

```
1 <table class="infobox vevent" cellspacing="5" style="width:22em;">
2 <caption class="summary" style="">Magento</caption>
3 <tr>
4 <th colspan="2" class="" style="text-align:center; font-size:125%; font-
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  class="image"></a></th>
5 </tr>
6 <tr class="">
7 <th scope="row" style="text-align:left; white-space: nowrap"><a
  href="//en.wikipedia.org/wiki/Software_developer" title="Software
  developer">Developer(s)</a></th>
8 <td class="" style=""><a rel="nofollow" class="external text"
  href="http://www.magentocommerce.com/">Magento Inc.</a></td>
9 </tr>
10 <tr class="">
11 <th scope="row" style="text-align:left; white-space: nowrap">Initial release</th>
12 <td class="" style="">2008<span style="display:none">&#160;(<span class="bday
  dtstart published updated">2008</span></span></td>
13 </tr>
14 <tr class="">
15 <th scope="row" style="text-align:left; white-space: nowrap"><a
  href="//en.wikipedia.org/wiki/Software_release_life_cycle" title="Software
  release life cycle">Stable release</a></th>
16 <td class="" style="">community edition 1.6.1.0 / professional edition 1.11.0.0 /
  enterprise edition 1.11.0.0 / October 19, 2011<span class="noprint">; 3 months
  ago</span><span style="display:none">&#160;(<span class="bday dtstart published
  updated">2011-10-19</span></span></td>
17 </tr>
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19 <th scope="row" style="text-align:left; white-space: nowrap"><a
  href="//en.wikipedia.org/wiki/Programming_language" title="Programming
  language">Written in</a></th>
20 <td class="" style=""><a href="//en.wikipedia.org/wiki/PHP"
  title="PHP">PHP</a></td>
21 </tr>
22 <tr class="">
23 <th scope="row" style="text-align:left; white-space: nowrap"><a
  href="//en.wikipedia.org/wiki/Operating_system" title="Operating
  system">Operating system</a></th>
24 <td class="" style=""><a href="//en.wikipedia.org/wiki/Cross-platform"
  title="Cross-platform">Cross-platform</a></td>
25 </tr>
26 <tr class="">
27 <th scope="row" style="text-align:left; white-space: nowrap"><a
  href="//en.wikipedia.org/wiki/List_of_software_categories" title="List of
  software categories">Type</a></th>
28 <td class="" style=""><a href="//en.wikipedia.org/wiki/Webshop" title="Webshop"
  class="mw-redirect">Webshop</a>, Shopping cart</td>
29 </tr>
30 <tr class="">
31 <th scope="row" style="text-align:left; white-space: nowrap"><a
  href="//en.wikipedia.org/wiki/Software_license" title="Software
  license">License</a></th>
```

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32 <td class="" style=""><a href="//en.wikipedia.org/wiki/Open_Software_License"
33 title="Open Software License">OSL Ver. 3</a> / <a
34 href="//en.wikipedia.org/wiki/Academic_Free_License" title="Academic Free
35 License">AFL Ver. 3</a></td>
36 </tr>
37 <tr class="">
38 <th scope="row" style="text-align:left; white-space: nowrap">Website</th>
39 <td class="" style=""><a rel="nofollow" class="external text"
40 href="http://www.magentocommerce.com/">www.magentocommerce.com</a></td>
41 </tr>
42 </table>
