

3-D TRADING FLOOR

The New York Stock Exchange 3-D Trading Floor (3DTF) and Advanced Trading Floor Operations Center were launched in March 1999, creating the world's first large-scale virtual reality environment for business applications.

The concept was developed by the NYSE and produced by the Securities Industry Automation Corporation (SIAC), its technology partner, which provided project management, system architecture, data infrastructure, and system integration services. The NYSE/SIAC commissioned Asymptote Architecture to provide the architectural design and RT-SET Ltd. to provide 3-D graphics and animation subsystems.

The 3DTF, displayed on nine 25-inch PixelVision monitors, enables users to navigate the virtual landscape and "drill down" in virtual space through advanced computer graphic visualization tools in order to understand specific activities. The Advanced Trading Floor Operations Center, which houses the 3DTF, has been designed as a model high-tech workspace for operations control as well as for information sharing and distribution. The center utilizes six, high-powered Silicon Graphics Onyx2 graphics visualization supercomputers, 43 PixelVision high-resolution, flat-panel monitors, and highly advanced software and innovative application code.



The 3DTF and Advanced Operations Center provide a live, interactive decision support system that revolutionizes the way the NYSE monitors and responds to systems and stock-related events. The virtual trading floor integrates continuous data streams from the NYSE trading systems, alerts the NYSE to unusual business and systems activity, and enables the staff to pinpoint where complex events are taking place. The exact magnitude and effect on related or peripheral entities are recognized at a glance and in real time.

The NYSE's initiative demonstrates its ongoing leadership in technology and performance and follows an investment of more than \$2 billion in technology over the past decade. The new technology further improves the already outstanding preparedness, responsiveness, and performance of the NYSE systems. The positive impact extends to all NYSE constituents, including member firms, listed companies, and ultimately investors worldwide.

Visit the NYSE website at www.nyse.com to view images of the 3DTF and for additional background information, as well as SIAC's website at www.siac.com.