

2012 **NO SQL NOW!** AUGUST 21-23 | SAN JOSE

FOR IMMEDIATE RELEASE

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Robert Scoble to Chair NoSQL C-Level Panel

Top C-level executives from 10gen, Couchbase, Cloudera, Inc., and Neo Technology will discuss trends that are currently transforming the NoSQL ecosystem.

Los Angeles, CA (June 27, 2012) – DATAVERSITY today announced that Robert Scoble, Rockspaces’s startup liaison officer, will chair its [C-Level Panel](#) at the NoSQL Now! Conference & Expo on August 22nd at the San Jose Convention Center. NoSQL Now! Is an event dedicated to covering the dynamic field of NoSQL technologies and will take place August 21 – 23, 2012.

NoSQL (for Not-Only SQL) has burst onto the IT scene offering new solutions to the many challenges of data-intensive applications, including scalability, performance and the needs of unstructured data. NoSQL has become the dominant software platform for web-based businesses that need massive horizontal scale and performance. NoSQL has also emerged as the database of choice for “Big Data” applications within enterprise computing environments. □ □

The [C-Panel](#) promises to answer questions about the adoption of NoSQL technologies, and the challenges these innovative companies are facing as they try to change the mindset around the new technology adoption.

Attendance at the C-Panel, chaired by Robert Scoble, is open to qualified software developers and data professionals at no charge. Interested attendees can register at: <https://www.regonline.com?eventID=1074635&rTypeID=233767>

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 sponsors include 10gen, Couchbase, DataStax, Objectivity and Versant. 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. 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 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.