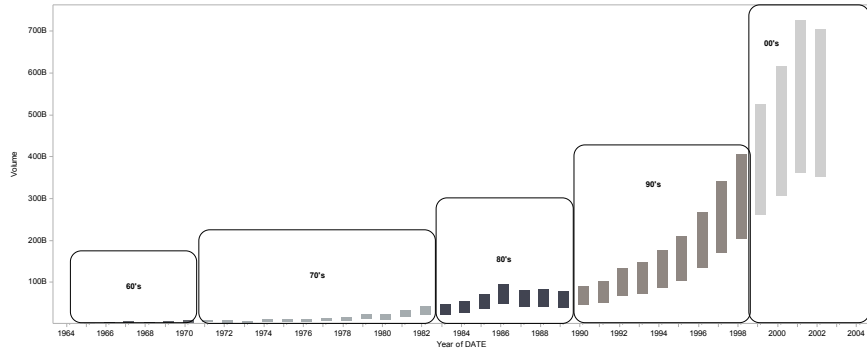


The trend of sum of CLOSINGPRICE for DATE Month. Color shows details about Technological Event. Size shows sum of TOTAL RETURN. The view is filtered on Exclusions (Technological Event, MONTH(DATE)), which specifies a set.



Technological event (group)

- Central Certificate Service , Floor Data Fully Automated , Radio Paging System
- Depository Trust Company , Full Consolidated Tape Introduced , Major upgrading and modernization of trading floor technology , NYSE Launches Designated Order Turnaround , Securities Industry Automation Corp. Established , The Intermarket Trading System (ITS) is inaugurated
- Industry Wide Test - 800 M+ shares daily , Super Dot 250 Launches
- 3D Trading Floor , Integrated Technology Plan , Off-hours Trading , Real-time Ticker , Video Trading Posts Upgrade , Wireless Data System
- NYSE Direct+® , NYSE OpenBook®

The plot of sum of Volume for DATE Year. Color shows details about Technological event (group). Size shows sum of Volume. The data is filtered on Technological event, which keeps 19 of 20 members. The view is filtered on DATE Year, which keeps non-Null values only.

Timeline

[Chronology](#)[Highlights](#)[Trading](#) | [Technology](#) | [Events](#) | [Regulation](#)

Technology

1844 Telegraph is Invented

The telegraph is invented, broadening market participation by facilitating communication with brokers and investors outside New York City.

1866 Trans-Atlantic Cable

The first trans-Atlantic cable is completed, providing instantaneous communication between London and New York.

1867



The First Stock Ticker

Invented by Edward A. Calahan, the stock ticker revolutionizes the stock market by bringing current prices to investors everywhere.

1878 First Telephone on the Floor

The first telephone is installed on the NYSE floor, just two years after Alexander Graham Bell conducts successful tests in Boston.

1881 Paging Begins

The first annunciator board is installed for paging members.

1889 New York Quotation Company

The New York Quotation Company, a NYSE subsidiary, is organized to provide ticker service to subscribers.

1918 Pneumatic Tube System

An expanded pneumatic tube system goes into operation.

1929 Central Quote System

To meet volume growth, the Exchange builds large new trading posts and establishes a central quote system that provides instantaneous bid-ask prices by phone.

1930 "Black Box" Ticker

The 500-character per minute black box ticker, nearly twice as fast as previous tickers, is introduced.

1957 Ebasco Services Report

Ebasco Services issues its report on the possibility of automating the trading floor. The report contained suggestions for automating transaction reporting, and improved stock clearing and quotation service.

1964



The 900 Ticker

The black box ticker is replaced by the 900 ticker with nearly twice the speed.

1966 Radio Paging System

The first test of the radio paging system begins. Within a few years it would replace the annunciator boards.

Floor Data Fully Automated

Transmission of trade and quote data from the floor is fully automated on December 20.

1968 Central Certificate Service

The Central Certificate Service (CCS) is established to transfer securities electronically, eliminating their physical handling for settlement purposes. CCS is later succeeded by Depository Trust Company.

1972 Securities Industry Automation Corp. Established

The Securities Industry Automation Corporation (SIAC) is organized. The subsidiary company, jointly owned by the NYSE and the American Stock Exchange, provides automation and data processing services.

1973 Depository Trust Company

Depository Trust Company is established to provide a central

Depository Trust Company is established to provide a central depository for securities certificates and electronically record transfers of stock ownership.

1975 Full Consolidated Tape Introduced

June 16

NYSE introduces its full consolidated tape.

1976 NYSE Launches Designated Order Turnaround

The fully automated Designated Order Turnaround (DOT) system[®] is introduced to electronically route smaller orders.

1978 ITS

The Intermarket Trading System (ITS) is inaugurated. ITS provides an electronic link between the NYSE and competing exchanges, enabling brokers to access all markets nationwide to find the best purchase or sale price for a security.

