

Rebellions Partners on Strategic Collaboration Initiative to Advance Global AI Data Center Ecosystem

2025-03-04

[Seoul, March 4, 2025] Rebellions, a pioneering AI chip company, today announced a strategic partnership with Penguin Solutions and SK Telecom at the Mobile World Congress (MWC) 2025 in Barcelona, Spain, taking a significant step toward building a global AI data center ecosystem.

The collaboration aims to establish technical foundations and business capabilities for large-scale data center operations. By combining the unique strengths and experiences of the Rebellions, Penguin Solutions and SK Telecom, the companies will pursue strategic development around AI inference and software stack delivery in the AI data center sector.

Within the planned collaboration, Rebellions brings its portfolio of energy-efficient AI accelerators optimized for Generative AI workloads. Penguin Solutions, a premiere AI infrastructure expert with more than 85,000 deployed GPUs under management, brings deep AI infrastructure expertise to the partnership. SK Telecom, actively accelerating its AI infrastructure business with key software elements and major investments in AI infra companies around the world, completes the strategic alliance.

The three companies will collaborate on multiple fronts, including:

- Developing AI infrastructure solutions and creating testing environments for enterprise clients
- Joint development of AI data center management solutions by integrating Rebellions' AI accelerators while supporting both GPU and NPU environments
- Leveraging each party's technical expertise for software development specialized in AI data center infrastructure

“Since ‘DeepSeek’, efficient operations have emerged as a key concept of an AI business, making energy efficiency and cost of ownership critical evaluation criteria for customers,” said Sunghyun Park, CEO of Rebellions. “This partnership represents a crucial first step in establishing an efficient AI data center ecosystem by bringing together companies with diverse technological expertise.”

Mark Seamans, **Penguin Solutions’ Vice President of Global Marketing**, stated “With this partnership, our deep expertise in HPC and AI cluster management will now extend beyond GPU infrastructure to NPU environments. We’re committed to providing state-of-the-art AI infrastructure that meets the diverse needs of customers, solves for complexity, and accelerates business outcomes in the rapidly-growing global AI market.”

Through this strategic partnership, Rebellions, Penguin Solutions, and SK Telecom aim to identify and expand new business opportunities in the global AI data center market, positioning themselves at the forefront of AI infrastructure innovation.

(Photo, Left to Right) Sunghyun Park(CEO of Rebellions), Mark Seamans(Vice President of Global Marketing, Penguin Solutions), and Huiyoung Jeong(Vice President of Global A&I Center, SK Telecom)

About Rebellions

Rebellions builds energy-efficient AI accelerators optimized for Generative AI workloads. The company’s first mass-produced AI chip, ATOM, launched in 2023 for data center deployment, and its next-generation chip REBEL features a scalable chiplet architecture with 144GB HBM3e memory for Large Language Models and Multi-Modal Models. Founded in 2020, Rebellions has secured backing from strategic investors including Wa’ed Ventures and KT (Korea Telecom). Following its merger with SAPEON Korea in 2024, the company welcomed SK Telecom and SK hynix as additional strategic investors, further strengthening its position in the global AI chip market.

For more information, visit <https://rebellions.ai>

About Penguin Solutions

The most exciting technological advancements are also the most challenging for companies to adopt. At Penguin Solutions, we support our customers in achieving their ambitions across our computing, memory, and LED lines of business. With our expert skills, experience, and partnerships, we turn our customers’ most complex challenges into compelling opportunities.

For more information, visit <https://www.penguinsolutions.com>.

About SK Telecom

SK Telecom has been leading the growth of the mobile industry since 1984. Now, it is taking customer experience to new heights by extending beyond connectivity. By placing AI at the core of its business, SK Telecom is rapidly transforming into an AI company with a strong global presence. It is focusing on driving innovations in areas of AI Infrastructure, AI Transformation (AIX) and AI Service to deliver greater value for industry, society, and life.

For more information, please contact skt_press@sk.com or visit our LinkedIn page www.linkedin.com/company/sk-telecom.