

EZASSI SIGNALS

Your market, watched.

Name the competitor, technology or regulation that could change your plans. Ezassi Signals tells you what's shifting, how sure we are, and what to do about it — written up and ready to act on, not another feed to read.

2+

independent events behind every signal. One headline is a report, not a signal.

3

confidence bands — with the missing evidence named when a call sits below High.

5

signals from a single cycle on immersion cooling. One is on the next page.

WHAT EVERY SIGNAL GIVES YOU

What we saw

The pattern, built from dated events you can check — not a single press release.

Why it matters

What it means for your products, customers and markets, written against your scope.

How sure we are

High, Medium or Low. And Inconclusive when the evidence doesn't support a call yet.

What to do

A recommended action, so the signal ends in a decision rather than a reading list.

POINT IT AT ANYTHING

Competitor

Where a rival is moving next

Startup

When a new entrant becomes real

Commercial

Whether a technology is taking hold

Research

Whether the science is advancing

Regulatory

What's changing, and when it bites

Not a tool you have to run. The work, done.

Patterns found, weighed and written up against your business — and re-tested every cycle, so a call that stops holding gets re-scored instead of quietly dropped.

Liquid cooling is winning the rack. Immersion isn't what's winning it.

MEDIUM CONFIDENCE

Long-term (1–3 years)

Commercial & Market

Status: Review

AI SERVERS, LIQUID-COOLED

DIRECT-TO-CHIP

IMMERSION

76%

estimated share by the end of 2026, up from 15% in 2024 (Goldman Sachs estimate)

42–47%

share of liquid-cooling deployments, placed in the same range by several independent research firms

Selective

how Dell'Oro describes immersion adoption through the end of the decade, against direct-to-chip as the prevailing architecture

How sure: Held at Medium. The share figures come from commercial research firms, not an audited count of installed racks.

WHAT WE SAW

Dell'Oro says single-phase direct liquid cooling makes up the vast majority of liquid capacity coming online and will stay the prevailing architecture this decade. Several research firms independently put direct-to-chip at 42–47%.

WHY IT MATTERS

Air is losing the rack fast — but to cold plates, not tanks. The question to watch is whether a new GPU generation pushes density past what cold plates can handle.

WHAT TO DO

Test each new GPU platform's thermal envelope against the practical ceiling of direct-to-chip, and watch for the first chipmaker-backed immersion qualification for GPUs.

Sources: [Axis Intelligence](#) · [JLL](#) · [PR Newswire](#) · [Future Market Insights](#)

This is 1 of 5 signals from one cycle.

The other four cover the broken two-phase fluid supply chain, where incumbent capital is actually going, Intel's immersion warranty for CPUs, and the one named deployment found this cycle.

[See all 5 signals →](#)

Put a watch on your question.

See all nine samples and tell us your question: ezassi.com/ezassi-signals-sample-library

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