



Join Us
 October 2nd in Cupertino for the only
 conference devoted to Software Licensing.



New Coverage : [Asterisk](#) | [Call Recording](#) | [SIP Trunking](#) | [Fax Software](#) | [Load Balancer](#) | [SIP Phones](#) | [Small Cells](#)

Type here to Search TMCnet **GO**

Online Communities | Industries | Publications | Markets | News Centers | Resources | Events | International | Blogs | Videos

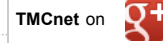
TMCnet LOGIN

Share 0

Tweet 0



More



Webinars

SUBSCRIPTIONS

IMPORTANT

ABOUT TMC

Channels by Topic

Call Center / CRM

Information Technology

IP Communications

Wireless

Robotics

Green

Satellite



[August 01, 2012]

Cutting-Edge NoSQL for the London Olympics Presented by John O'Donovan at the NoSQL Now! Conference & Expo

Los Angeles, CA, Aug 01, 2012 (PRWeb.com via COMTEX) -- DATAVERSITY(TM) today announced that John O'Donovan, Director, Technical Architecture and Development at the UK's Press Association (a leading content and media services provider) and one of the world's foremost media technology designers, will give a keynote presentation to this year's NoSQL Now! Conference & Expo at the San Jose Convention Center August 21 - 23.

On August 23rd from 9:10 - 9:45 AM, O'Donovan will discuss the advanced methods used to build the next generation of content delivery platforms for the London Olympics. During his session O'Donovan will share on how his team did - just weeks after the Olympic experience - using a combination of NoSQL technologies including graph databases, XML, RDF and linked data, to deliver new media capabilities on the world's biggest stage.

O'Donovan was formerly the Chief Technical Architect of BBC News and Sport delivering the acclaimed BBC World Cup website in 2010 which pioneered approaches to NoSQL technology including utilizing semantic and linked data, but the architectural approach has been taken much further into the core of the business by the Press Association, especially for key elements of the Olympics this year and many of their other services. PA is the appointed Host National News Agency for the London 2012 Olympic Games.

PA's coverage of the Olympics will be global and pervasive as it provides content and drives real-time data services for many clients and global brands including MSN, Sky TV, ESPN, Bing, LOGOG, NRK Norway, The Daily Mail, The Times, The Telegraph, British Telecom and many others...

"For many, we are the Olympics - the text, pictures, video and data we publish will be a window onto the Games. This is not just about driving a single service, this is about driving flexible and relevant services for many clients across all types of digital, broadcast and print media." said O'Donovan.

Bookmark [mobile.TMCnet.com](#) on your mobile phone now to stay on top of the latest tech news.

Featured White Papers

Mobile Bill Shock: Leveraging FCC Regulations to Enhance the Subscriber Experience and Create Stronger Subscriber Loyalty

WiMAX Business Deployment Guide: Portability, not mobility, may be what makes WiMAX an attractive option for your current business broadband needs

[view all white papers...](#)

Top Stories

Some Office 365 Users Having Issues with Microsoft's New ...

What are Enterprise Mobile Solutions?

Compuware Impacts Multiple Industries with Enterprise Mobile Solutions

CG Clinches \$185 Million Deal for ZIV Grid Automation

RingCentral Revolutionizing the Way Businesses Communicate

[more of today's top stories...](#)

Related VoIP News

Level 3 Expands Voice Offerings to Alaska, Hawaii

Voxbone Enables Lexifone to Launch Real-Time Language Translation Service

Toshiba's Call Manager for Ipedge Recognized by Customer Interaction Solutions Magazine

ELIN Gateway Certification Awarded to Network Equipment Technologies' UX Series

DoubleHorn Communications Deploys Acme Packet solutions

"We are delivering a global service of complex products to over 40 territories in 23 different languages, all working together in real-time - and the technologies deployed make it easier for us to receive and create the content, manage it, distribute it and customize it. We can also perform more advanced services to analyze and organize content and deliver a highly individualized consumer experience" he added.

