



DEUTSCHE BÖRSE
MARKET DATA

CEF alpha+[®] macro The algo news feed

Feeding News direct into your Applications

Deutsche Börse – Market Data & Analytics and Market News International (MNI), the pioneer in delivering professional economic data coverage, have developed a new groundbreaking macro-economic news feed product for algorithmic trading: CEF alpha+[®] macro.

This ultra-fast data feed supplies macro-economic news data directly from the sources to automated trading applications. The news delivers relevant trading signals; therefore the data is prepared for immediate processing by the applications. The feed has been developed in close cooperation with leading industry customers. The ultra-low latency feed currently delivers market moving US macro-economic indicators. Its new network design and top speed will keep you strides ahead of your competitors.

The CEF alpha+[®] macro feed is intended for algo trading or risk management and currently delivers major US economic data such as:

- Non-farm Payrolls
- Consumer Price Index (CPI)
- Producer Price Index (PPI)
- Retail Sales
- Housing Starts
- Jobless Claims
- New Home Sales
- Durable Goods
- Gross Domestic Product (GDP)
- Trade Balance
- Conference Board Consumer Confidence
- Conference Board Leading Indicators
- NY Federal Reserve (New York) Empire State Mfg Index
- Federal Reserve (Washington DC) Industrial Production

Market News international

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Further indicators as well as comparable data from the EU and from some of its member states will be added during the year 2009.

Market Data & Analytics and MNI use a high-performance private network to transmit the data sets directly to our customers from the media-exclusive government lock-ups at the Department of Commerce and the Department of Labor in Washington D.C. Users will benefit from MNI's extraordinary expertise in economic data delivery and Deutsche Börse's strength in low latency direct data feed technology and network infrastructure.

Economic Data at Top Speed

- CEF alpha+[®] macro currently delivers the most critical US economic data focusing on key numbers from the urgent relevant reports – straight from the lock-ups or Embargoed News
- Concise, small data payloads through Deutsche Börse's own private network guarantees maximum possible speed

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