



## **ACTIV Financial to Discuss Low-Latency Market Data Distribution for Emerging and Established Markets at European Financial Information Summit 2009**

**WHAT:** [ACTIV Financial](#), a leading global provider of fully managed low-latency market data solutions, today announced that manager director of EMEA, David Hann, will be speaking at the [European Financial Information Summit](#) 2009 in London. Hann will examine direct data feeds and service offerings that facilitate inter-market trading, including overall market demand and how to evaluate the return on investment for direct feeds.

Hann will join other industry leaders on the panel, "Direct Feeds from Established Financial Centers to Emerging Markets." He will highlight underlying technologies, including hardware-accelerated solutions such as field-programmable gate array (FPGA), that can provide high-performance and cost-effective market data solutions to power ultra low-latency trading strategies. Hann will also explore market data trends that enable customers to edge out the competition within a fragmented and diverse global financial marketplace.

Supporting more than 300 customers around the world, including emerging markets in the Americas and Asia-Pacific region, ACTIV is uniquely positioned to provide a holistic solution to manage market data needs. With several delivery options available, such as co-location, proximity hosting or direct feed options, ACTIV provides its customers with a flexible service offering to effectively control the total cost of managing market data with the lowest possible latency.

**WHEN:** Tuesday, Sept. 22, 2009 at 3:45 p.m.

**WHERE:** European Financial Information Summit 2009, The Guoman Tower, London

**CONTACT:** Contact Katy Zack to schedule a media or analyst briefing: [kzack@articulatepr.com](mailto:kzack@articulatepr.com) or 212.255.0080, ext. 11.

### **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. To learn more about ACTIV, visit: <http://www.activfinancial.com>.