"Preparing ourselves for the scale and real-time needs of the Olympics is an unprecedented technical undertaking" said O'Donovan, "but we have faith in these technologies because relational technologies struggle to get us where we need to be, so we have blended a variety of NoSQL products to get the scale, performance and customized experience we needed to deliver." NoSQL technologies are being used effectively to deliver large-scale solutions in a wide variety of applications. During the NoSQL Now! Conference attendees will learn from real-world examples and case studies from industry leaders in e-commerce, education, broadcast media, search, advertising, gaming, healthcare and online services. O'Donovan's keynote is a prime example of the innovative NoSQL technologies being used for the Olympics as well as in companies who have found NoSQL in enterprise business solutions.

NoSQL Now! will include the following case studies of NoSQL databases in the Enterprise space: How to Reach Customers Faster and Make More Money with a NoSQL Database, Miklas Bjorkman, Adtoma AB, Introducing Hadoop and Big Data into a Healthcare Organization, Vladimir Bacvanski, SciSpike and Lloyd Mangnall, VHA Databases at Scale: A MongoDB Case Study, Sean Laurent, StudyBlue, Inc.

In the trenches with a NoSQL database, Lucas Carlson, AppFog Using Graph Databases to Analyze Relationships, Risks and Business Opportunities - A Case Study, Jans Aasman, Franz Inc NoSQL Now! is an educational conference that explains the diversity of NoSQL technologies, how these technologies address various business needs, and offers an objective evaluation processes to match the right NoSQL solutions with the right business challenge.

NoSQL Now! is the preferred industry platform for developers to announce product launches and breaking news. Leading vendors will demonstrate dozens of innovations. This year's Platinum level sponsors include leading graph vendors like Neo Technology (creators of Neo4j) and Objectivity, the company behind InfiniteGraph. Additional NoSQL and high-performance database companies who will be exhibiting include 10gen, Couchbase, Versant, VoltDB, DataStax, Amazon, Versant and Cloudant. For more information on sponsorship or opportunities to promote your products and services, please contact Tony Shaw at [tony\(at\)dataversity\(dot\)net](mailto:tony(at)dataversity(dot)net).

To register for the conference, request a press pass, or to view the program schedule visit: <http://nosql2012.dataversity.net/> For press inquiries please contact Gretchen Hydo at [Gretchen\(at\)Chatterboxink\(dot\)com](mailto:Gretchen(at)Chatterboxink(dot)com) or (818) 203-6060.

About NoSQL Now!: NoSQL Now! is an educational conference and exhibit focused on the emerging field of NoSQL technologies. NoSQL (Not Only SQL) refers to the new breed of databases that are not based on the traditional relational database model, including document stores, key value stores, columnar databases, XML databases and graph databases. The NoSQL Now! Conference is designed to educate developers, data managers and architects on how these new technologies work, the applications they are best suited for, and how to deploy them. The first NoSQL Now event in August 2011 attracted over 500 people, and the upcoming 2012 event is expected to draw almost 1000 attendees. Additional details are available at <http://www.NoSQLNow.com>.

About DATAVERSITY: DATAVERSITY(TM) provides resources for information technology (IT) professionals, executives and business managers to learn about the uses and management of data. Our worldwide community of practitioners, advisers and customers participates in, and benefits from, DATAVERSITY's educational conferences, discussions, articles, blogs, webinars, certification, news feeds and more. Members enjoy access to a deep knowledge base of presentations, research and training materials, plus discounts off many educational resources including webinars and conferences. For more information please visit: <http://www.Dataversity.net> or email [info\(at\)dataversity\(dot\)com](mailto:info(at)dataversity(dot)com).

