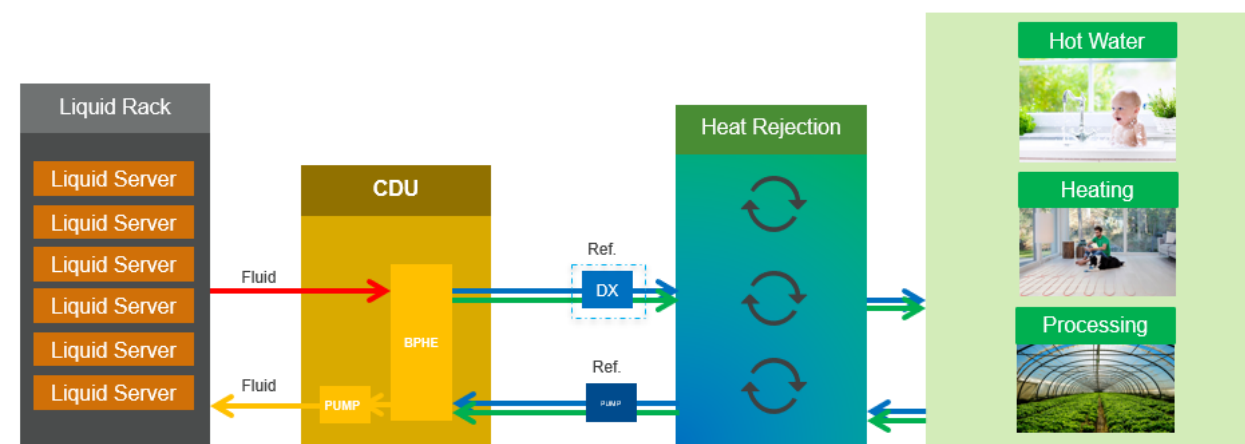
Heat Reuse for Cooling



Hot Water Operated Lithium Bromide Absorption Chiller

- Low temperature hot water as the driving energy, lithium bromide solution as the absorbent and water as refrigerant in stead of CFCs.
- Reduce greatly the cost for electricity and operation fees where this source of energy is available.

Heat Reuse for Heating



Integrate DX/Pump Refrigerant Driven Heat Pump

- DX heat pump achieving higher temperature and expanding the application fields than hot fluid heating.
- No water flooding concerns for critical environment.
- Low PUE auto-switching Pump Refrigerant free cooling mode. DX mode for summer season makes it global applicable. No need water for evaporative cooling.

Portfolio - DCIM



Portfolio - Power Management



**Rack Mount
UPS**

3kVA – 60kVA rack
mount UPS



**Modular UPS –
Rack Mount**

Modular type UPS, rack
mount, 30kVA – 200kVA



**48VDC Rectifier
System**

48VDC rectifier, 30A –
180kVA.



**Lithium Battery
System**

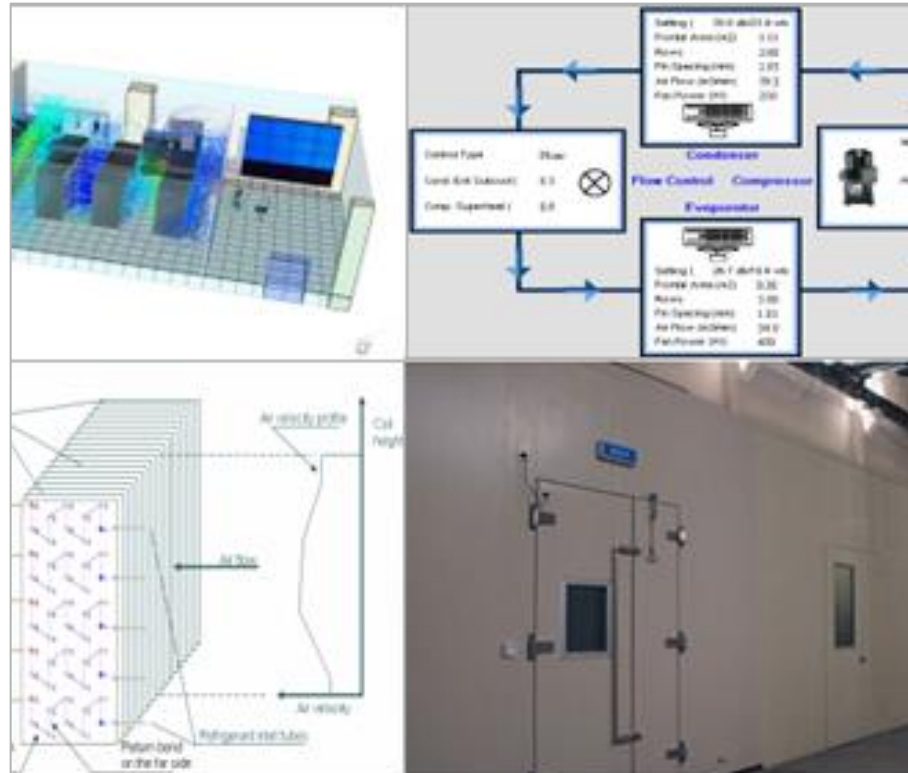
Lithium iron phosphate
battery for UPS power and
48VDC power



