

## Investment in Morgenrot Inc. Providing Sustainable Computing Power

Electric Power Development Co., Ltd. (J-POWER, headquartered in Chuo-ku, Tokyo; President and CEO: Hitoshi Kanno) has invested in Morgenrot Inc. (Morgenrot, headquartered in Chiyoda-ku, Tokyo; President and CEO: Masamichi Nakamura).

Morgenrot is a startup established in April 2019 to provide the infrastructure for computing power that supports the era of generative AI, under its mission of “Creating a world where computing power is accessible whenever it’s needed.” The company conducts consulting on AI data center construction and operation, and provides technical support for the use of graphics processing units (GPUs). Morgenrot also offers MORGENROT® Arthur, which uses a proprietary graphical user interface (GUI) to visualize the operation, utilization and power consumption of AI servers and high performance computing (HPC) environments on a per-job basis, simplifying operations management and maximizing efficiency. Through this service and its other products, the company is working to establish a sharing-economy model that enables unrestricted access to computing power for all.



Containerized data center (image based on containerized data center owned by Morgenrot)

Through this investment, J-POWER will explore participation in a data center business that leverages the expertise and services of Morgenrot, and aims to realize green data centers with low environmental impact in collaboration with the Environmental Value Platform\* J-POWER has been developing.

\* Press releases on the Environmental Value Platform

[https://www.jpowers.co.jp/english/news\\_release/pdf/news250106e.pdf](https://www.jpowers.co.jp/english/news_release/pdf/news250106e.pdf)

[https://www.jpowers.co.jp/english/news\\_release/pdf/news251106\\_1e.pdf](https://www.jpowers.co.jp/english/news_release/pdf/news251106_1e.pdf)

Combining Morgenrot's innovative ideas in the data center business with the technologies and know-how J-POWER has cultivated over many years will help to achieve carbon neutrality as set forth in [J-POWER BLUE MISSION 2050](#).

## Overview of Morgenrot

Company name: Morgenrot Inc.

URL: <https://morgenrot.net/en>

Representative: Masamichi Nakamura (President and CEO)

Established: April 2019

Business description:

- Telecommunications business based on the Telecommunications Business Act
- Consulting for the construction and operation of AI data centers
- Technical support for GPU utilization (benchmarking, joint research, etc.)
- Development, operation and maintenance of a computing power matching service
- Development, operation and maintenance of a computing power management service
- Development of distributed computing power solutions
- Development, sales, operation and maintenance of servers and containers