

## NUMECENT CEO TO PRESENT AT INDUSTRY-LEADING VIRTUALIZATION CONFERENCE

### **Solving The 'On-Boarding' Problem For Virtual Desktops With Cloudpaged Containers**

October 27, 2014 – Irvine, CA – Cloudpaging leader Numecent® today announced that its Chairman and CEO, Osman Kent, will present at Jon Peddie Research's Virtualize Conference and participate in a panel discussing the future of virtualization technology together with other industry luminaries.

To be held on October 30 in San Francisco, the Virtualize Conference is designed to give real-world guidance to industry professionals who are looking for ways to achieve more efficiency, productivity and resource management in their organizations through the use of virtualization technologies. The conference will feature talks and panel discussions from people who are making virtualization work in their organizations; including large engineering operations such as Boeing® and GE®; entertainment companies such as DreamWorks® and ILM™ and anyone working with huge data sets in small and medium businesses who want to make better use of their resources.

"Dynamic provisioning of complex GPU-centric applications has been a perennial problem on physical workstations and is a huge IT cost for engineering organizations," said Osman Kent. "Virtual Desktops simply move this problem from the user's desk to the server room over a very long and expensive 'VGA cable' called the Internet. Yet the provisioning problems remain unsolved and are often compounded due to additional complexities introduced by current virtual desktop implementations – the so-called 'on-boarding' problem. We believe the solution lies with totally abstracting the applications away from the desktop metaphor (physical or virtual) through virtualization and containerization of the apps themselves and delivering them on-demand. The practice of 'baking' the application into the virtual desktop image must be eradicated for virtual desktops to flourish."

Numecent's award-winning and patented cloudpaging platform excels in Web-scale delivery of any Microsoft® Windows® application to virtual or physical desktops through

virtualization and containerization. The application is first 'cloudified' and abstracted in a pre-virtualized form (together with its dependencies) inside a secure and license-controlled container. The container is then demand-paged to the client platform over HTTPS from a central repository and executes inside a secure sandbox without actually requiring any installation – thereby solving the major application provisioning problem associated with virtual desktops.

Typically only 5% of the container needs to be delivered for the cloudified application to start doing useful work, allowing repositories and license and patch management to be centralized even if the virtual desktop infrastructure is geographically distributed to edge servers. Numecent's cloudpaging platform has so far helped deliver over 20 million sessions and more than 10,000 cloudified applications, including major CAD, CAM, PLM and DCC applications, to many enterprises around the world.

### **About Osman Kent**

Osman Kent has been in the computer graphics industry for more than 30 years and is one of its outspoken pioneers and visionaries. He is currently the Chairman, co-founder and CEO of Numecent and prior to that, was the CEO of 3Dlabs™ - at one time an almost \$1B company on NASDAQ® which he co-founded. 3Dlabs was responsible for bringing workstation-class 3D graphics to the PC, enabling Microsoft® Windows®-based computers to become the dominant CAD/CAM/DCC platform. Osman is the inventor of numerous patents in computing, graphics, GPU virtualization and pixel streaming and was the originator of the first hypervisor on the PC in 1985. He was recently cited by Business Insider as ranking among the 'top 15 technologists'.

### **About Jon Peddie Research**

Dr. Jon Peddie has been active in the graphics and multimedia fields for more than 30 years. Jon Peddie Research is a technically oriented multimedia and graphics research and consulting firm. Based in Tiburon, California, JPR provides consulting, research, and other specialized services to technology companies in a variety of fields including graphics development, multimedia for professional applications and consumer electronics, high-end computing, and Internet-access product development. Jon Peddie's Market Watch is a quarterly report focused on the market activity of PC graphics controllers for notebook and desktop computing.

**About Numecent**

Numecent is a fast-growing software and cloud-services company pioneering application delivery. Numecent's Cloudpaging technology brings rapid, secure and friction free provisioning of native applications from the cloud through virtualization and containerization.

Delivering solutions to Enterprise customers via the channel while also servicing Cloud providers and ISV's, Numecent has delivered cloudified applications worldwide reducing the pain points for application delivery while helping lower application deployment costs. Numecent was founded in 2008, and is headquartered in Irvine, California. More information can be found at [www.numecent.com](http://www.numecent.com)

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