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Smart Client enables UK organisations to cut the carbon footprint of their office computers by 95%

New computing device is 19 times more power-efficient than traditional PCs

UK technology company Cranberry, today released research on the power saving capabilities of its new Smart Client computing device innovation, the Smart Client SC20. This new, revolutionary Smart Client computing device is the industry's most energy-efficient alternative to a desktop computer. The Smart Client SC20 represents a significant breakthrough for the 'Green' office, empowering private and public sector organisations to reduce the carbon footprint of their employees' computers by up to 95%.

The global information and communications technology (ICT) industry generates as much CO₂ as aviation, according to new estimates by industry analyst Gartner. With the growing pressure on both companies and government organisations to reduce their carbon emissions and increase social responsibility initiatives, computing is a major area where instant improvement is possible.

No bigger than a paperback book, the SC20 consumes on average just 9 watts of power compared to a mid-range PC that has an average power consumption of 175 watts. As well as being 19 times more efficient, the SC20 comes with management software to further reduce power consumption by automatically turning off unused powered-on devices overnight.

To put the energy-efficiency of the SC20 into context, Cranberry's research calculates that an average office PC in use 9 hours a day, 5 days a week, 48 weeks a year is responsible for 176kg of CO₂ each year. A Smart Client would produce just 9kg, a 95% reduction. If applied to the 12.6 million office PCs in the UK today, Cranberry's Smart Client could save 7.5 terawatt hours per year, which equates to the total production last year of the Heysham 1 Nuclear power station. The resultant savings in CO₂ emissions is the equivalent of half of one percent of the total UK CO₂ emissions. This calculation takes into account that approximately 18% of business PCs are never switched off (according to research conducted by the National Energy Foundation) but does not take into account home PCs of which there are more than double the number compared to office PCs.

Simon Ponsford, CEO of Cranberry, commented, "Local and central governments/organisations are struggling to make energy savings and there is growing awareness of the environmental implications of technology use. Our new computing device can instantly save CO₂ emissions and power use while improving the bottom line. We have a solution that delivers a win-win situation. We believe the Smart Client will help companies and public sector organisations operate more effectively while also transitioning to a greener, more energy-efficient office environment."

Cranberry's SC20 Smart Client computing device has been developed as a fusion of thin and fat client technologies. It can perform the business functions of a fat PC - including Internet browsing - but has all the easy management and security features (including freedom from the consequences of viruses and spyware) of a thin client device. Due to its ultra-efficient microprocessor, based on the AMD Geode chipset, the SC20 Smart Client consumes just ten per cent of the power of a standard PC and, using Microsoft Windows® XP Embedded operating system. The device can be locked down using Freshboot™ technology to prevent unauthorised changes to both applications and the operating system.

The SC20 runs a Microsoft Windows XP Embedded operating system and software updates can be added easily at any time. Because the SC20 Smart Client is provisioned automatically, it is easy to deploy.

With an entry price of £349, the SC20 Smart Client is available to UK customers immediately through Cranberry's distribution partner, CDG UK. Contact for sales information is 0870 850 1953. More information about Cranberry and the SC20 also can be found at <http://www.thesmartclient.com>

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About Cranberry

Cranberry is a fast-growing technology company based in the world heritage city of Bath, in the UK, with offices in The Netherlands. The company specialises in building hardware and software solutions for server-based computing and application virtualisation markets. Cranberry's latest innovation, the SC20 Smart Client, is a small, energy-efficient computer with all the power and peripheral support of a PC. The SC20 is based upon the AMD Geode chipset which requires just a fraction of the electricity of a conventional PC. It also offers greater levels of security. The SC20 runs a Microsoft Windows XP Embedded operating system and new software components can be added easily at any time. To the user the screen appears exactly as it does on a conventional PC but all software and data is stored securely elsewhere. For more information about Cranberry and the SC20 visit <http://www.thesmartclient.com>

Note for editors:

- High definition pictures of the Smart Client can be downloaded from www.thesmartclient.com/press
- Further details regarding the energy comparisons of the Smart Client and research references outlined in this press release can be seen at www.thesmartclient.com/press

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