

**Contact:** Jessica Winston  
MITX  
617-871-2155 x208  
[jessica@mitx.org](mailto:jessica@mitx.org)

Gareth Taube  
Certeon  
781-425-5200  
[gtaube@certeon.com](mailto:gtaube@certeon.com)

## **Certeon *aCelera* Named a Finalist for the 2009 MITX Technology Awards**

Awards Recognize Outstanding Technology Advancements in the New England Region

**BURLINGTON, Mass. – May 18, 2009** – [Certeon](#)®, the first and ONLY provider of WAN optimization and application acceleration virtual appliance solutions to be certified by Microsoft®, and VMware®, today announced that it has been named as a finalist for the 6<sup>th</sup> Annual MITX Technology Awards. The MITX Technology Awards recognize emergent and innovative technologies developed in the New England area, as well as the individuals and organizations responsible for driving these advancements. The Massachusetts Innovation & Technology Exchange (MITX) is the country's premier Internet business and marketing association.

Certeon announced the end of the era of proprietary application acceleration appliances with the launch of the industry's first and only true virtual appliance for application acceleration in May 2008. *aCelera* Virtual Appliance software is the perfect union of virtualization and application acceleration technology and provides businesses with a combination of cost-effective performance, scalability, flexibility, and easy management. *aCelera* saves IT managers 60% in capital and operations TCO over proprietary appliances.

*aCelera* is system-independent and hypervisor-agnostic, supporting high-performance remote application access in Windows Server 2008 Hyper-V and VMware ESX and ESXi environments. *aCelera* can be centrally managed and controlled through its integration with both the Microsoft Virtual System Center and VMware VirtualCenter management systems—enabling IT managers to allocate and manage application performance resources from a central location.

Certeon listened to its customers and embraced virtualization to bring to the market a high performance, scalable and lower cost alternative to proprietary hardware appliances,” said Peter Dougherty, CEO and president, Certeon. “The MITX Technology Awards recognize forward looking technology achievements like *aCelera* and we are honored to be among the finalists for our contribution toward creating the next-generation enterprise.”

Entrants were able to submit their work under any of ten different categories, including: Analytics and Business Intelligence, Cloud Computing, Devices, Enterprise Technologies, Gaming, Marketing and Customer Relationship Technologies, Mobile, Online Advertising, Rich Media and Social Media.

“Being named a Finalist in the MITX Technology Awards is an important achievement,” said Kiki Mills, executive director, MITX. “This recognition translates into increased exposure with media, industry analysts and investors, and provides them a higher profile in their industry. We congratulate all of the finalists on their achievement and wish them well in the competition.” Certeon will be recognized with the other finalists in the category of Cloud Computing at an awards ceremony attended by the region's top technology and business professionals. Winners will be announced at the ceremony at the Westin Copley Hotel on Tuesday, June 16, 2009.

“This year we’re excited to be recognizing startup and emerging technologies through our first ever Promise Awards,” Mills said. “Recognizing technology that shows real vision and promise is so important to this industry; it helps promote the strength of the talent here in New England.”

The MITX Technology Awards program is sponsored through the generous support of: Atom Group, DLA Piper, LEWIS PR, Mad\*Pow, Microsoft and PricewaterhouseCoopers.

### **About Certeon**

Certeon’s *aCeler*a software is the first and only application acceleration virtual appliance to deliver acceleration, virtualization, and manageability when remotely accessing applications throughout a distributed enterprise. *aCeler*a software reduces application response time over the WAN by more than 95 percent without proprietary hardware appliances. *aCeler*a is optimized for mission-critical applications such as: application virtualization and management, software configuration management, enterprise content management, Web-based collaboration, and wide area file services. *aCeler*a is flexible and easy to deploy, delivering faster, more scalable application acceleration to more users. Certeon enables distributed enterprises to dramatically reduce their TCO and gain a faster ROI when compared to proprietary hardware appliances. Founded in 2003, Certeon is a private company, headquartered in Burlington, Mass. For more information, visit [www.certeon.com](http://www.certeon.com) or call 781-425-5200.

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### **About MITX**

Established in 1996, MITX—the Massachusetts Innovation & Technology Exchange (MITX) is the region’s premier professional organization for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With over 60 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, MA. Visit us at [www.mitx.org](http://www.mitx.org)

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