**BESS (Battery Energy
Storage System)**

BESS for data center system

Full Platforms – R&D, Manufacturing and Customers



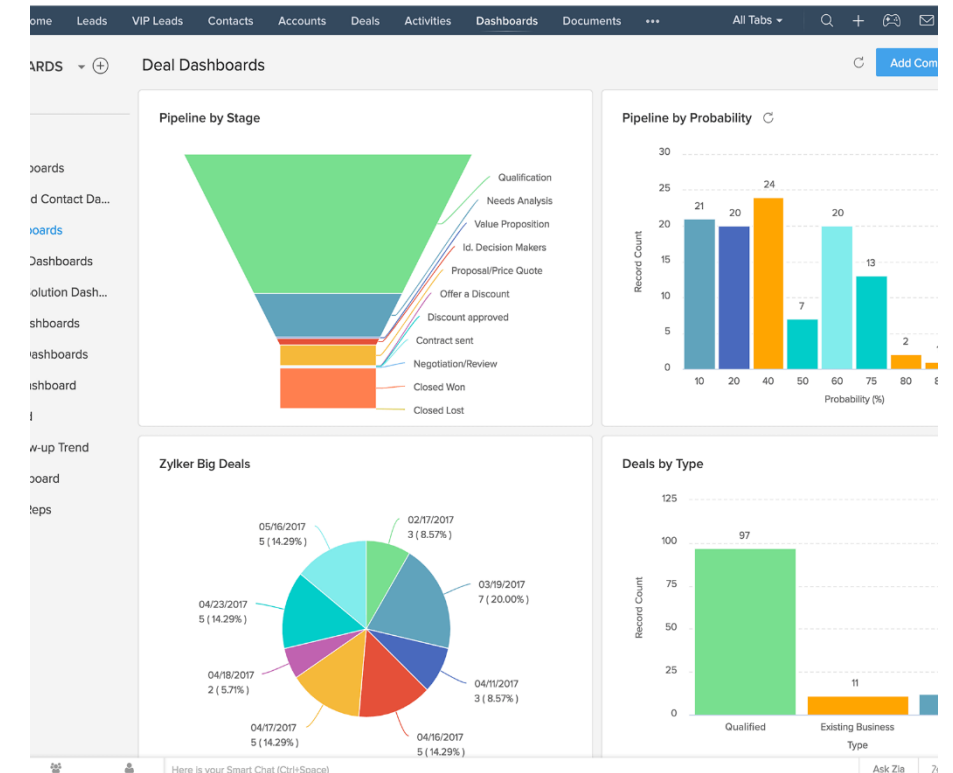
Engineering & Development

Mature new product development process to design, simulate, review, testing and verify the product quality and performance. The know-how and design/testing tools improve agile response to customer requests.



Manufacturing

Vertical industry control from parts to final integration with 3 factories. Tight Management of manufacturing capacity, product quality and lead-time.



Sales & Marketing

Adopts mature platform from ZOHO, including ZOHO CRM, ZOHO social, ZOHO campaign, ZOHO work-drive, ZOHO meeting, and ZOHO sign etc.. ERP system for engineering and manufacturing.

Why Customer Working with Attom

Quality of performance

Green energy efficient product, swift lead-time delivery, and in time technical support.

Sustainability of future proof

Product designed with heart featuring balanced quality and TCO to improve your business margin and performance.

Speed of deployment and lower TCO

A Lego style platform is fully customizable as per your requirements to build your own projects, and boost your own business.

01 Quality of Performance

02 Sustainability of Future Proof

03 Speed of Deployment



Thanks!



**Focusing
Customer**



**Keeping
Integrity**



**Iterating
Excellence**



To learn more:

visit our website: <https://attom.tech>
or contact us by email: support@attom.tech

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Customized Efficiency

