



Press Release

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Softwired optimizes iBus Enterprise Java Messaging products for the upcoming Intel Itanium™ processor family

Collaboration between Intel® and Softwired reaps results for developers of advanced 32bit and

64bit messaging applications

As part of the ongoing advanced development activities at Softwired, the iBus enterprise messaging products have been optimized for the upcoming first wave of processors based on Intel's Itanium™ architecture, running the Microsoft Windows 2000 – 64 Bit operating system.

"Today's demanding e- and m-Commerce applications require a powerful backend infrastructure, to handle the message load of hundred of thousands of wired and mobile users", said Martin Erzberger, Director of Engineering at Softwired. "The combination of Softwired's highly scalable iBus Java Message Service (JMS,) middleware with Intel's latest processor generation offers a compelling solution for our B2B customers. That's why we are pleased to be part of Intel's Itanium processor launch program."

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The Softwired iBus product family is the only true end-to-end JMS messaging solution on the market. Within a Data Center, the iBus//MessageBus offers true IP Multicast, to achieve the highest possible message throughput and efficient usage of network bandwidth. Hook up your Itanium machines running Java servlets, backend legacy components, databases with customer information, or functioning as powerful web servers with iBus//MessageBus to create a Data Center with essentially no limits to its scalability.

The iBus//MessageServer together with iBus//Mobile opens up messaging for the Internet and mobile networks. Developing e- and m-Commerce applications on top of a single standard API, JMS, is a reality today. Transport protocols, wireless bearers, firewalls, even the inclusion of non-programmable messaging devices such as pagers are now fully transparent for application developers.

Martin Erzberger adds: "If you think the Itanium's performance is impressive, then imagine what a large cluster of Itanium-based servers can do, exchanging and synchronizing their state with iBus//MessageBus. This is particularly true for those companies running large Data Centers such as LivePerson. Thanks to the inherently scalable design of these high-end Data Center applications based on iBus, new processors are added at runtime without service interruption or changes to the applications software."

Kevin Delafield, VP of Architecture at LivePerson: "Our CRM application has to be up 24 hours a day, every day. iBus technology is the key to make this possible. This is an enormous advantage for us since we essentially have a single copy of the software for all our users out on the web in one virtual Data Center and we are sure it never fails. Moreover, iBus//MessageBus does not require any administration and so eliminates the possibility for human error. As an added bonus, the software allows us to do software updates on the fly making operation of the systems a piece of cake."

Of course JMS based applications are not just limited to use in the Data Center. Analysts point to the millions of mobile users with their phones or PDAs, users who will be flocking to the Internet in the coming months and years. Softwired, the world leader in end-to-end JMS software has the solution to include them in applications designs NOW! iBus//Mobile is the only JMS software on the market to project JMS applications to both today's generation and future Java enabled devices such as the new mobile phone from LG Telecoms.

<http://www.java.sun.com/features/2000/09/lgtelecom.html>



Intel® Itanium™ Processor

The Intel Itanium Processor is the first in the Itanium processor family from Intel and the most significant new development in Intel microprocessor architecture since the 386-processor introduced in 1985. Intel's Itanium processor will compliment today's Pentium® III processor and Intel Pentium Xeon™ 32-bit processor families with new features of high-end scalability, reliability, availability and large memory addressability. It extends Intel's reach into the highest levels of computing to enable powerful servers and high-performance workstations to address the increasing demands that the Internet economy places on e-Businesses.

About Intel Corporation

Intel, the world's largest chip maker, is also a leading manufacturer of computer, networking and communications products. Additional information about Intel is available at www.intel.com/pressroom.

About Softwired

Softwired, based in Zurich, Switzerland is the leading supplier of highly scalable JMS technology for Intranets, Extranets and Internet and end-to-end wireless/embedded solutions. Customers include such leading organizations as UBS, the US Air Force, CMGI Solutions, Xerox Corporation, Swissair, Northrup Grumman and LivePerson. iBus is used in a wide variety of applications from financial trading, telecommunications systems management, document distribution to the management of customer support sessions.

Softwired is a privately held, venture capital funded company which can be contacted at info@softwired-inc.com, +41 1 445 23 70 or on the web at : <http://www.softwired-inc.com>.