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## **ACTIV Financial Delivers Real-Time Data To Innovative Options Trading Provider**

*Derivix Becomes Latest Vendor to Benefit  
From ACTIV's Behind-the-Scenes Market Data Infrastructure*

**CHICAGO, FIA Expo – Nov. 11, 2008** – As the Volatility Index (VIX) continues to soar to previously unseen levels, high-performance trading solutions are more critical than ever to handle today's extreme trading environment. Knowing this, [ACTIV Financial](#), a leading global provider of fully managed low-latency market data solutions, and [Derivix](#), a financial services software company that provides options pricing, risk visualization and analytics solutions, today announced an integrated solution enabling the real-time data and analytics that are crucial to maintaining competitive advantage in these volatile markets.

This partnership provides customers with a single platform that combines best-of-breed technologies and high-quality content into a unified framework. Using ACTIV's market data infrastructure behind-the-scenes, Derivix can now provide a streamlined solution for more effective real-time analysis of critical market data. Together, ACTIV and Derivix enable and simplify options trading for hedge funds, proprietary traders, sales desks and more.

As options market data volumes continue to soar to previously unseen levels, increasingly turbulent market conditions stipulate that organizations armed with the best data – and the most efficient methods of analyzing this data – are those that will emerge as the winners. Real-time options pricing and analytics can only be as fast and accurate as the underlying data. For this reason, modern market data technologies are more critical than ever for handling and evaluating changing market dynamics.

“By integrating ACTIV's market data infrastructure into Derivix's platform, we can provide the fast and accurate options data, risk visualization and analytics traders need in a single solution,” said Michael Barrett Stern, chief strategy officer and co-founder of Derivix. “ACTIV's highly reliable and scalable low-latency infrastructure is the perfect choice to power our real-time analytics. This combination is exactly what traders need to stay ahead amidst these challenging and explosive markets.”



Combining ActivFeed Direct, ACTIV's direct feed ticker plant that consolidates tick by tick market data updates as an onsite or hosted service, with Derivix's high-performance options analytics provides customers with a clear, real-time visualization of prices and risk in the options marketplace.

"Clearly the options market continues to be one of the most dynamic and volatile industries in the financial landscape," said Frank Piasecki, president and co-founder of ACTIV Financial. "As the market data vendor of record for all the floor-based and electronic options exchanges located in Chicago, New York and Philadelphia, our experience and expertise are unparalleled in the industry. No other market data provider is as prevalent across all aspects of trading, from options and futures to global equities and beyond."

### **About Derivix**

Derivix ([www.derivix.com](http://www.derivix.com)) is a financial services software company that provides institutional-strength options pricing, risk visualization and analytics solutions to the industry's leading options traders, sales traders and hedge funds. Derivix sets the new standard in analytics systems, offering customers the powerful tools and quality they need to keep ahead of the rapidly evolving electronic marketplace. With commitment to broker neutrality, Derivix provides customers the flexibility they need to fit solutions into any business structure. Founded in 2005, the company is privately held with offices in New York, Boston, Chicago and San Francisco.

### **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 250 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. To learn more about ACTIV, visit:

<http://www.activfinancial.com>.

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