1979



Major Upgrade

The Exchange begins a major upgrading and modernization of its trading floor to increase the use of technology.

1984 Super Dot 250 Launches

The Exchange launches SuperDot 250, an electronic order-routing system that links member firms to specialist posts on the trading floor.

1990 Industry Wide Test

An industry wide test demonstrates the ability to handle volume in excess of 800 million shares a day.

1991 Off-hours Trading

The NYSE begins its first off-hours trading sessions. Session I from 4:15 - 5 P.M. Session II from 4 - 5:15 P.M.

1993 Integrated Technology Plan

The Integrated Technology Plan is begun to upgrade trading floor networks, hardware and software, in order to enhance the quality, capacity, efficiency and productivity of virtually every aspect of trading floor operations.

Systems capacity to handle over 1 billion shares a day is implemented.

1995 Video Trading Posts Upgrade

1995 Trade Trading Posts Upgrade

The NYSE launched an aggressive plan to re-engineer the NYSE trading floor to make use of the most sophisticated technology of the time. Handheld terminals, fiber optics, cellular communications and the first large-scale application of high-definition flat-screen technology were installed to speed market information and strengthen trading floor professionals' ability to manage orders. The two-minute timelapse film below follows the progress of technicians installing the technology at a trading post over the course of a single weekend, ensuring that the market opened smoothly for trading on Monday morning.

1996 Real-time Ticker

NYSE launches real-time stock tickers on CNBC and CNN-FN. Previously, market data had been delayed 20 minutes.

1997 Wireless Data System

The Wireless Data System is inaugurated, allowing brokers to receive orders, access market information and transmit execution reports from any location on the trading floor.

1999 3D Trading Floor

NYSE unveils 3D Trading Floor, an advanced Trading Floor operations center.

2000 NYSE Direct+®

October 21

The Exchange launches NYSE Direct+®, an automatic execution service, in a pilot program. NYSE Direct+ provides immediate automatic execution of limit orders up to 1,099 shares at the published NYSE quote.

2002 NYSE OpenBook®

January 24

NYSE OpenBook® launches, a new market information product that provides off-floor market participants a view of the buy and sell interest in all NYSE-listed securities beyond the best bid and offer.

2003 NYSE LiquidityQuote

NYSE LiquidityQuote launches in a 28-stock pilot, disseminating executable, sizable quotes outside of the best bid or offer. Investors and market professionals can use this product to find greater market size and depth.

2004 NYSE Files to Expand Automatic Trading

August 02

On August 2, the NYSE files to expand the NYSE Direct+® system. If approved by regulators, limits will be eliminated on the size, timing, and types of orders that can be submitted via Direct+, significantly increasing the level of purely electronic trading at the NYSE.

2005 NYSE Hybrid MarketSM

December 15

NYSE Hybrid Market is launched, creating a unique blend of floor-based auction and electronic trading. NYSE Hybrid Market provides customers with more choices and greater flexibility in accessing the superior liquidity and best prices of the NYSE marketplace.

2006 NYSE Group Acquires MatchPoint Trading, Inc.

July 17

NYSE Group acquires a new crossing system, MatchPoint Trading, Inc., a financial services technology company specializing in call market trading and technologies.

2007 NYSE Group Acquires TransactTools

January

The acquisition of TransactTools messaging solutions, coupled with its recently completed acquisition of the Securities Industry Automation Corporation (SIAC), gives NYSE Group a world-class platform for delivering technology and services to customers for accessing liquidity and managing transactions across markets and geographies.

2008 NYSE Euronext Acquires Wombat Financial Software

March 07

Wombat, a technology innovator and world leader in market data management solutions, joins NYSE Euronext Technology division.

NYSE Floor Brokers Get New Tools

June

The New York Stock Exchange introduces two new technologies to give brokers on the NYSE trading floor the ability to trade algorithmically and to strengthen the brokers' ability to locate large sources of liquidity.

NYSE Euronext Introduces the SFTI Community Platform

June 10

The SFTI Community Platform enables technology providers to offer products to trading firms via a hosted environment powered by NYSE Euronext's Secure Financial Transaction Infrastructure (SFTI)®. It is the industry's first network

offering customers global connectivity coupled with innovative third-party technology solutions.

New York Stock Exchange Launches NYSE Realtime Stock Prices

June 24

The new data product enables Internet and media organizations to buy real-time, last-trade market data from the NYSE and provide it broadly and free of charge to the public.

First Migration onto NYSE Euronext's Universal Trading Platform

December 08

NYSE Euronext successfully migrates its European Bond products onto its new Universal Trading Platform (UTP). The UTP offers customers one connection through NYSE Euronext's SFTI® global network, and will eventually provide access to all its cash and derivatives markets in the US and Europe and its new initiatives including NYSE Arca Europe and SmartPool.