



## AspDotNetStorefront ML/64 E-Commerce Platform Announced

*AspDotNetStorefront ML/64 brings cutting edge performance to .NET e-commerce platform.*

### Media Contact:

Robert Anderson  
AspDotNetStorefront  
602.490.0243

[rob@aspdotnetstorefront.com](mailto:rob@aspdotnetstorefront.com)

**Rocky River, OH (January 22th, 2008)** – AspDotNetStorefront is pleased to announce the upcoming release of AspDotNetStorefront ML/64 e-commerce shopping cart platform, with continued VISA PABP certification. Built upon the proven foundation of our flagship AspDotNetStorefront ML asp.net ecommerce platform, the ML/64 version will allow for native operation in 64-bit Microsoft® Windows® environments, enabling users and developers to take full advantage of modern server platforms and performance while maintaining seamless compatibility with existing x86-based systems. AspDotNetStorefront ML/64 operates in both 32-bit to 64-bit environments, and transitions seamlessly between the two with no interaction from the user. The full AspDotNetStorefront ML feature set will be available in AspDotNetStorefront ML/64.

AspDotNetStorefront ML/64 facilitates scaling beyond memory limitations found in 32-bit platforms. With the proliferation of powerful 64-bit enabled multi-core processors and support for massive amounts of relatively inexpensive memory, the physical limitations of a 32-bit environment become increasingly apparent. Native 64-bit support not only enables site owners to deploy faster, more efficient hardware, but it also offers assurance that the ecommerce package being deployed today will still be able to function alongside the web applications of tomorrow.

“If you look at the new platforms like Windows Server 2008 which are nearing release, 32-bit software packages are being considered legacy applications,” remarked V.P. of Customer Service and Support Dan Van Kuren. “No one would consider purchasing a brand new accounting system that runs in MS DOS, and correspondingly it does not make sense to build ecommerce applications that require legacy support to run on modern servers. 64-bit computing has the potential to offer unsurpassed performance and capacity, and we’re embracing that as a very positive advancement in technology.”

AspDotNetStorefront ML/64 is architecture independent, meaning that it can run on existing 32 bit servers and development machines without costly hardware or operating system upgrades, yet retains the capability to deploy to native 64 bit servers. Site owners can maximize future ROI by developing sites with ML/64 now and deploy using existing 32 bit infrastructure. Regardless of if the architecture is x86, x64 AspDotNetStorefront ML/64 deploys seamlessly,

AspDotNetStorefront ML/64 continues the advancement of our ML product line as one of the most advanced asp.net e-commerce shopping cart platforms on the market today, in any price range. AspDotNetStorefront ML/64 will be available in February 2008, with a base price of \$1,495 per website.

### About AspDotNetStorefront

AspDotNetStorefront.com, a Division of Discovery Productions, Inc. is a privately held company headquartered in Rocky River, OH that provides online ASP.NET-based e-commerce shopping cart systems for merchants and developer partners. For more information, visit [www.aspdotnetstorefront.com](http://www.aspdotnetstorefront.com) or call 602-490-0243.