FOR IMMEDIATE RELEASE

Contact: Gretchen Hydo
Chatterbox PR Ink
14141 Covello St., Suite 4A
Van Nuys, CA 91405
Tel: (818) 203-6060
Email: Gretchen@Chatterboxink.com

<u>**NoSQL Now! Announces Late Breaking Conference News**</u>
Recent additions to the leading NoSQL technology conference include a host of new sponsors, exhibitors and speakers.

Los Angeles, CA (August 15, 2012) – DATAVERSITY™ today announced a number of late additions to the NoSQL Now! Conference schedule making this year's event the most anticipated multi-vendor NoSQL event on record. The conference, set for August 21 - 23 at the San Jose Convention Center, expects 1000 attendees and 80 presenters.

New presentations added to the conference line up include:

Dropping ACID: Architecting with Eventual Consistency in the Cloud by Jason Bloomberg of ZapThink.

Moving Beyond the No/New/SQL Debate: Introducing the Application Data Layer, by Mike Miller of Cloudant

Keeping up with Streaming/Sensor Data by Dave Brown of EMC

Market sensing Using a Graph Database by Montiago LaBute of YarcData

Many new sponsors and exhibitors have also joined the exhibit floor in recent weeks, including VoltDB, Versant, Oracle, OpenShift (by Red Hat), StarCounter, Phasic Systems, Yarc Data, Analytica, Gigaspaces, Clustrix, Cloudant, Metric Insights and Manning Publications.

Some highlights from these exhibiting organizations include:

VoltDB is a "NewSQL" database that is focused on high velocity, 100% accuracy with real-time analytics. VoltDB will conduct a Lunch 'n Learn workshop so that conference attendees can start to gain experience with VoltDB's newest generation database for micro-transactions, low-latency, real-time feeds, sensor-driven data, and throughput of millions of operations per second.

Metric Insights will show a detailed Big Data case study of how Barnes & Noble Inc. uses Metric Insights to create insights from a 100 Terabyte Aster data store. The system is used by hundreds of users daily, both internal and at external partners sites.

Starcounter will discuss the company's patent-pending VMDBMS technology, which is more than 100 times faster than traditional databases and 10 times faster than high performance

databases. Its in-memory database is ideal for highly transactional large-scale and real-time applications, while guaranteeing ACID-compliant transactions.

YarcData's uRiKA system is a Big Data appliance for graph analytics. uRiKA helps enterprises reveal unknown, unexpected or hidden relationships in Big Data by creating a highly-scalable, real-time graph analytics warehouse that supports ad hoc queries, pattern-based searches, inferencing and deduction. Yarc Data is a Cray company.

Versant's Robert Greene, will examine NoSQL's adoption problems that stem from a lack of standards-based programming techniques, and will describe how to use JPA to get around them. The presentation will feature Big Data deployment examples from the utilities and energy management sectors showing how consumer energy demand response and AMI harvesting can be performed at high speed and scale using Hadoop and Java.

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, DataStax, Amazon Web Services, Clustrix, Franz and Cloudant. 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/

For press inquiries please contact Gretchen Hydo at Gretchen@Chatterboxink.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. 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.