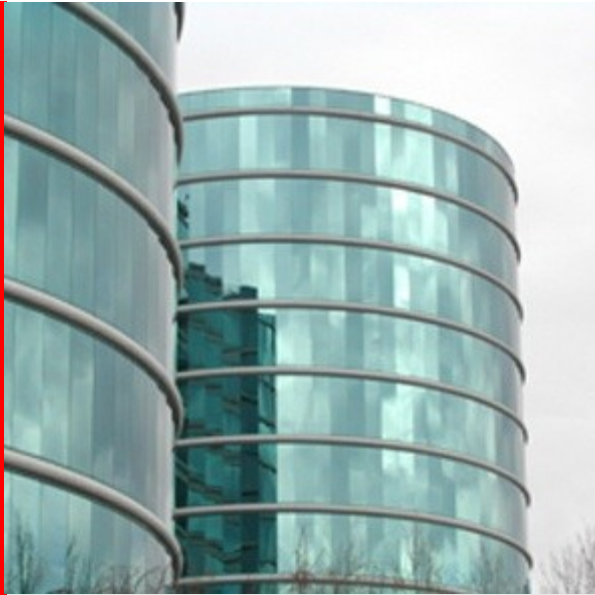




**ORACLE®**



## **JavaOne and Oracle Develop 2010 Conferences**

Alvina O'Neal  
Conference Lead

# Agenda



- Overview
- Logistics
- Agenda
- Curriculum Program
  - JavaOne and Oracle Develop Tracks
  - Session Counts
- Website(s)
- Exhibition Hall and DEMOgrounds
  - Current Floorplan
  - Current Sponsors/Exhibitors
- Java University
- Mason Street Tent
- OTN Party
- Appreciation Event
- Up Next

# Overview



- Bringing together developer communities
  - Co-locating JavaOne and Oracle Develop
  - Two streams
    - JavaOne – Focus on technology
    - Oracle Develop – Focus on products
  - Four keynotes
    - Two JavaOne
    - Two Oracle Develop
- Returning Activities
  - General Technical session (JavaOne only)
  - Birds-of-a-Feather sessions (JavaOne only)
  - Hands-on-Labs
  - SunRays (Connection Centers)
  - Java Exhibition Hall

# Logistics



- JavaOne and Oracle Develop 2010
- San Francisco, California September 19-23, 2010
  - “The Zone”
    - Parc 55, Hotel Nikko, Hilton Union Square and the Mason Street Tent
- ~600 JavaOne and Oracle Develop sessions
- ~35 exhibitor booths
- Numerous networking event opportunities

