



DirectPlus

■ The New Paradigm in Direct Exchange Data Delivery

DirectPlusSM is a fully managed ultra-low latency direct exchange data service that is designed to allow firms to power their latency sensitive trading applications with sub-millisecond data. By co-locating applications alongside the DirectPlus service at BT Global Financial Services' Radianz New York metro data center, clients can keep data latency under one millisecond.

DirectPlus uses Interactive Data Real-Time Services' ultra-low latency ticker plant to process and normalize direct exchange feeds. In addition, an array of supplemental data may be available to DirectPlus clients including global exchange data, tick history, global news, reference data, corporate actions, fundamental data, calculated indicators and OTC market data.

The benefits of DirectPlus to clients include:

■ Sub-Millisecond Latency

The data is designed to pass through the Interactive Data parsers in less than one millisecond, ideal for all electronic/algorithmic trading applications.

■ Global Data Via the Same Protocol

The same protocol/API can be used to access a broad range of global data from Interactive Data's consolidated datafeed, PlusFeed.

■ Radianz World-class Hosting

DirectPlus and the client application will be located at BT Global Financial Services' Radianz Proximity Center, which is designed to provide a combination of high performance connectivity to the leading financial services destinations including global execution venues and a state-of-the-art world-class hosting facility.

■ Reduced Cost of Ownership

Clients can get the benefits of ultra-low latency data with direct exchange feeds without many of the costs traditionally associated with going direct:

- The ultra-low latency ticker plant technology is fully managed by Interactive Data including all exchange feed changes
- Communications costs for inbound delivery of exchange feeds are dramatically reduced – clients cross connect to DirectPlus within the hosting facility
- Market data infrastructure requirements are reduced

■ Tick History

- U.S. equities: over 3 years
- International equities: also available

■ Supplemental Data in the Same Protocol

Supplemental data for client applications can be accessed via Interactive Data's consolidated datafeed, PlusFeed. These include:

- Cross reference
- Corporate actions
- Fundamental data
- Global news
- Value-added calculated data

■ Assist with Reg NMS Requirements

- Access multiple liquidity pools
- Ultra-low latency data delivery
- Tick history database for best execution compliance

■ Multiple Redundancy Options

The DirectPlus service offers multiple levels of redundancy via:

- Redundant direct exchange feeds delivered via diverse telecom carriers powering DirectPlus
- Interactive Data's consolidated datafeed, PlusFeed

■ Simplified Development with Normalized Output

Normalized output with a uniform protocol and API from DirectPlus can simplify data integration into client applications and ongoing maintenance.

■ Data Coverage

- NYSE OpenBook (Best Quotes)
- Nasdaq Level 1
- Nasdaq SingleBook
- ArcaBook
- DirectEdge
- Etc.

About Interactive Data

Interactive Data Corporation (NYSE:IDC) is a leading global provider of financial market data, analytics and related solutions to financial institutions, active traders and individual investors. The company's businesses supply real-time market data, time-sensitive pricing, evaluations and reference data for millions of securities traded around the world, including hard-to-value instruments. Interactive Data, headquartered in Bedford, Mass., has approximately 2,400 employees in offices located throughout North America, Europe, Asia and Australia.

Interactive Data's Real-Time Services business is a leading provider of real-time global market data to financial institutions, redistributors and online financial portals worldwide. Offerings from Interactive Data include PlusFeed, a consolidated, low latency datafeed. Also managed as part of this business is Interactive Data's Managed Solutions business, a leading provider and operator of customized financial market information systems.

For more information about Interactive Data Corporation and its businesses, please visit www.interactivedata.com.

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