



JavaOne 2012 Update

Java Embedded @ JavaOne Overview

Alvina O'Neal
JavaOne Conference Manager

An abstract graphic on the right side of the slide, consisting of overlapping, semi-transparent geometric shapes (triangles and polygons) in shades of blue and gold, creating a sense of depth and movement.

MAKE THE
FUTURE
JAVA

ORACLE

Agenda

- Highlights – The Zone and Beyond
- Keynotes
- Java Exhibition Hall
- The Zone – Map
- Java Embedded @ JavaOne
- Oracle OpenWorld Music Festival
- Oracle OpenWorld Appreciation Event

Highlights

The Zone and Beyond

- Java Exhibition Hall
- Java DEMOgrounds and OTN Lounge
- Taylor Street Café
 - Buzz House, Candy Bar, Java Certification
- Taylor Street Café Open House
- Duke's Choice Award Ceremony
- Hang Spaces and Connection Centers
- Store @ The Zone
- Oracle OpenWorld Music Festival
- Oracle OpenWorld Appreciation Event
- Oracle Team USA

Keynotes

Masonic Auditorium

- Java Strategy

- Sunday, September 30, 4:00 p.m. – 4:50 p.m.



- Partner Keynote – IBM

- Sunday, September 30, 4:50 p.m. – 5:20 p.m.

- JavaOne Technical Keynote

- Sunday, September 30, 5:45 p.m. – 7:00 p.m.



Keynotes

Hilton San Francisco Union Square – Continental Ballroom

- Partner Keynote – TBA
 - Thursday, October 4, 9:00 a.m. – 9:30 a.m
- Java Community
 - Thursday, October 4, 9:30 a.m. – 10:30 a.m.



Sponsor/Exhibitor Listing (Bold indicates Sponsor)

Company Name	Location
10gen	5509 Hilton San Francisco
Alfresco Software	5014 Hilton San Francisco
AMD	
AppDynamics	5115 Hilton San Francisco
Aspect Security, Inc.	5205 Hilton San Francisco
Azul Systems	5102 Hilton San Francisco
Caucho Technology, Inc.	5202 Hilton San Francisco
Change Vision	5510 Hilton San Francisco
CloudBees	5312 Hilton San Francisco
Coverity, Inc.	5006 Hilton San Francisco
Electric Cloud	5107 Hilton San Francisco
GigaSpaces Technologies, Inc.	5010 Hilton San Francisco
Gradleware	5311 Hilton San Francisco
Hazelcast	5105 Hilton San Francisco
Hitachi Communications Technologies America	5409 Hilton San Francisco
ICESoft Technologies Inc.	5207 Hilton San Francisco
IDRolutions	5111 Hilton San Francisco
iText Software Group	5113 Hilton San Francisco
Java DEMOgrounds	5216 Hilton San Francisco
JBoss, by Red Hat	5201 Hilton San Francisco
Jelastic	5206 Hilton San Francisco
JetBrains	5301 Hilton San Francisco
JFrog Ltd.	5307 Hilton San Francisco
Jinfonet Software	5308 Hilton San Francisco

