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

Delivering massive customized content to a worldwide audience in real-time.

Los Angeles, CA (July 31, 2012) – DATAVERSITY™ 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, LOCOG, 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.

“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 Cloudbant. For more information on sponsorship or opportunities to promote your products and services, please contact Tony Shaw at tony@dataversity.net.

To register for the conference, request a press pass, or to view the program schedule visit: <http://nosql2012.dataversity.net/>

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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 www.NoSQLNow.com.

About DATAVERSITY:

DATAVERSITY™ 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: www.Dataversity.net or email info@dataversity.com.