



Media Contact

Jonathan Klein
Articulate Communications Inc.
212.255.0080
jklein@articulatepr.com

ACTIV Financial Exposes Technology behind Market Leading TSE Arrowhead Offering

NEW YORK – February 22, 2010 – [ACTIV Financial](#), a global provider of fully managed low-latency market data solutions, today announced that multiple blue-chip local and international sell-side firms in Japan have deployed [ACTIV Market Data Processing Unit \(MPU\)](#), the company's hardware accelerated market data ticker plant, to manage the recently launched Tokyo Stock Exchange's (TSE) Arrowhead standard and full depth data feeds in Tokyo. These firms are deploying ACTIV MPU to accelerate low-latency exchange feed processing, ensure high throughput and performance, and provide broker firms and their customers a competitive edge in the increasingly competitive Tokyo market.

ACTIV MPU is the first product to combine Asian regional market data content and technology in a single FPGA-driven service offering. The solution is an ideal fit for Arrowhead, which offers a real-time data feed, faster execution and narrower spreads uniquely suited to sophisticated, high-frequency traders. Independent benchmarks conducted with one large Japanese broker measured ACTIV MPU's feed-to-application latency in the low 10s of microseconds at peak market activity, significantly outperforming rival solutions based on legacy software technology. In addition, ACTIV MPU will help customers seamlessly manage the increased TSE trade volumes associated with Arrowhead, which have already been recorded at 30% higher since the January 4, 2010 launch than the December 2009 daily average.

ACTIV MPU has been deployed both inside and outside of the TSE co-located facility for Arrowhead and other markets. In addition, ACTIV is providing Arrowhead global content via cross-connects to customers co-located at its KVH and NTT data centers in Tokyo and via its consolidated feed to customers further afield, delivering significant cost and latency reductions. ACTIV has also partnered with KVH and NTT to offer the lowest latency access to TSE outside of the co-lo, with equal access to pan-Asian markets and broker neutrality at significantly lower cost.

“ACTIV's TSE co-location provides cross-connects for data and execution and delivers a clear performance improvement for brokers and their customers not constrained by legacy considerations,” said Timothy Neo, managing director of Asia Pacific for ACTIV. “Our customers appreciate that we're more than just a point solution for TSE Arrowhead. ACTIV feeds multiple Japanese and Asian exchange feeds into the co-lo and onto the same MPU device, and also takes feeds direct from the exchange sources to ensure the fastest access to third party data.”



About ACTIV Financial

ACTIV Financial Systems, Inc. is a leading provider of market data content and technologies to market makers, hedge funds, brokers and trading systems. The company provides managed low-latency and high-volume market data services to more than 300 customers worldwide. As vendor of record, ACTIV also delivers consolidated, hosted and on-site ticker plant services for exchanges around the globe. ACTIV is privately owned with offices in Chicago, New York, Tokyo, Singapore and London.

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