



HP Hosts "CIO Real Talk" Live Audio Webcast on "Delivering a Next Generation Data Center"

PALO ALTO, Calif., Aug. 10, 2009 – HP today announced the second in a series of webcasts that provide an in-depth customer view into the inner workings of the technology used in today's data centers and the business benefits they deliver.

This week's webcast, titled "Delivering a Next Generation Data Center," is scheduled for Thursday, Aug. 13.

The HP "CIO Real Talk" webcast series features chief information officers (CIOs) and IT executives from leading companies on a panel moderated by Jonathan Eunice, principal IT advisor at Illuminata. During each audio webcast, IT executives will discuss important industry topics and share real-world experiences as to how they transformed their technology infrastructures to support and drive business objectives. Panelists also will explore the challenges, lessons, tips and techniques related to maximizing technology investments.

"Delivering a Next Generation Data Center" will identify key data center transformation strategies and explore the role of technology in driving business growth, especially in the current economic environment. The distinguished panel includes:

- James Coakley, president and chief executive officer at Power Loft, which specializes in the development of high-efficiency data centers
- Jim Thomas, director of IT operations at Pella Corporation, a premium-quality commercial and residential windows and doors manufacturer
- Rob Zelinka, director of IT for TXX Company, which owns and operates more than 200,000 rail cars used by the largest railways in the U.S. and Canada

The "Delivering a Next Generation Data Center" live audio webinar with online question and answer session will take place Thursday, Aug. 13, at 11 a.m. ET/8 a.m. PT. Users can preregister for and attend the webinar at

http://www.ibtalk.net/index.php?cmp=attendx_meeting&mt_number=00350216

A replay will be available at the same URL shortly after the call and will remain available for approximately 90 days.

Additional HP "CIO Real Talk" events are scheduled throughout the month of August.

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