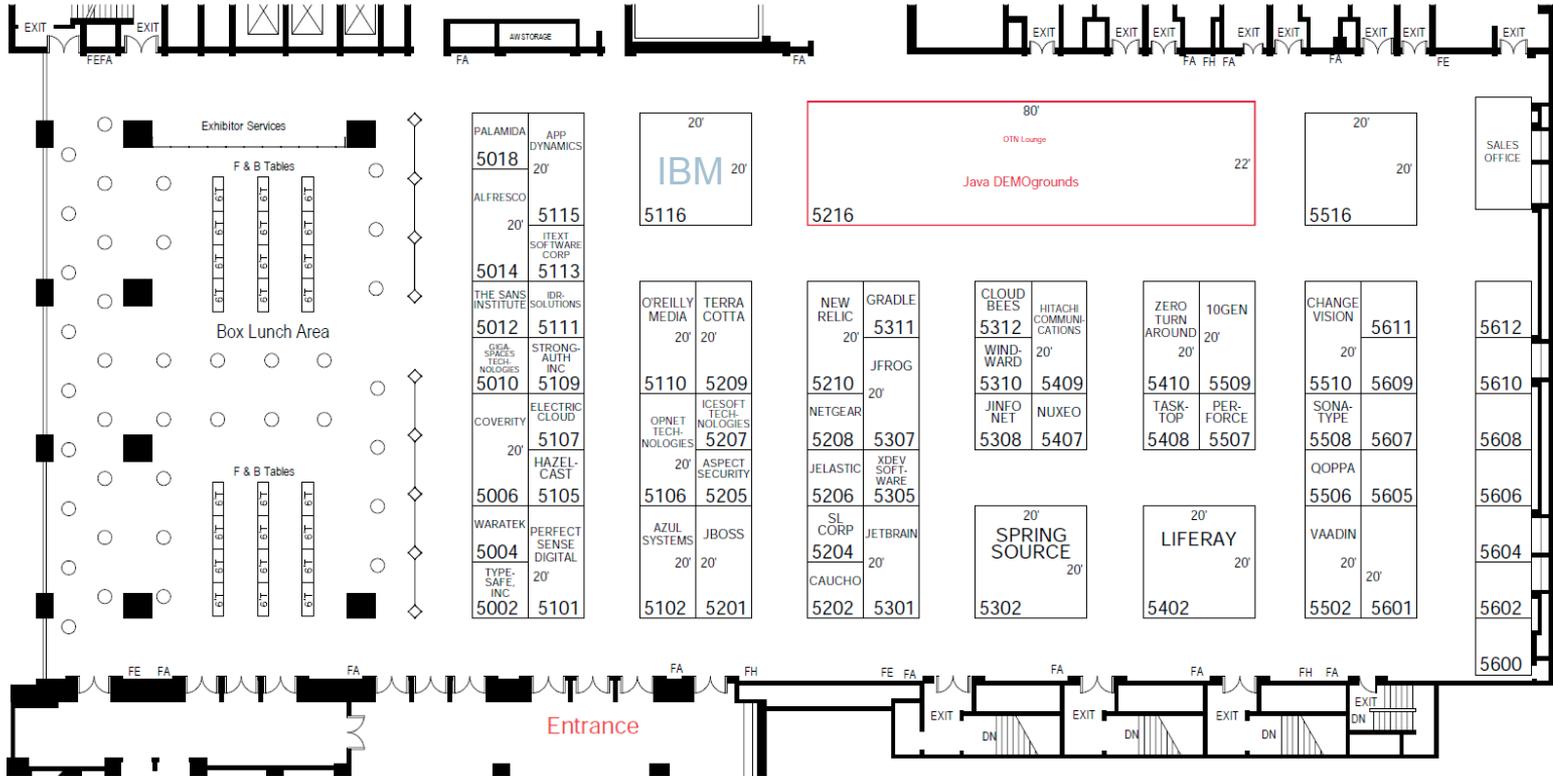
Company Name	Location
Liferay, Inc.	5402 Hilton San Francisco
NetGear	5208 Hilton San Francisco
New Relic	5210 Hilton San Francisco
Nuxeo Corp.	5407 Hilton San Francisco
O'Reilly Media	5110 Hilton San Francisco
OPNET Technologies	5106 Hilton San Francisco
Oracle Technology Network	5216 Hilton San Francisco
Palamida, Inc.	5018 Hilton San Francisco
Perfect Sense Digital	5101 Hilton San Francisco
Perforce Software	5507 Hilton San Francisco
Qoppa Software	5506 Hilton San Francisco
SL Corporation	5204 Hilton San Francisco
Sonatype	5508 Hilton San Francisco
SpringSource, a division of VMware	5302 Hilton San Francisco
StrongAuth, Inc.	5109 Hilton San Francisco
Tasktop Technologies	5408 Hilton San Francisco
Terracotta	5209 Hilton San Francisco
The SANS Institute	5012 Hilton San Francisco
Typesafe	5002 Hilton San Francisco
Vaadin	5502 Hilton San Francisco
Waratek	5004 Hilton San Francisco
Windward	5310 Hilton San Francisco
XDEV Software Corp.	5305 Hilton San Francisco
ZeroTurnaround	5410 Hilton San Francisco

