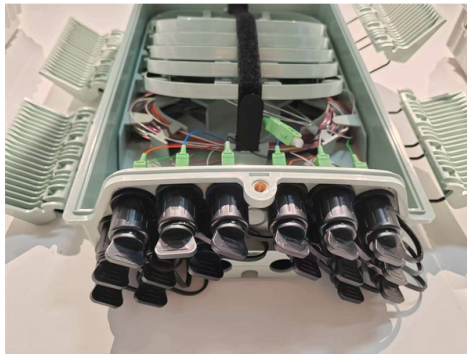


Upgraded Data Center Racks with Rebranding



Article Overview

Modern data center racks are being upgraded with advanced cooling, modularity, AI integration, and rebranding to optimize performance, efficiency, and scalability.

Key Innovations in Upgraded Racks

Advanced Cooling Systems: OVHcloud has introduced Smart Racks with a fifth-generation design featuring direct-to-chip waterblocks and a single integrated cooling loop, reducing water consumption by up to 30% and cooling electricity by up to 50% while using over 30 sensors to dynamically adjust cooling based on server workloads . Microsoft similarly integrates liquid cooling with custom AI chips in its Azure data centers to maximize performance and energy efficiency . **Modular and Stackable Designs:** Air20 has developed high thermal density, stackable racks that allow multiple 42U units to be vertically stacked, enabling expansion without increasing the data hall footprint. This modular approach simplifies capacity scaling and reduces downtime during upgrades . Vertiv and Flex also offer modular and customizable rack solutions, supporting both standard and high-density configurations for AI and enterprise workloads . **AI and Smart Monitoring:** Modern racks increasingly incorporate AI-driven monitoring and control. OVHcloud's Smart Racks use sensors to monitor pressure, speed, and water temperature, automatically adjusting cooling in real time . Microsoft's Azure Maia AI infrastructure aligns hardware and software to optimize AI workloads, demonstrating how vertical integration and intelligent monitoring enhance efficiency . **Rebranding and Market Positioning:** Vendors are rebranding these upgraded racks as “Smart Racks,” “High-Density Racks,” or “AI-O...

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