FOR IMMEDIATE RELEASE

Standard Calibrations, Inc. and Setra Systems Join Forces
to Transform Measurement and Control in Mission-Critical Data Centers

Chesapeake, Virginia and Boxborough, Massachusetts — October 28, 2024 — Amid explosive growth in data centers critical for AI, machine learning, and digital transformation, Standard Calibrations (SCI), a global leader in sensor performance with over 35 years of expertise and Setra Systems (Setra), a pioneering force in sensing technology with over 55 years of industry leadership, are excited to announce a groundbreaking partnership. Together, they are set to unleash a revolutionary turn-key solution that will redefine monitoring and control standards for mission-critical data centers.

As data center growth accelerates, operational reliability is more crucial than ever. Alarmingly, SCI has determined that **1 in 4 data sensors are found to be faulty due to incomplete specifications, incorrect installations, and delayed calibrations**. **These faulty sensors can lead to inaccurate Power Usage Effectiveness (PUE) and Water Usage Effectiveness (WUE) metrics, resulting in significant resource waste, increased operational costs, and even system failures.** This highlights an urgent need for precise monitoring solutions. By leveraging Setra's expertise in crafting sensors for pressure, temperature, humidity, and liquid cooling—critical elements for optimizing efficiency and sustainability—SCI and Setra are combining their strengths to offer data center owners, operators, builders, and equipment manufacturers an indispensable toolkit for success.

Partnering to Provide One Solution for End-to-End Accurate Measurement and Control
The partnership's comprehensive offerings across all stages of data center design—from building management system (BMS) consultation, to sensor specification and sensor installation, to end-to-end calibration and ongoing technical support—ensure optimal performance, reliability, and efficiency for data center operations.

Pre-Build/Design Stage
In this critical initial phase, SCI and Setra work together to provide BMS consultation and specification tailored to the unique requirements of data centers. Our expertise ensures that engineers have the right tools and guidelines to integrate monitoring systems effectively. This proactive approach minimizes the risk of issues during later stages and sets the foundation for optimal sensor performance, leading to enhanced efficiency and reliability.

Build/Construction Stage
During construction, SCI and Setra offer comprehensive support through sales, installation, and calibration of sensors, alongside rigorous pre-turnover QA/QC procedures. Our joint offerings ensure that all sensors are correctly installed and calibrated, significantly reducing the likelihood of future operational failures. By providing quality assurance at this stage, we help contractors deliver systems that meet or exceed performance expectations, ultimately enhancing operational stability.

Post Turnover/Operations and Retrofits Stage
After turnover, our commitment continues with a full end-to-end calibration program and the SensorProQ QA/QC program, which guarantees ongoing sensor accuracy and reliability. Additionally, we provide technical support to assist operators in optimizing their systems. These offerings not only help maintain operational efficiency but also contribute to sustainability goals by minimizing resource waste and ensuring the long-term success of data center operations.

Essential Industry Resource: Co-Authored Whitepaper
To empower the industry, SCI and Setra have released a pivotal whitepaper titled "So You Want to Build a Data Center? Six Scrupulous Sensor Decisions for Data Center Design." Co-authored by SCI President Mike Meyer and Setra Product Specialist Dennis Ostrowski, the whitepaper educates industry professionals on essential cooling measurement decisions.

The six focused topics guide mechanical and controls engineers through critical sensor system choices that will directly influence the costs and risks associated with ongoing data center operations.

“The alliance between Standard Calibrations and Setra Systems is a monumental step towards protecting and enhancing the operational efficiency and reliability of data centers worldwide. By combining our respective expertise, we are poised to support the critical infrastructure that underpins our digital future,” says Michael Meyer, President and Head of Data Center Services for Standard Calibrations, Inc.

For more information about the partnership and to access the whitepaper, please visit **standardcal.com** and **setra.com**. Mike Meyer will also be a featured speaker at **Data Center Dynamics 2024 Connect | Virginia**, November 6-7 in Leesburg, Virginia.

About Standard Calibrations, Inc.
Standard Calibrations, Inc. is a global, ISO/IEC 17025 accredited leader in sensor performance, backed by over 35 years of measurement and control technical expertise. Committed to the principle that "Every measurement matters," SCI ensures the accurate performance of instrumentation and control systems to optimize efficiency, drive sustainability, and prevent downtime. SCI provides customers OEM consultation, sales, installation, QA/QC, calibration programs, and technical support for all control and measurement systems.

About Setra Systems
Setra Systems is a leading manufacturer of sensing technology, specializing in pressure, temperature, humidity, and liquid cooling solutions for mission-critical environments like data centers. With over 55 years of experience, Setra delivers accurate, reliable sensors assembled in the USA at its ISO 9001:2015 certified facility. Setra partners with customers to provide tailored solutions that enhance monitoring and control, empowering organizations to optimize their operations.

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