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[May 29, 2012]

# DATAVERSITY's NoSQL Now! Conference & Expo Announces its Agenda and Opens Registration

Los Angeles, CA, May 29, 2012 (PRWeb.com via COMTEX) -- DATAVERSITY announced today the release of its agenda and acceptance of registrations for its NoSQL Now! 2012 Conference, an event dedicated to covering the dynamic field of NoSQL technologies. The event will take place August 21 - 23, 2012 in San Jose and is expected to host nearly 1,000 attendees.

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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 for every enterprise that needs to find better, faster and cheaper solutions to managing its fast growing databases." according to conference Co-Chair, Tony Shaw of DATAVERSITY. "The educational program accommodates all levels of technical understanding, from novice through expert, with special emphasis on the needs of enterprise IT and big data applications." This year's featured speakers will include: From Scaling by Architecture to Scaling by Commandment: A Journey to Amazon DynamoDB, Jinesh Varia, Technology Evangelist, Amazon Web Services Data and Content Management for the London Olympics, John O'Donovan, Director, Technical Architecture and Development, The Press Association Limited Putting NoSQL in its Place - in the Enterprise, William McKnight, President, McKnight Consulting Group NoSQL Data Modeling for eCommerce, Dipali Trivedi, Platform Architect, Staples.com NoSQL Smackdown 2012, Tim Berglund, Principal, August Technology Group To view the abstracts of these sessions and the full program: <http://nosql2012.dataversity.net/agenda.cfm?confid=70&scheduleDay=PRINT> The venue will also provide opportunities for CTOs, developers and software entrepreneurs to meet and mix with potential customers and investors.

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 sponsors include 10gen, Couchbase,

DataStax, and Versant. 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



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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 514 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).

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