Late Breaking News

IBM

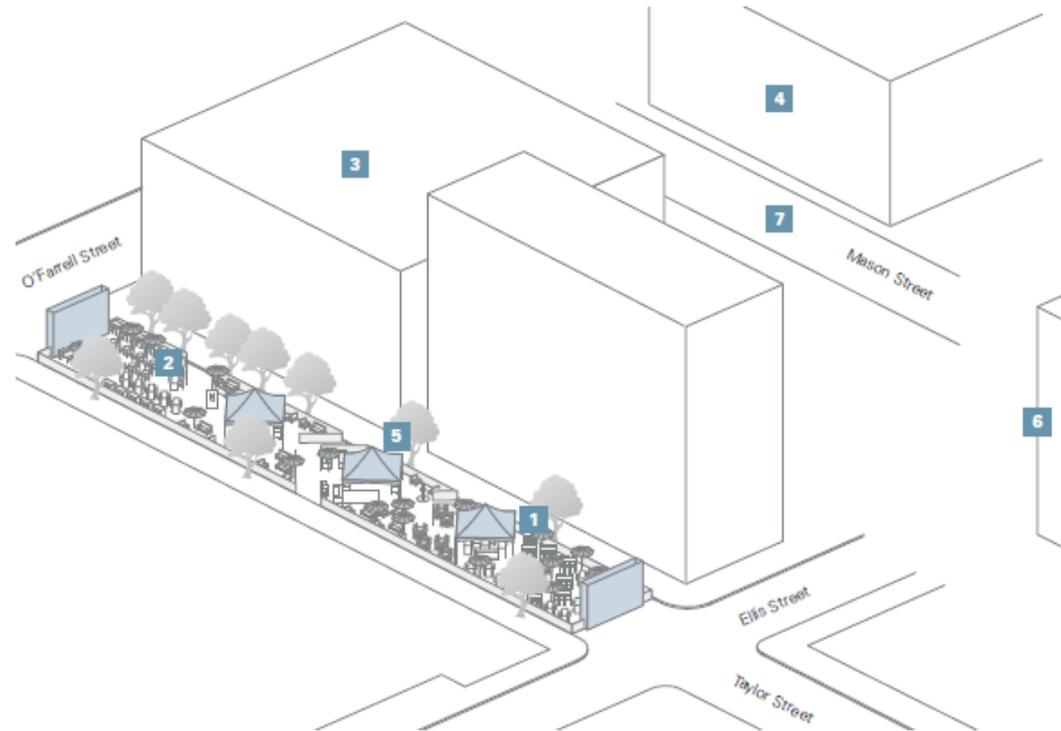
Java Exhibition Hall – As of 8/24

Hilton San Francisco Union Square – Grand Ballroom



The Zone

- 1 Buzz House
- 2 Candy Bar
- 3 Hilton San Francisco Union Square
- 4 Hotel Nikko San Francisco
- 5 Java Certification
- 6 Parc 55 Wyndham
- 7 Shuttle Bus Stop



Web Site



<http://www.oracle.com/javaone/tools/toolkit/index.html>

A screenshot of the JavaOne website homepage. The header features the JavaOne logo, the dates "Sept 30–Oct 4, 2012 San Francisco", and a "Secure Search" box with a "GO" button. Below the header is a row of six speaker portraits. A "FEATURED SPEAKERS" section highlights "DR. NIC WILLIAMS" with a bio: "DR. NIC WILLIAMS is a developer's developer. He writes blog posts for developers, creates tools, libraries and text editor extensions for developers, and speaks to developers at conferences. Read More". A navigation bar includes links for Home, Get Started, Program, Activities, Exhibit/Sponsor, Social Networks, Tools, and Register. The main content area has a "MAKE THE FUTURE JAVA" heading. A "JavaOne Kicks Off with Sunday Keynotes" section includes an image of a conference and text about changes to the event. A "JavaOne Sponsors" section lists Silver (JFrog), Bronze (Alfresco, AMD, resin), and other sponsors (CloudBees, LIFERAY, waratek). Other sections include "Chat Now", "Conference Assistance", and "Modernize Your Business with Embedded Java Solutions @ JavaOne". A "Schedule Builder—Live Now!" section is also present. A "waratek" banner at the bottom promotes "Run Java on the cloud?" with a "FREE DOWNLOAD" button. A "REGISTER" button is on the right side.

<http://www.oracle.com/javaone/index.html>

Java Embedded @ JavaOne™

October 3 – 4, 2012 | Hotel Nikko San Francisco



Overview

- Business and technical decision makers as well as Java Embedded ecosystem partners come together and learn about how they can use Java Embedded technologies for new business opportunities.
- Two (2) day program at the Hotel Nikko in the Zone.
- Co-located with JavaOne allowing decision makers to attend the Java Embedded and their IT/Development staff JavaOne.

