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## A Brief Tour of Your Data Center Future

*Monday, 1 December 2025 15:30 (20 minutes)*

In this informative and fast-moving presentation, long-time industry analyst Dan Olds conducts a whirlwind trip discussing why the HPC/AI market is increasingly difficult to measure and highlights new technologies that will help data centers deal with rapidly increasing compute demand. Spoiler alert: he declares air cooling dead and explains why. As his big finish, Olds boldly declares that the only way forward for data centers is to become radically more efficient. Not just talk about it, but actually do it.

### Presenting Author

### Email

### Student or Postdoc?

### CHPC User

### CHPC Research Programme

### Workshop Duration

**Primary author:** Mr OLDS\*, Dan (Olds Research)

**Presenter:** Mr OLDS\*, Dan (Olds Research)

**Session Classification:** Keynote