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*FOR IMMEDIATE RELEASE*

**Colo Atl Founder to Lead Panel on Data Center Design and Construction at  
IMN's Spring Data Center Forum**

**ATLANTA, May 20, 2014** – [Colo Atl](#), a leading provider of carrier-neutral colocation, data center and interconnection solutions, announces today that its Owner and Founder, [Tim Kiser](#), will serve as session moderator at [IMN's Spring Data Center Forum on Financing, Investing, and Real Estate Development](#). The conference, which takes place May 29-30 at The Conrad Hotel in New York, assesses the latest issues heading key stakeholders' agendas from both the enterprise end-user and data center perspectives.

Mr. Kiser will moderate the panel titled, "Data Center Design & Construction: Addressing Cost, Inefficiencies, Risk & Meeting the Needs of Future Demands & Technologies," taking place on Thursday, May 29<sup>th</sup> at 12:00pm. Critical questions to be addressed in the panel include: *Is data center design becoming customer vs. provider driven? What are customers asking for and expecting? Is the most cost-effective way to build big for volume? When is going bigger not necessarily cheaper/better? What will servers look like in the next 5-10 years? What will be the implications for power density? The data center environment? Overall data center design?*

Session panelists include Stephen Madaffari, Partner, Data Centers Delivered; Vello Ehvert, President, Ehvert Engineering Inc.; Mike Fernholz, JE DUNN Construction; Rich Hering, Technical Director Mission Critical Facilities, M+W Group; and Mike Hagan, Vice President-Data Center Solutions Provider Division, Schneider Electric.

"If my facility and overall business strategy evolution is any indication, there is much to discuss at IMN's Data Center Forum this May," states Mr. Kiser. "The IMN conference and panel discussion that I will lead represents the perfect opportunity to take a reflective look at our evolution as an industry and to effectively plan for the future. I look forward to leading my peers in a thoughtful and engaging discussion."

Established in November 2001, the Colo Atl colocation and Meet Me Room (MMR) facility is located across two floors of 55 Marietta Street in downtown Atlanta. Colo Atl recently

expanded its facility, resulting in increased colocation and data center space, and a variety of new amenities that include a state-of-the-art conference facility and meet me area operated by Colo Atl's sister company, The [Georgia Technology Center \(GTC\)](#). The facility is also home to the [Southeast Network Access Point](#) (SNAP), which provides next-generation Internet Exchange (IX) solutions, including SDN peering, testing, collaboration and implementation.

Now in its 4<sup>th</sup> edition, the IMN Data Center Forum event is annually attended by 300-400 delegates, including a "Who's Who" of Data Center Owners/Operators and Enterprise End-Users. Guests of Colo Atl are entitled to a 20% discount off the registration fee. To obtain this discount, please contact Todd Rosenberg at [rosenberg@imn.org](mailto:rosenberg@imn.org) or [212 901 0552](tel:2129010552) and mention Colo Atl / Tim Kiser.

For more information about Colo Atl, visit [www.coloatl.com](http://www.coloatl.com) or email [info@coloatl.com](mailto:info@coloatl.com).

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### **About Colo Atl**

Located in the global telecom hub of Atlanta, Georgia, Colo Atl, a JT Communications Company, provides colocation, data center & interconnection services, at an affordable rate. Colo Atl is a neutral-colocation facility that allows tenants and carriers to securely and conveniently cross-connect within a SSAE16 certified facility. Colo Atl has no monthly recurring cross connect fees between tenants and provides exceptional customer service.

Colo Atl is also home to The Georgia Technology Center (GTC), a live laboratory for network equipment vendors to highlight their optical and electrical hardware and operating systems, and the Southeast Network Access Point (SNAP), which provides next-generation Internet Exchange (IX) solutions, including SDN peering, testing, collaboration and implementation.

Visit Colo Atl online at: [www.coloatl.com](http://www.coloatl.com) and follow us on Twitter @ColoAtl.