Read the full story at <http://www.prweb.com/releases/dataversity/databases/prweb9744405.htm> PRWeb.com



TRANSITION NETWORKS

- ✓ Media Converters
- ✓ Ethernet Switches
- ✓ Industrial Ethernet
- ✓ PoE Products
- ✓ NIDs
- ✓ CWDM
- ✓ NICs
- ✓ SFPs

YOUR NETWORK FROM ANYWHERE TO ANYWHERE

Affordably Integrate Fiber Optics

VIEW NOW 

[\[Back To TMCnet.com's Homepage \]](#)

You Might Like

- [Research: Body language tells, youre rich or poor](#)
- [Genesys Acquires Innovative Self-Service Application and Service Provider LM Sistema](#)
- [Report Highlights State Preparedness for Electronic Voting Problems](#)
- [5 Companies Use CRM Solutions to Increase Sales and Improve Productivity](#)
- [Colocation America Ranks Top VoIP Providers in U.S.](#)

From Around the Web

- [Billionaires Dump Stocks – 100% Chance of Global Recession](#) (Moneynews)
- [Why You Should Cancel Your Cell Phone Contract](#) (Daily Finance)
- [The 9 youngest billionaires in the world](#) (Bankrate)
- [7 Lessons From Content Marketing's Greatest Hits](#) (Mashable)
- [Elderly Mom Destitute with Credit Card Debt](#) (Credit Card Guide)

[\[?\]](#)



[blog comments powered by DISQUS](#)

Videos

- [TMC Newsroom With Lorna Lyle - 02/26/2009 02/26/2009](#)
- [Interview with Dialxia 09/22/2009](#)
- [Interview with Vlingo 12/17/2009](#)

White Papers

- [Implementing Fax over IP in your Organization](#)
- [Evolution of the Broadband Network Gateway](#)
- [How a College Campus Handles Media Conversion](#)

Podcasts

- [Inventive Lab's President Ron Tanner on .NET VoIP Solutions](#)
- [Part 1: Tone Software Helping Managed Service Pro-Actively Manage Complex Converging Networks](#)
- [RAPPING with RadiSys: Chandresh Ruparel on the Benefits of Joining the Company's Alliance Partner Program](#)

Sessions

- [Standards Update: Using standards to Drive White Spaces Innovation and Investment](#)
Date: 10/03/12
Time: 2:30-3:15pm
- [Innovation Asterisk: dongled!](#)
Date: 10/24/12
Time: 11:00-11:35am
- [Mobility and the Cloud](#)
Date: 10/04/12
Time: 9:30am

Upcoming Events

ITEXPO West 2012

October 2- 5, 2012
The Austin Convention Center
Austin, Texas

Mobility Tech Conference & Expo

October 3- 5, 2012
The Austin Convention Center
Austin, Texas

MSPAlliance MSPWorld™

October 3- 5, 2012
The Austin Convention Center
Austin, Texas

DevCon5

DevCon5 provides you with the information and tools you need to exploit the capabilities of revolutionary HTML5 technology
[View all >>](#)

Subscribe **FREE** to all of TMC's monthly magazines. Click [here](#) now.



The World's Largest Communications And Technology Community

Technology Marketing Corporation,
800 Connecticut Ave, 1st Floor East, Norwalk, CT 06854 USA
Ph: 800-243-6002, 203-852-6800; Fx: 203-866-3326
General comments: tmc@tmcnet.com. Comments about this site: webmaster@tmcnet.com.
» [About](#) » [Contact](#) » [Advertise](#)
Technology Marketing Corp. 1997-2012 Copyright . [Privacy Policy](#) [Sitemap](#)

- » CHANNELS
- » COMMUNITIES
- » INDUSTRIES
- » VERTICALS
- » TMCNET SERVICES
- » FREE ENEWSLETTERS
- » NEWS ALERTS

- » PUBLICATIONS
- » CUSTOMER MAGAZINE
- » IT MAGAZINE
- » NGM MAGAZINE
- » CLOUD COMPUTING MAGAZINE

- » WHITE PAPER LIBRARY
- » VIDEOS
- » PODCAST
- » WEBINARS
- » EVENTS
- » FORUMS
- » CONTRIBUTORS