43 <p><b>Magento</b> is an <a href="//en.wikipedia.org/wiki/Open_source" title="Open
44 source">open source</a> based <a href="//en.wikipedia.org/wiki/Ecommerce"
45 title="Ecommerce" class="mw-redirect">ecommerce</a> web application that was
46 launched on March 31, 2008. It was developed by Varien (now Magento Inc) with
47 help from the programmers within the open source community but is owned solely by
48 <a rel="nofollow" class="external text"
49 href="http://www.magentocommerce.com/">Magento Inc.</a>. Magento was built using
50 the <a href="//en.wikipedia.org/wiki/Zend_Framework" title="Zend Framework">Zend
51 Framework</a>.<sup id="cite_ref-0" class="reference"><a href="#cite_note-
52 0"><span></span>1<span></span></span></a></sup><sup id="cite_ref-1"
53 class="reference"><a href="#cite_note-1"><span></span>2<span></span></span></a></sup>
54 It uses the <a href="//en.wikipedia.org/wiki/Entity-attribute-value_model"
55 title="Entity-attribute-value model" class="mw-redirect">Entity-attribute-
56 value</a> (EAV) database model to store data.<sup id="cite_ref-2"
57 class="reference"><a href="#cite_note-
58 2"><span></span>3<span></span></span></a></sup></p>
59 <p>The Magento Community Edition is the only free version of Magento
60 available.</p>
61 <table id="toc" class="toc">
62 <tr>
63 <td>
64 <div id="toctitle">
65 <h2>Contents</h2>
66 </div>
67 <ul>
68 <li class="toclevel-1 tocsection-1"><a href="#History"><span
69 class="tocnumber">1</span> <span class="toctext">History</span></a></li>
70 <li class="toclevel-1 tocsection-2"><a href="#See_also"><span
71 class="tocnumber">2</span> <span class="toctext">See also</span></a></li>
72 <li class="toclevel-1 tocsection-3"><a href="#References"><span
73 class="tocnumber">3</span> <span class="toctext">References</span></a></li>
74 <li class="toclevel-1 tocsection-4"><a href="#External_links"><span
75 class="tocnumber">4</span> <span class="toctext">External links</span></a></li>
76 </ul>
77 </td>
78 </tr>
79 </table>
80 <h2><span class="editsection">[<a href="//en.wikipedia.org/w/index.php?
81 title=Magento&action=edit&section=1" title="Edit section:
82 History">edit</a>]</span> <span class="mw-headline"
83 id="History">History</span></h2>
84 <p>Varien, the company owning Magento, formerly worked with <a
85 href="//en.wikipedia.org/wiki/OsCommerce" title="OsCommerce">osCommerce</a>. They
86 originally planned to fork osCommerce but later decided to rewrite it as Magento.
```

Magento officially started development in early 2007.^{[[cite_note-3](#cite_note-3)]}
Seven months later, on August 31, 2007, the first public beta version was released. On May 30, 2010, Magento mobile was released; it allows store owners to create native mobile storefront apps.

In September 2010, Magento launched Magento Mobile, an extension platform used to build native applications for [iOS](//en.wikipedia.org/wiki/IOS_(Apple) "IOS (Apple)").^{[[cite_note-4](#cite_note-4)]}

In February 2011, [eBay](//en.wikipedia.org/wiki/EBay "EBay") announced it had made an investment in Magento in 2010, worth a 49% ownership^{[[cite_note-5](#cite_note-5)]} share of the company.

