

[FOR IMMEDIATE RELEASE]

Data Alliance Named CES 2026 Innovation Award Honoree; 'gcube.ai' Set to Lead the Decentralized GPU-as-a-Service Market

(January 6, 2026 – SEOUL, South Korea/LAS VEGAS, USA) – Data Alliance, an innovative infrastructure solutions company, announced today that its **decentralized GPU-as-a-Service (GPUaaS) platform, 'gcube.ai'**, has been named a **CES® 2026 Innovation Award Honoree** in the Artificial Intelligence (AI) category.

The CES Innovation Awards program, administered by the Consumer Technology Association (CTA), is an annual competition honoring outstanding design and engineering in consumer technology products. Data Alliance's recognition validates its next-generation GPUaaS technology, which effectively mitigates the global GPU shortage and escalating AI operational costs.

gcube.ai: Lowering Costs and Boosting Efficiency with the Decentralized GPU-as-a-Service Platform

The recent generative AI boom has led to a surge in demand for GPUs, but the high cost of equipment and cloud services remains a significant barrier. Data Alliance addresses this challenge through its gcube.ai platform, which aggregates underutilized GPU resources from a wide range of sources—from enterprise servers to powered-on home gaming PCs—into a vast, unified infrastructure.

Key innovations of gcube.ai highlighted at CES 2026 include:

- **Up to 90% Cost Reduction:** Significantly lowers the Total Cost of Ownership (TCO) for AI model development and operations compared to traditional centralized cloud services.
- **Container-Based Optimization:** Leverages cloud-native technology and container orchestration for seamless, high-performance AI training and inference across a decentralized network.
- **Sustainable AI Infrastructure:** Promotes a circular economy in tech by efficiently repurposing existing idle hardware, reducing the carbon footprint of

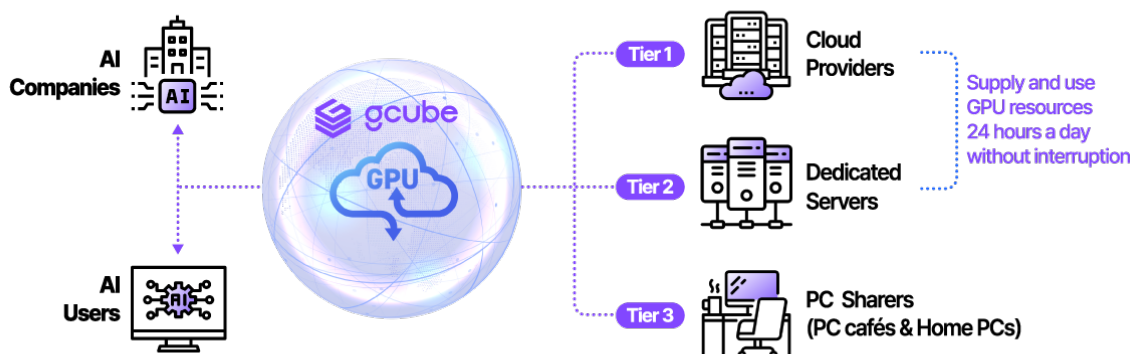
AI development.

"This CES Innovation Award proves that Data Alliance's technology can establish a new global standard for AI infrastructure," said **Kwangbeom Lee**, CEO of Data Alliance. "Through our powerful decentralized GPU-as-a-Service platform, gcube.ai, we aim to build a flexible computing ecosystem where expensive hardware is no longer a barrier to AI innovation."

"Detailed information regarding gcube.ai's CES 2026 Innovation Award can be found on the **Official CES Innovation Awards Page**, and further specifics about the platform are available on the **Official gcube.ai Website**."



Up to 90% more economical Decentralized 1GW GPUaaS



Official Recognition:

- **CES 2026 Innovation Awards – gcube.ai:** <https://www.ces.tech/ces-innovation-awards/2026/gcube/>
- **gcube Website:** <https://gcube.ai>
- **Company Website:** <https://www.data-alliance.com>

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