Objectives

- Leverage the JavaOne brand to create a co-located conference for business decision makers around Embedded Java.
- Use the conference to dramatically raise market awareness of Oracle's commercial Java Embedded technologies and solutions.
- Create a platform for Java Sales Organization to enable and drive new revenue opportunities.

Agenda

	Tuesday October 2	Wednesday October 3	Thursday October 4
	Registration Open Moscone Hilton 7:00 AM - 5:30 PM Westin St. Francis 7:00 AM - 4:30 PM	Registration Open Nikko Moscone Hilton Westin St. Francis 7:00 AM - 6:30 PM	Registration Open Nikko Moscone Hilton 8:00 AM - 4:00 PM Westin St. Francis 8:00 AM - 5:00 PM
8:00 AM		Oracle Embedded Keynote 8:00 AM - 9:00 AM	
9:00 AM		Partner Keynote 9:00 AM - 9:30 AM	Partner Keynote 9:00 AM - 9:30 AM
10:00 AM		Session 10:00 AM - 11:00 AM	Oracle Embedded Keynote 9:30 AM - 10:30 AM
11:00 AM			Session 11:00 AM - 12:00 PM
12:00 PM		Session 11:30 AM - 12:30 PM	
1:00 PM		Lunch 12:30 PM - 2:00 PM	Lunch 12:00 PM - 1:30 PM
2:00 PM		Session 2:00 PM - 3:00 PM	Session 1:30 PM - 2:30 PM
3:00 PM			Session 3:00 PM - 4:00 PM
4:00 PM		Session 3:30 PM - 4:30 PM	
5:00 PM			
6:00 PM		Session 5:00 PM - 6:00 PM	
Other Events		Oracle Partner Network Exchange @ OpenWorld The Executive Forum @ Oracle OpenWorld The Westin St. Francis JavaOne	Oracle Partner Network Exchange @ OpenWorld JavaOne The Zone
Networking Events	Java Embedded Reception Hilton San Francisco Union Square City Soap 6:00 PM - 7:30 PM	Appreciation Event Treasure Island 7:30 PM - 12:00 AM	It's a Wrap Yerba Buena Gardens 3:30 PM - 5:30 PM

Session Categories

- **Best Practices:** Java Embedded business solutions, methods, and techniques that consistently show results superior to those achieved with other means, as well as discussions on how Java Embedded can improve business operations, and increase competitive differentiation and profitability.
- **Case Studies:** Discussions with Oracle customers and partners that describe the unique business drivers that convinced them to implement Java Embedded as part of an infrastructure technology mix. The discussions will highlight the issues they faced, the decision making involved, and the implementation choices made to create value and improve business differentiation.
- **Panel:** Moderator-driven open discussion focused on the emerging opportunities Java Embedded offers businesses, as well as other topics such as strategy, overcoming common challenges, etc.

Target Audience

- Industry Verticals/Categories
 - Retail, Healthcare, Smart Grid/Smart Meter, Machine to Machine, Automotive/Telematics, Home/Building Automation, Factory Automation and Control, Media/TV, Utilities, Telco, and other Consumers
- Titles
 - System Integrators (the likes of Accenture, InfoSys, Wipro), CTO, CXO, Chief Architects/Architects, Business Decision Makers, Business Development Managers, Project Managers, Purchasing, Technical Leads, Sr. Decision Makers, Practice Leads, R&D Heads, Development Managers/Leads
- Attendance Goal – 300+

Logistics

- San Francisco, California – October 3 & 4, 2012
 - Hotel Nikko San Francisco, Hilton San Francisco Union Square, Taylor Street Café
- 24 business-related sessions
- Keynotes
 - Oracle
 - Judson Althoff and Hasan Rizvi
 - Partner Keynote - Freescale
- Access to Java Exhibition Hall
- Numerous networking opportunities
 - Taylor Street Open House, Java Embedded Reception, Oracle Appreciation Event, and It's a Wrap



Web Site

**Java Embedded
@ JavaOne™**

October 3-4, 2012
Hotel Nikko San Francisco

REGISTER NOW

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<http://www.oracle.com/javaone/embedded/tools/attendee-toolkit/index.html>

Java Embedded @ JavaOne™
October 3 - 4, 2012 | Hotel Nikko San Francisco

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Home Get Started Program Activities Exhibit/Sponsor Tools > Register

Home > Embedded

Java Embedded @ JavaOne

Overview: For many years, computer scientists have imagined a world where most physical objects interact with each other and the people to which they are interconnected. But for the most part, this concept of "an Internet of Things" has been more dream than reality. From the enterprise business world to the consumer arena, smart meters, automated buildings, and context-aware medical devices all help inform decisions that drive value for businesses and consumers.

