

# SOFTWIRED Press Release

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## SoftWired's iBus//MessageBus Powers LivePerson.

iBus//MessageBus — “Are you ready for UBIQUITY”

### **Immediate Release:**

Zurich, June 28, 2000: SoftWired's iBus//MessageBus Powers LivePerson.

According to SoftWired, LivePerson, Inc. (NASDAQ: LPSN), a New York-based provider of technology that facilitates real-time sales and customer service for companies doing business on the Internet, is extremely pleased with the performance of SoftWired's iBus/MessageBus. iBus is the key backbone infrastructure providing asynchronous communications to LivePerson's back-end systems.

“iBus is unique in that it is the only serverless Java Message Service (JMS), multicast product that we have found to be totally reliable,” said J.R. Reagan, Chief Technology Officer with LivePerson. “It is genuinely scalable, extremely lightweight, filters information by content, and requires a minimum of configuration and administration effort, for example, we can do on-line upgrades without taking the service off-line.”

See <http://www.softwired-inc.com/pubs/SoftWiredLivePerson.pdf> for the full story.

"iBus//MessageBus is the ONLY SERVERLESS Java Message Service (JMS) on the market. Designed specifically for enterprise scale networks, iBus//MessageBus is capable of delivering messages, content, data and business events among applications via any communications protocol. iBus//MessageBus dramatically simplifies the development and operation of distributed applications in near real-time" said Silvano Maffei, Managing Partner R&D of SoftWired, "iBus's unique modular architecture is used to interconnect business objects, web clients, data bases [such as LivePerson], and legacy systems in a highly scalable manner. Messages are delivered directly from application to application, without funnelling through a network centric message server."

SoftWired's iBus//MessageBus follows the publish/subscribe model and provides the easy-to-learn JMS API. iBus offers communication features (multicast, point-to-point, non-blocking, blocking, and request-reply) as well as coordination features (failure-detection, tracking subscription/unsubscription, and fault-tolerance). The developer can extend the set of supported communication protocols and qualities of service.

- Pure Java
- Fully JMS compliant
- JMS messages by Reliable IP Multicast, TCP/IP or SSL
- Easy to install, easy to administer
- Unique customizable Quality of Service (QoS)
- Unique add-ons include support for:
  - HTTP Web tunnelling
  - Ultra scalability via Reliable IP Multicast which is NOT available from any other JMS vendor.

SoftWired's iBus infrastructure software enables many eBusiness applications such as those demanded by the world's leading high-volume financial exchanges and brokerage houses and real time auction sites.

Other industry segments demanding these applications:

- News and financial data distribution
- Data centers
- Enterprise Information Portals
- Videoconferencing: remote meetings and telecommuting

- Telecommunications: configuration and routing systems, real-time delivery and distribution of signals
- Manufacturing and process control: real-time collection, monitoring, and distribution of sensor data from factory floors
- Military/aerospace: real-time signal collection and data distribution from satellites, radar, and integration and test stands

#### About LivePerson

LivePerson (<http://www.liveperson.com>) provides technology that facilitates real-time sales and customer service for companies doing business on the Internet. The LivePerson service enables online businesses to communicate with Internet users in real-time, thereby enhancing the online shopping experience. The service offers clients the opportunity to increase sales, lower customer service costs and increase their responsiveness to customer needs. LivePerson currently has 750 signed clients.

#### About SoftWired

SoftWired develops the leading-edge iBus messaging infrastructure software sold worldwide to innovative companies. iBus products can be deployed as part of any inter-networked Java device from wireline computers to wireless PDA's, pagers and mobile phones, handling information in real time via reliable multicast, or store and forward with message queuing. Visit SoftWired's Website [www.SoftWired-inc.com](http://www.SoftWired-inc.com) for details.

The iBus™ has a patent pending and is a trademark of SoftWired AG. All other trademarks belong to their respective owners.