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Zircon Computing Named in Leading Analyst Firm's *Hype Cycle for Emerging Technologies, 2010*

Research Highlights Extreme Transaction Processing as "On the Rise"

Wayne, New Jersey – August 10, 2010 – Zircon Computing today announced that it was named in the Gartner research report: *Hype Cycle for Emerging Technologies, 2010*. The research cited Zircon as a provider of Extreme Transaction Processing (XTP) technology, recognized by Gartner as an area "on the rise." XTP technology supports extremely demanding requirements for performance, scalability, latency, and availability. Recent innovations eliminate barriers to entry for a wide range of companies with compute-intensive requirements.

In creating a new XTP category in the Hype Cycle, Gartner recognized XTP as a potentially transformative technology that decision makers will want to consider when developing emerging business and technology portfolios. XTP has evolved from highly-specialized, proprietary technology to mainstream solutions that run on commodity hardware and web-oriented architectures such as Software as a Service (SaaS) and cloud computing. The new XTP architectures and technologies enable companies of all sizes to implement a class of applications that previously only the wealthiest and most technically astute organizations could afford.

Massimo Pezzini, Vice President & Gartner Fellow at Gartner, explained the role played by boutique companies such as Zircon: "Several small, innovative software vendors have designed and developed XTP-specific platforms (usually Java-based) that, in some cases, also are available as open-source software." He goes on to write, "They have proven that they can support real-life and very demanding XTP scenarios, including SaaS and cloud services deployments."

Zircon's specialty is delivering these challenging XTP solutions with unprecedented simplicity, using hardware and software architectures already in place. Unlike typical XTP approaches, Zircon supports and extends mainstream architectures to fulfill XTP requirements, without imposing new programming skills or models. The ability to "zEnable" an existing application in minutes, so it runs in parallel across a grid of processor cores, on-premise, in a SaaS scenario or in a cloud, brings the benefits of extreme transaction processing within reach for many companies with extremely demanding business needs.

“Zircon software provides the fastest, ultra high-performance software on the market today,” said Ron Guida, Director of Zircon Computing. “Zircon unlocks XTP capabilities in existing infrastructures to consistently deliver linear performance gains. Seamless integration with many SaaS and cloud infrastructures provides our customers with an immediate, ultra high-speed cloud solution. The phenomenal increase in performance using internal platforms or the elastic resources of the cloud provides a tremendous advantage for any organization with massive, time-critical processing requirements.”

About Zircon Computing

Zircon Computing, LLC, is an international software and services company based in Wayne, New Jersey. Founded in 2005 by senior technologists from the financial services industry, Zircon Computing develops and markets the Zircon Software Product Suite of ultra high performance solutions worldwide, both directly to enterprise clients and through an international network of partners. Zircon Computing is privately held. For more information, please visit <http://www.zircomp.com>