

DATA CENTERS *MORE THAN JUST AI*



Artificial intelligence may be driving much of today's discussion around data centers, but **data centers and AI are not the same thing**. AI is simply one of many services that rely on data center infrastructure. **Data centers have existed for decades and have grown alongside the internet and the digital technologies that have transformed our lives.**

Data centers are one of the key pieces of today's infrastructure. **The average U.S. adult now spends more than 10 hours per day online, nearly half of their waking hours.** That includes approximately 5.4 hours spent browsing, working, shopping, and banking online, along with another 5 hours streaming content. More than 30% of American adults report being online "almost constantly." Social media users have surpassed 300 million in the United States, representing roughly 93% of the population.

Without data centers, the modern economy would cease to function as we know it. Communication networks, online banking, emergency services, healthcare systems, education platforms, entertainment, financial transactions, and countless business operations depend on them every second of every day.

If we want to maintain and improve our modern way of life, we need data centers, and we need this critical industry to continue growing. Just as we depend on electricity, highways, airports, water systems, and telecommunications networks, we now depend on data centers. **The question is no longer whether society needs data centers. The question is whether we are willing to invest in the infrastructure required to support an increasingly digital world.**

ESSENTIAL INDUSTRIES *POWERED BY DATA CENTERS*



THE INTERNET &
CLOUD COMPUTING



ONLINE SHOPPING
& RETAIL



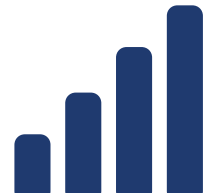
BANKING &
FINANCIAL SERVICES



HEALTHCARE
SYSTEMS



EMERGENCY
SERVICES



MOBILE
NETWORKS



STREAMING
SERVICES



EDUCATION
PLATFORMS



DATA CENTERS: THE PHYSICAL BACKBONE OF OUR DIGITAL WORLD

*EVERY SECOND OF EVERY DAY, AMERICANS RELY ON THE ESSENTIAL
SERVICES THAT ONLY DATA CENTERS CAN PROVIDE.*

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