



***For immediate release***

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**29West Announces Memory Mapped Transport  
with Sub 5-Microsecond Latency**

**Chicago and Trade Tech Architecture London, 25 February, 2009** – 29West today announced it will provide an Inter-Process Communication (IPC) transport using shared memory for its LBM and UME messaging solutions. The feature currently provides one-way messaging latency of roughly 3 to 5 microseconds with throughput of approximately 13 gigabits/second to applications running on a single multi-core commodity system. The 29West IPC Transport will be part of LBM 3.5, which will offer early access availability at the end of March, 2009, and general availability slated for May 1, 2009.

29West has developed this technology in response to the growing multi-core trend in the microprocessor industry, as well as the growth in multi-chip server design which is enabling truly unprecedented parallelization opportunities for financial application developers.

“Intel and AMD have made it clear that future development in microprocessor architecture is going to be horizontal,” said Mark Mahowald, founder and CEO of 29West. “In this environment, where it is feasible to run multiple financial applications needing pub/sub messaging on the same machine, we can offer our clients untouchably low latency. We have always felt the best way to optimize messaging performance is to remove everything possible between the sending and receiving applications. We removed the servers and daemons in 2004; now, using shared memory removes the kernel and network stack as well.”

Remove the network; remove the network latency. In high frequency trading, where time is counted in microseconds, the race is on to remove every possible source of latency in the system. In this race to zero, users of the IPC transport will have a definite edge.

29West's IPC transport will be available at no charge to all current 29West customers, and will come as a standard feature in future releases of LBM and UME. The new transport makes use of the same API calls, and only simple configuration changes are required to activate its use. The 29West IPC transport will be supported on Windows, Linux, Solaris and AIX, with other platforms being added as customer needs dictate.

From customers building and running smart order routers and exchange order execution platforms to small proprietary trading firms, electronic market makers and foreign exchange systems engineers, 29West provides the ultra low-latency messaging that financial industry users demand. Leveraging

the IPC transport on the same machine for multiple processes will give users yet another level of high performance.

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Notes to Editors

### **ABOUT 29West**

29West is the leader in high-performance, low-latency messaging solutions for financial institutions. With its initial release in November 2004, 29West's Latency Busters<sup>®</sup> Messaging (LBM) set a new standard in performance for financial market messaging and has been deployed in more than 120 firms worldwide. With the introduction of Ultra Messaging<sup>®</sup> for the Enterprise (UME) at the end of 2006, 29West brought the unique Parallel Persistence<sup>®</sup> design to guaranteed messaging. Where other solutions send first to a store and then to the end receiver, 29West UME solutions send to the end receiver in parallel with delivery to the store, resulting in dramatic increases in throughput and drops in latency. With offices in Chicago, New York, London and Tokyo, 29West supports the financial markets worldwide.

For more information, visit <http://www.29west.com>

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