Using Java Embedded technologies, organizations can start realizing immediate value from a deeper, better understanding of how their products are built, shipped, deployed, and consumed. So while the world has not yet fully realized the Internet of Things vision, Oracle and our customers and partners are working on it right now, with Java Embedded technology.

Why you should attend: At Java Embedded @ JavaOne, C-level executives, architects, business leaders, and decision makers from around the globe will come together to learn how Java Embedded technologies and solutions offer compelling value and a clear path forward to business efficiency and agility. The conference will feature dedicated business-focused content from Oracle discussing how Java Embedded delivers a secure, optimized environment ideal for multiple network-based devices, as well as meaningful industry-focused sessions from peers who are already successfully utilizing Java Embedded.

> [Preview the Conference Schedule](#) [Register Now](#)

Java Embedded @ JavaOne FAQs

Q. What is the purpose of Java Embedded @ JavaOne?

A. The conference is designed to provide business and technical decision makers, as well as Java embedded ecosystem partners, with a unique opportunity to meet together and learn about how they can use Java embedded technologies to enable new business strategies.

Q. Embedded is a generic term. To what particular market segments does this conference apply?

A. Java is widely known to be successful in the enterprise market. This conference is targeted at segments where Java is already widely used—but not widely known. Examples include networking, media gateways, consumer products, M2M modules, industrial automation, and infotainment systems.

Q. Which professionals would benefit from attending Java Embedded @ JavaOne?

- Automotive/telematics
- Device manufacturers

Java Embedded @ JavaOne Sponsors
Diamond

Chat Now

Conference Assistance

Judson Althoff Highlights Value of Java Embedded @ JavaOne

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Java Embedded @ JavaOne™
[Content Catalog](#)

Interested in attending the world's largest developer conference?

[Learn More](#)

REGISTER

<http://oracle.com/javaone/embedded>

Pricing

Early Bird Ends September 4	\$595
Pre-Registration September 5 – September 28	\$795
Onsite September 29 – October 4	\$995

Package Benefits

REGISTRATION PACKAGES	PACKAGE BENEFITS	ADD-ONS
Choose a Java Embedded @ JavaOne Package		
Java Embedded @ JavaOne		
Access to two (2) days of Java Embedded @ JavaOne business-related sessions		✓
Java Embedded @ JavaOne conference materials		✓
Keynote sessions for Java Embedded, JavaOne, and Oracle OpenWorld		✓
Scene and Be Heard presentations		✓
Oracle Users Forum		✓
Oracle User Groups Pavilion		✓
Exhibition Halls and DEMOgrounds at JavaOne and Oracle OpenWorld		✓
Wireless Network and Connection Centers		✓
Java Embedded Welcome Reception		✓
Taylor Street Café Open House		✓
Oracle Appreciation Event		✓
Oracle Technology Network Lounge		✓
Conference meals at the Hotel Nikko Wednesday to Thursday (morning break, lunch, afternoon break)		✓
JavaOne and Oracle OpenWorld Bookstores		✓
It's a Wrap!		✓
Transportation to and from Moscone Center to some official conference hotels. Note: some hotels are within walking distance of Moscone Center. To get to the Zone, you will need to transfer at Moscone West.		✓

All for US\$595 until September 4

Oracle OpenWorld Music Festival

Sunday – Friday September 30 – October 5 | Various Venues

ORACLE
OPENWORLD
MUSIC FESTIVAL
SF 2012 Sept 29–Oct 6

Macy Gray

Joss Stone

Jimmy Cliff

THE HIVES
2012

THIS YEAR'S
ARTISTS AND PERFORMERS

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The banner features a blue background with a purple and pink geometric pattern on the left. It displays four artist portraits in square frames: Macy Gray, Joss Stone, Jimmy Cliff, and The Hives. The text 'THIS YEAR'S ARTISTS AND PERFORMERS' is centered below the portraits. The Oracle logo is in the bottom right corner.

<http://www.oracle.com/events/us/en/music-festival/index.html>

Oracle OpenWorld Appreciation Event

Wednesday, October 3 | Treasure Island



- Pearl Jam and Kings of Leon

<http://www.oracle.com/javaone/activities/appreciation-event/index.html>

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