

## PubNub Launches New Cloud Service: PubNub Pulse

*PubNub's extends its leadership in real-time with a new service, PubNub Pulse, designed for one-to-one low latency push messaging at a massive scale in the cloud.*

**San Francisco—June 13, 2012—**[PubNub](#)<sup>™</sup>, the cloud service that enables real-time applications on every device, today announces [PubNub Pulse](#), a new service designed for customers that push data to millions of devices on a one-to-one basis.

PubNub Pulse is designed for companies who need to keep millions of live “round-the-clock” connections across a large user base, pushing real-time data to individual devices as needed. Already in use today on millions of devices, PubNub Pulse delivers messages in under 50 milliseconds while removing the complexity and high cost inherent with maintaining always-on connections. PubNub Pulse also provides one simple interface to connect to the myriad of smartphones, tablets, laptops, browsers, and servers in use today. Products using the PubNub Pulse cloud service include MyPCBackup.com, Dice with Buddies, CometChat, and a large VOIP company that uses PubNub Pulse as a replacement for the SIP protocol.

“PubNub Pulse represents another win for customers building real-time apps who are looking for cost-effective mass-scale device connectivity,” said Todd Greene, CEO and co-founder of PubNub. “Following the steps of PubNub Galaxy, customers can now build a new generation of apps never before possible.”

PubNub Pulse complements PubNub’s flagship service (PubNub Galaxy) which effectively turns the Internet into a giant “messaging radio”. With PubNub Galaxy, data is simultaneously delivered to millions of devices in real-time to carry out mass-scale audience events, such as syncing nationwide TV with viewers’ smartphones. Often, customers use PubNub Galaxy and PubNub Pulse together to deliver one-to-many audience broadcast along with one-to-one messaging to alert specific users when appropriate.

### **About PubNub:**

[PubNub](#) is a revolutionary cloud service for building massively scalable real-time apps for mobile and web. PubNub provides a globally deployed, presence-based Infrastructure-as-a-Service designed for use in every popular mobile and web platform. Thousands of websites and mobile apps rely on PubNub for delivering large-scale interactive experiences that scale to millions of users worldwide. PubNub is a venture-backed company headquartered in San Francisco, CA. For additional information, visit <http://www.pubnub.com>.

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