

# POWER FACTS

## Educate your customers on the dangers of:

### **SUMMER HEAT & BLACKOUTS**

Utility grids are often strained beyond capacity due to the increased use of air conditioners. Power utilities adjust their voltage output, sometimes causing erratic power sags and spikes, which are dangerous to computers and stored data.

### **LIGHTNING**

Each flash typically contains about 1 billion volts and between 10 and 20 thousand amps of current. Current can transfer through wiring or plumbing and destroy everything in its path, including hardware and data.

### **TORNADOS**

The unique geography of the U.S. produces favorable conditions for tornados, resulting in about 1,000 every year, according to The Weather Channel. Highly unpredictable with winds speeds reaching 300 mph, a tornado is the most destructive storm of all, ripping up utility lines and leading to lengthy, unexpected blackouts.

### **HURRICANES**

Hurricane dangers including storm surge, high winds, heavy rains can all lead to prolonged power outages. The 2008 Atlantic Hurricane Season produced a record number (16 named storms and 5 major hurricanes) of compared to any other year in the United States.

## What's at Risk?

- Desktop and Notebook Computers
- Any sensitive home electronics
  - Home theater components
  - Wireless routers
  - Security systems
  - Cordless phones
- Broadband and cable service bundles

Visit APC's Free Online Selector Tool: [www.apc.com](http://www.apc.com) for help selecting the right solution.

## Tell your customers the facts...

### Desktop Computers

- Many of the standard "outlet strips" do not contain surge protection
- Surges can affect everything stored on your computer including song downloads, photos, emails, on-line banking and e-shopping information
- At a minimum, get a high quality surge protector for all of their computer equipment including peripherals like printers, scanners, speakers, etc
- Surges can enter equipment through any connection so be sure to also protect telephone / data lines and coaxial cables
- If they use the computer a lot and need to be able to keep the equipment on or work through brief outages, they should purchase an uninterruptible power supply (UPS) to allow enough runtime for keep it on or to be able to perform a safe shutdown for extended outages
- All APC UPSs have both back-up only and surge protection only outlets so they can protect equipment accordingly
- Both APC surge and UPS units offer a lifetime equipment protection policy

### Other Electronic Equipment

- When the utility restores power, it often fluctuates causing surges or spikes which can damage sensitive electronics

## Questions to Ask Your Customers for both UPS and Surge Customers:

- How many outlets will you need?
- Will you have any other voice or data lines that will be connected?
- The area it will be used in – example: how long does the cord need to be?
- In addition to the same questions about surge protection, determine what equipment will be plugged into the units that needs battery back-up (the load) to determine the VA range needed
- How much battery runtime do you need?
- Is auto-shutdown necessary?

