Neo Technology to Keynote and Present at NoSQL Now! Conference
Graph Database is the Hot Topic

SAN MATEO, Calif. – August 1, 2012 **–** Neo Technology, creators of Neo4j, the world's leading graph database, today announced that it will sponsor and present sessions at Dataversity's NoSQL Now! Conference. The event will take place in San Jose, CA, from August 21 – 23, 2012, and is the foremost conference on the applications of NoSQL technologies. Neo is a Platinum sponsor.

Where to find Neo at NoSQL Now!

Keynote Session: "Create Powerful New Applications with Graphs"

- Presented by Emil Eifrem, CEO of Neo Technology
- Wednesday, August 22nd, at 9:45 a.m. PT
- Check on-site agenda for location

Emil Eifrem provides an opening keynote to the conference by describing the influence that graph technologies are serving and how their role will evolve in the future to address critical data analysis needs.

Session: "Intro to Graph Databases 101"

- Presented by Andreas Kollegger, Director of Media and Community at Neo Technology
- Wednesday, August 22nd, at 10:30 a.m. PT
- Check on-site agenda for location

Andreas Kollegger provides an introductory look at the graph model with Neo4j, the world's leading graph database. This crash course provides an overview on the technology that is revolutionizing the use of connected data within the enterprise and beyond.

Session Presented by Adobe: "Evolving Neo4j for the Cloud"
- With Stephen Cole, Project Lead at Adobe Systems, Inc.
- Wednesday, August 22nd, at 3:15 p.m. PT
- Check on-site agenda for location

Stephen Cole presents on the challenges and solutions Adobe faced when adopting Neo4j as their graph solution, moving information out of the data center and into the cloud. He will further discuss how Neo Technology worked with Adobe to overcome hurdles and evolve its product, and what putting a truly global cluster into production entailed for the Adobe team.

Panel Discussion: "The NoSQL 'C Panel' with Robert Scoble"

- With Emil Eifrem, CEO of Neo Technology
- Wednesday, August 22nd, at 5:30 p.m. PT
- Check on-site agenda for location

Robert Scoble moderates this discussion with the founders and CEOs of NoSQL market leaders, including Emil Eifrem of Neo4j. How did these companies know where the market was headed before the rest of us? What has surprised them? What advice do they offer customers, and what lessons do they now offer to other software entrepreneurs?

Lunch 'N Learn with Neo Technology and Neo4j

- With Neo Technology developers and team members
- Wednesday, August 22nd, at 1:15 p.m. PT
- Check on-site agenda for location

Attend this lunchtime workshop to get familiar with Neo4j and learn about the powerful new class of applications that you can build with graph databases. Bring your laptop to download the free software and get started right away.

Press and Analyst Executive Briefing

- With Emil Eifrem, CEO of Neo Technology
- August 21st and 22nd, presentation briefing times TBA
- Check on-site agenda for location

Press and analysts are invited to join this executive briefing featuring Emil Eifrem. The presentation will showcase Neo Technology and include an exclusive Q&A session. Consult the NoSQL Now! website or organizers for more details.

Register for NoSQL Now! here: http://nosql2012.dataversity.net/reg.cfm
Use the 'Neo' coupon code when registering to take $500 off three days, $300 off two days, and $100 off a single day at NoSQL Now!

NoSQL Now! Event Venue: San Jose Convention Center
                                                     150 West San Carlos Street
                                                     San Jose, CA 95110

Useful Links
- Neo Technology
- GraphConnect
- Neo4j Community site
- Introduction to graph databases
- Company press page

- Twitter
- Graph Database News

Neo Technology Presents Graph Connect 2012
GraphConnect 2012 San Francisco is the first conference ever to bring together the rapidly growing community and ecosystem around graph databases. Held from November 5-6, 2012, the event is set to bring together graph thought leaders, researchers and developers from around the globe. For more information and to receive updates on topics, tracks and session availability or submit a proposal, please visit http://www.graphconnect.com.

About Neo Technology
Graphs are everywhere. From websites adding social capabilities to Telco's providing personalized customer services to innovative bioinformatics research, organizations are adopting graph databases as the best way to model and query connected data. Neo Technology researchers have pioneered graph databases since 2000 and have been instrumental in bringing the power of the social graph to customers such as Adobe, Cisco, and Deutsche Telekom. Now in production for nine years, Neo4j is the world's leading graph database with the largest ecosystem of partners and tens of thousands of successful deployments worldwide.

Neo Technology is a privately held company funded by Fidelity Growth Partners Europe, Sunstone Capital and Conor Venture Partners, and is headquartered in San Mateo, CA, with offices in Sweden, UK, Germany, and Malaysia. For more information, please visit www.neotechnology.com

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