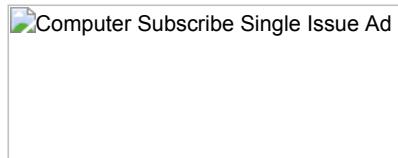


## GREEN IT

Computer, January 2010, pp. 91–93



(<http://www.qmags.com/CMG/cn>)

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by Bruce Nordman and Ken Christensen

At the core of Green IT is reducing the energy use of the electronic devices that help us to acquire, store, process, and display information. The energy use of PCs, set-top boxes, and even most servers is mostly driven by their operating patterns and low utilization. This results in annual energy use being dominated by the power required simply to make the devices be present and available, not by the incremental energy for actual useful computations. Thus, the greatest savings can be attained by reducing the power needed to maintain functional presence when idle, not by making the active operation more efficient.

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