



FOR IMMEDIATE RELEASE

Active Endpoints Launches “BPM in a Bottle” Contest
*ActiveVOS Evaluators Can Win a T-Mobile G1 smart phone or a
Logitech Squeezebox Boom*

Waltham, MA, February 3, 2009 – Active Endpoints, Inc. (www.activevos.com), the inventor of visual orchestration systems (VOS), today launched a contest to help developers and business analysts jumpstart their BPM and SOA projects. *BPM in a Bottle* gives evaluators of the ActiveVOS™ visual orchestration system for SOA and BPM applications the chance to win one of two T-Mobile® G1™ smart phones with Google™ or one of three Logitech® Squeezebox™ Boom network music players.

The contest rules are very simple. Evaluators visit www.absolutebpm.com to register for a free, supported 30-day trial of ActiveVOS. This automatically makes them eligible for the contest. Then, to win one of the prizes, evaluators can email documentation, screen shots, written descriptions or other artifacts from their proofs-of-concept to the judging panel at judges@absolutebpm.com by March 27, 2009. Five winning entrants will be selected based on creativity, thoroughness and quality of work.

“We want to do everything we can to make it easier for Java developers to be productive right out of the gate when it comes to developing BPM applications,” said Sonal Rajan, director of marketing, Active Endpoints. “There is no question that we are facing a very challenging economic climate. We hope that the *BPM in a Bottle* contest offers some fun – and some cool prizes – while also making the point that ActiveVOS is by far the most affordable, all-in-one way to easily improve their business processes in this tough environment.”

ActiveVOS is the first all-in-one, complete and [standards-based](#) visual orchestration system for creating true services-oriented architecture ([SOA](#)) and business process management ([BPM](#)) applications. With ActiveVOS, business analysts, developers, managers and end users utilize a single, integrated system to design, deploy and manage business processes.

Complete contest rules can be found at www.absolutebpm.com.

About Active Endpoints, Inc.

Active Endpoints (www.activevos.com) is the leading developer of visual orchestration systems. VOS empowers line of business project teams to create applications using services and industry standards, making their businesses more agile and effective. Active Endpoints’ ActiveVOS promotes mass adoption of SOA-enabled applications by focusing on accelerating project



delivery time with a standards-based, easy to use system. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

###

Contact:

Sonal Rajan
Active Endpoints, Inc.
sonal.rajan@activevos.com
+1 781 547 2900 x342

ActiveVOS is a trademark of Active Endpoints, Inc. All other company and product names are the property of their respective owners.