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## Zenovia Digital Exchange Selects Mellanox FDR InfiniBand to Improve Digital Ad Transaction Quality and Speed

*Mellanox FDR 56Gb/s InfiniBand boosts speed and lowers application latency to improve the efficiency and intelligence of digital ad buying*

SUNNYVALE, Calif. & YOKNEAM, Israel--(BUSINESS WIRE)-- Mellanox® Technologies, Ltd. (NASDAQ:MLNX), a leading supplier of high-performance, end-to-end interconnect solutions for data center servers and storage systems, today announced that Zenovia Exchange, a real-time display media buying platform, selected Mellanox's end-to-end FDR 56Gb/s InfiniBand solutions to further improve transaction speed and bid decisioning for ad buyers. Mellanox 56Gb/s FDR InfiniBand delivers high speed and efficiency as well as ultra-low application latencies, allowing Zenovia Exchange to provide faster and more intelligent ad transactions for its customers.

"The display adtech market has been going through a rapid transformation, moving to programmatic buying and using machines to execute real-time auctions for ads. These auctions open and close in less than 100 milliseconds," said Dwight Ringdahl, CTO and founder of Zenovia Exchange. "Mellanox is enabling us to provide additional ad intelligence and facilitate faster trades for our partners."

Zenovia Exchange delivers ad impressions to advertisers in real-time by matching these buyers to targeted Internet users within milliseconds. In order to improve the real-time ad auction process, Zenovia Exchange uses Mellanox's FDR InfiniBand interconnect technology to execute transactions in less than the industry standard of 100 milliseconds. Higher levels of internal processing speeds between computers allow Zenovia Exchange to more effectively open and close transactions, and provide more intelligence to the bidders on each impression.

"Through its innovative ad exchange platform, Zenovia is making the commerce among online ad buyers and online publishers more effective," said Kevin Deierling, vice president of marketing at Mellanox. "Using Mellanox's FDR 56Gb/s InfiniBand solution — the most efficient interconnect for latency-sensitive applications — Zenovia Exchange can deliver unmatched performance for its customers."

The performance capabilities of FDR 56Gb/s InfiniBand are critical to latency-sensitive applications that require high bandwidth at ultra-low latencies. Available today, Mellanox's end-to-end FDR 56Gb/s InfiniBand solution includes ConnectX®-3 and Connect-IB™ adapter cards, SwitchX®-2 based switches (from 12-port to 648-port), fiber and copper cables, and accelerator and management software.

### Supporting Resources:

- Learn more about [Mellanox's complete FDR 56Gb/s InfiniBand solution](#)
- Follow Mellanox on [Twitter](#), [Facebook](#), [Google+](#), [Linked-In](#), and [YouTube](#)
- [Join the Mellanox Community](#)

### About Mellanox

Mellanox Technologies is a leading supplier of end-to-end InfiniBand and Ethernet interconnect solutions and services for servers and storage. Mellanox interconnect solutions increase data center efficiency by providing the highest throughput and lowest latency, delivering data faster to applications and unlocking system performance capability. Mellanox offers a choice of fast interconnect products: adapters, switches, software, cables and silicon that accelerate application runtime and maximize business results for a wide range of markets including high performance computing, enterprise data centers, Web 2.0, cloud, storage and financial services. More information is available at [www.mellanox.com](http://www.mellanox.com).

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