



## **Activ Financial and Updata Announce Partnership**

*Powerful Combination of Low-Latency Market Data and Advanced Trading Analytics Create Enhanced Offerings for Clients*

New York, January 18, 2012 -- [Activ Financial](#), a global provider of fully managed low-latency and enterprise market data solutions, and [Updata Inc.](#), a leading provider of advanced trading analytics, today announced that they have integrated their services. Activ market data clients can now use state of the art analytics from Updata while Updata Professional clients are now able to seamlessly add low-latency market data from Activ through the ActivFeed API which provides low-latency market data from over 120 global exchanges and markets covering all asset classes. Updata Analytics provides traders and market analysts with advanced charting, technical analysis tools, system design and testing, scanning and alerts, and automated report generation.

Frank Piasecki, President of Activ Financial, said "Activ Financial has built a high-performance, low-latency market data feed and we choose our partners carefully. The Updata analytic tools will provide our clients with a flexible and easy to use application to view and analyze market data, and we are pleased to be working with them."

David Linton, Updata CEO, added, "Activ is one of the best market data solutions we have seen, and we are pleased to add Activ Financial to our growing list of data sources. For over 20 years, Updata has provided the best technical analysis, system testing, and the ability to view multiple data sources in a single application. The high quality Activ market data combined with the advanced Updata Analytics creates a powerful solution to help traders make better trading decisions."

### **About Activ Financial**

Activ Financial is a global full-service market data provider specializing in the delivery of ultra low-latency, high-availability market data. Activ provides end-to-end solutions including direct-feed technologies, hardware acceleration data feeds, global consolidated data feeds, ticker plants, enterprise solutions and tick/news databases, all combined with a large-scale distribution and fan-out technologies. Activ is privately owned with offices in Chicago, New York, Tokyo, Singapore and London, serving over 400 customers worldwide, managing more than 120 feed handlers and nearly 20 data centers spread across five continents.

### **About Updata**

Updata is a leading provider of advanced trading analytics and tools for professional traders and market analysts. Updata's software is used by over 150 top banks, brokers, and trading firms in over 40 countries, and has won best technical analysis platform for the past three years ahead of Bloomberg, CQG, eSignal, Metastock, and Tradestation. Updata Professional runs on over 20 data sources including: Activ, Bloomberg, CQG, eSignal, FutureSource, IDC, LIM (Morningstar), SunGard Fame, Thomson Reuters, Trayport, and ZEMA. For more information, go to: [www.updataTA.com](http://www.updataTA.com).

#### **Activ Financial Contact:**

Jeanette Volpi  
Articulate Communications Inc.  
212.255.0080, ext. 18,  
[jvolpi@articualtecomms.com](mailto:jvolpi@articualtecomms.com)

#### **Updata Contact:**

Shara Salimi, (212)763-8540  
[shara.salimi@updataTA.com](mailto:shara.salimi@updataTA.com)