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Starcounter is First to Integrate Web Platform with In-Memory Database and True ACID Transactions

Starcounter 2.0 delivers fast web connectivity, reduced coding and app development cycle with ease of use for app and web developers

Stockholm, Sweden – August 21, 2013 – [Starcounter](#) today released the beta version of Starcounter 2.0. The next generation NoSQL database features a web platform that provides application and web developers easy integration with web applications and mobile clients including laptops, tablets, and phones. This advancement to the existing Starcounter in-memory database enables communication between clients and applications to be delivered faster with more automation and ease-of-use.

Starcounter's database can process data transactions 100 times faster than a traditional database based on its patented VMDBMS technology, which includes features that will ease use and enhance database performance for developers. Pairing the high performing Starcounter database with the new integrated communications server and fast gateway can handle upwards of three million web requests in a single second, including the database transaction.

"As the vast amount of data that is generated by web pages, mobile users, and remote multiple locations all occur simultaneously, businesses are beginning to understand that such data needs to be updated in real-time from the various touch points," said Robin Bloor, chief analyst and co-founder, The Bloor Group. "Traditional databases can't handle the volume or real-time needs for many transactions. Next-generation high-performance databases such as Starcounter have entered the market to address this need."

Starcounter 2.0 reduces the lines of code drastically – up to one third – enabling faster development and implementation of new applications. It is compliant with web standards such as REST/JSON and also provides built-in support for mirrored MVVM technology, without the need for additional add-on components. Starcounter's web platform facilitates direct access to the existing database, so the transfer of data involved is automated. With Starcounter 2.0, not only is application time to market reduced, development is optimized, less servers and hardware are necessary, and maintenance is minimized.

"We are proud to bring the latest and greatest tools to web and app developers with Starcounter 2.0. Now, in one offering, we can provide the best of both the server and client world without the extra costs and resources for integration," said Asa Holmstrom, CEO of Starcounter. "We are especially excited about how this will benefit those industries that experience large numbers of

simultaneous users to online applications such as retail and banking that require high volumes of data transactions to occur in real time. With a fast database like ours, data is processed in real-time so that necessary decisions are made quickly, products are shipped, and sales are completed efficiently to optimize profit.”

Starcounter is demonstrating the 2.0 database at their booth #18 at the NoSQL Now! show in San Jose, California from August 21-22.

About Starcounter

Starcounter is a database development company dedicated to providing the world’s highest performing database. Founded in 2006 by entrepreneur Joachim Wester, Starcounter’s goal is to simplify database processing while cutting costs. Its technology is ACID compliant, and performs best with high transactional, real-time applications. To learn more, visit www.starcounter.com.

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