As of June 6, 2011 eBay owns 100% of Magento. eBay announced that Magento would join eBay's new X.Commerce initiative.^{[[cite_note-6](#cite_note-6)]}

Magento's CEO and co-founder Roy Rubin wrote on the Magento blog stating that "Magento will continue to operate out of Los Angeles, with Yoav Kutner and me as its leaders".^{[[cite_note-7](#cite_note-7)]}

[[edit](//en.wikipedia.org/w/index.php?title=Magento&action=edit§ion=2 "Edit section: See also")] [[See also](#)]

| |
|---|
|  src="//upload.wikimedia.org/wikipedia/en/thumb/f/fd/Portal-puzzle.svg/32px-Portal-puzzle.svg.png" width="32" height="28" /> |
| <i>Free software</i> portal |

- [List of Open Source eCommerce Software](//en.wikipedia.org/wiki/List_of_Open_Source_eCommerce_Software "List of Open Source eCommerce Software")

[[edit](//en.wikipedia.org/w/index.php?title=Magento&action=edit§ion=3 "Edit section: References")] [[References](#)]

- <** [<](#cite_ref-0) < <http://framework.zend.com/casestudies/ZFCasestudy->

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Magento.pdf">Magento creates a huge success with enterprise e-commerce platforms
&amp; communities built on Zend Framework</a> framework.zend.com. Retrieved
78 October 17, 2008.</li><b><a href="#cite_ref-1">^</a></b> <a rel="nofollow"
class="external text"
href="http://www.entrepreneur.com/PRWeb/release/28585.html">A Award-winning Tool
King Website Upgrades to Magento Enterprise Edition Platform</a>. <i><a
href="//en.wikipedia.org/wiki/Entrepreneur.com" title="Entrepreneur.com"
class="mw-redirect">Entrepreneur.com</a></i>. Retrieved February 27, 2010.</li>
79 <li id="cite_note-2"><b><a href="#cite_ref-2">^</a></b> <a rel="nofollow"
class="external free" href="http://www.magentocommerce.com/knowledge-
base/entry/magento-for-dev-part-7-advanced-orm-entity-attribute-
value/">http://www.magentocommerce.com/knowledge-base/entry/magento-for-dev-part-
7-advanced-orm-entity-attribute-value/</a></li>
80 <li id="cite_note-3"><b><a href="#cite_ref-3">^</a></b> <a rel="nofollow"
class="external text"
href="http://www.ecommerCEOptimization.com/articles/interview-roy-rubin-about-
magento-open-source-ecommerce/">Interview: Roy Rubin about Magento Open Source
eCommerce</a> eCommerceOptimization.com. Retrieved April 12, 2008.</li>
81 <li id="cite_note-4"><b><a href="#cite_ref-4">^</a></b> <a rel="nofollow"
class="external free" href="http://www.magentocommerce.com/blog/comments/magento-
mobile-launches-today/">http://www.magentocommerce.com/blog/comments/magento-
mobile-launches-today/</a></li>
82 <li id="cite_note-5"><b><a href="#cite_ref-5">^</a></b> <a rel="nofollow"
class="external autonumber" href="http://blog.magikcommerce.com/ebay-owns-49-of-
magento-inc-confirmed/">[1]</a> eBay Acquires Open Source Ecommerce Company
Magento. Retrieved June 6, 2011.</li>
83 <li id="cite_note-6"><b><a href="#cite_ref-6">^</a></b> <a rel="nofollow"
class="external text"
href="http://www.magentocommerce.com/blog/comments/announcing-the-magento-
enterprise-edition/">eBay Owns 49% Of Magento Inc - Confirmed</a> . June 6,
2011.</li>
84 <li id="cite_note-7"><b><a href="#cite_ref-7">^</a></b> <a rel="nofollow"
class="external autonumber" href="http://mashable.com/2011/06/06/ebay-acquires-
magento/?
utm_source=feedburner&amp;utm_medium=feed&amp;utm_campaign=Feed%3A+Mashable+%28Ma
shable%29">[2]</a> eBay Acquires Open Source Ecommerce Company Magento. Retrieved
June 6, 2011.</li>
85 </ol>
86 </div>
87 <h2><span class="editsection">[<a href="//en.wikipedia.org/w/index.php?
title=Magento&amp;action=edit&amp;section=4" title="Edit section: External
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links</span></h2>
88 <ul>
89 <li><a rel="nofollow" class="external text"
href="http://www.magentocommerce.com/">Magento Official Website</a></li>
90 <li><a rel="nofollow" class="external text"
href="http://www.magentocommerce.com/magento-connect/">Official catalog of
extensions</a></li>
91 </ul>
92
93
94 <!--
95 NewPP limit report
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96 | Preprocessor node count: 2568/1000000
97 | Post-expand include size: 12966/2048000 bytes
98 | Template argument size: 4543/2048000 bytes
99 | Expensive parser function count: 1/500
100 | -->
101 |
102 | <!-- Saved in parser cache with key enwiki:pcache:ldhash:16788888-1!*!0!!en!4!*
    | and timestamp 20120125182818 generated by mw51 -->
103 |
```