# Agenda\*



|                   | SUNDAY   SEPT 19                                                                                                                                                                | MONDAY   SEPT 20                                         | TUESDAY   SEPT 21                                         | WEDNESDAY   SEPT 22                                                                   | THURSDAY   SEPT 23                                       |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------|
|                   |                                                                                                                                                                                 | <b>JavaOne<br/>Oracle Develop</b><br>The Zone            | <b>JavaOne<br/>Oracle Develop</b><br>The Zone             | <b>JavaOne<br/>Oracle Develop</b><br>The Zone                                         | <b>JavaOne<br/>Oracle Develop</b><br>The Zone            |
| Registration Open | Moscone South<br>Exhibitor and 2 attendee Counters<br>(Only OPN Forum), 8:00 AM - 10:00 PM<br><br>All Registration<br>Moscone, 10:00 AM - 9:00 PM<br>Hilton, 12:00 PM - 9:00 PM | Registration Open<br>Moscone/Hilton<br>7:30 AM - 6:30 PM | Registration Open<br>Moscone/Hilton<br>7:30 AM - 5:30 PM  | Registration Open<br>Moscone/Hilton<br>7:30 AM - 7:00 PM                              | Registration Open<br>Moscone/Hilton<br>8:00 AM - 4:00 PM |
|                   |                                                                                                                                                                                 | Exhibition Hall Open<br>10:00 AM - 5:00 PM               | Exhibition Hall Open<br>9:30 AM - 5:30 PM                 | Exhibition Hall Open<br>9:30 AM - 4:45 PM                                             | Exhibition Hall Closed                                   |
| 8:00 AM           |                                                                                                                                                                                 |                                                          | Session<br>8:00 AM - 9:00 AM                              | Partner Keynote<br>8:00 AM - 8:30 AM                                                  |                                                          |
| 9:00 AM           |                                                                                                                                                                                 |                                                          | JavaOne Technical<br>General Session<br>8:00 AM - 9:00 AM | Oracle Develop Keynote<br>Hilton, 8:30 AM - 9:30 AM                                   | JavaOne Keynote<br>Hilton, 9:00 AM - 10:30 AM            |
| 10:00 AM          |                                                                                                                                                                                 | Session<br>10:00 AM - 11:00 PM                           | Session<br>9:30 AM - 10:30 AM                             | Session<br>10:00 AM - 11:00 AM                                                        |                                                          |
| 11:00 AM          |                                                                                                                                                                                 | HOL<br>10:00 PM - 12:00 PM                               | Dedicated Exhibition Hall<br>10:30 AM - 11:30 AM          | HOL<br>10:00 AM - 12:00 PM                                                            | Session<br>11:00 AM - 12:00 PM                           |
| 12:00 PM          |                                                                                                                                                                                 | Session<br>11:30 AM - 12:30 PM                           | Session<br>11:30 AM - 12:30 PM                            | Session<br>11:30 AM - 12:30 PM                                                        |                                                          |
| 1:00 PM           | User Group<br>Forum<br>12:30 - 2:30                                                                                                                                             | OPN Forum<br>9:00 AM - 5:00 PM                           | HOL<br>12:00 PM - 2:00 PM                                 | HOL<br>12:30 AM - 2:30 PM                                                             | Session<br>12:30 PM - 1:30 PM                            |
| 2:00 PM           |                                                                                                                                                                                 | Sessions<br>1:00 PM - 2:00 PM                            | Sessions<br>1:00 PM - 2:00 PM                             | Sessions<br>1:00 PM - 2:00 PM                                                         |                                                          |
| 3:00 PM           | MySQL Sunday<br>Marriott<br>1:00 PM - 5:00 PM                                                                                                                                   | Session<br>2:30 PM - 3:30 PM                             | Session<br>2:30 PM - 3:30 PM                              | Dedicated Exhibition Hall<br>2:00 PM - 3:15 PM                                        | Session<br>2:00 PM - 3:00 PM                             |
| 4:00 PM           | User Group<br>Forum<br>3:00 - 5:030                                                                                                                                             | Session<br>4:00 PM - 5:00 PM                             | Partner Keynote<br>4:00 PM - 4:30 PM                      | BOF<br>2:15 PM - 3:00 PM                                                              | Session<br>3:30 PM - 4:30 PM                             |
| 5:00 PM           |                                                                                                                                                                                 |                                                          | Oracle Develop Keynote<br>Hilton, 4:30 PM - 5:30 PM       | Session<br>4:45 PM - 5:45 PM                                                          |                                                          |
| 6:00 PM           | Welcome Keynote<br>5:30 PM - 5:45 PM                                                                                                                                            | Partner Keynote<br>5:45 PM - 6:15 PM                     | BOF<br>6:00 PM - 6:45 PM                                  |                                                                                       |                                                          |
| 7:00 PM           | Partner Keynote<br>5:45 PM - 6:30 PM                                                                                                                                            | JavaOne Keynote<br>Hall D, 6:15 PM - 7:15 PM             | BOF<br>7:00 PM - 7:45 PM                                  | HOL<br>6:00 PM - 8:00 PM                                                              |                                                          |
| 8:00 PM           | Oracle Keynote<br>6:30 PM - 7:15 PM                                                                                                                                             |                                                          | BOF<br>8:00 PM - 8:45 PM                                  |                                                                                       |                                                          |
| 9:00 PM           |                                                                                                                                                                                 | BOF<br>7:30 PM - 8:15 PM                                 | BOF<br>8:30 PM - 9:15 PM                                  | HOL<br>8:15 PM - 10:15 PM                                                             |                                                          |
| 10:00 PM          |                                                                                                                                                                                 | BOF<br>8:30 PM - 9:15 PM                                 | BOF<br>9:00 PM - 9:45 PM                                  |                                                                                       |                                                          |
|                   |                                                                                                                                                                                 | BOF<br>9:30 PM - 10:15 PM                                |                                                           |                                                                                       |                                                          |
| Other Activities  | Welcome Reception<br>Howard Street Tent & Yerba Buena Gardens<br>7:30 PM - 9:30 PM                                                                                              | OTN Night<br>Yerba Buena Gardens   7:30 PM - 10:00 PM    |                                                           | Appreciation Event Sponsored by CSC and NetApp<br>Treasure Island   8:00 PM - 1:00 AM | IT'S A WRAP!<br>Yerba Buena Gardens   4:00PM - 6:00 PM   |

\* Subject to change

# Curriculum Program



- **JavaOne Tracks**
  - Core Java Platform
  - Desktop Java
  - Enterprise Service Architectures and the Cloud
  - Java EE Web Profile and Platform Technologies
  - JavaFX and Rich User Experience
  - Java ME and Mobile
  - Java for Devices, Card, and TV
  - The Java Frontier
- **Oracle Develop Tracks**
  - Database Development
  - .NET
  - Application Grid and Oracle WebLogic
  - Oracle Fusion Development
  - Rich Enterprise Applications
  - Service-Oriented Architecture
  - Oracle Solaris and Linux Development

# Curriculum Program -Session Counts



|                      | JavaOne | Oracle Develop | Total |
|----------------------|---------|----------------|-------|
| <b>Sessions</b>      | 260     | 145            | 405   |
| <b>Hands-on Labs</b> | 22      | 54             | 76    |
| <b>BOFs*</b>         | 114     | N/A            | 114   |
| <b>Total</b>         | 396     | 199            | 595   |

\* Birds of a Feather sessions

# Websites

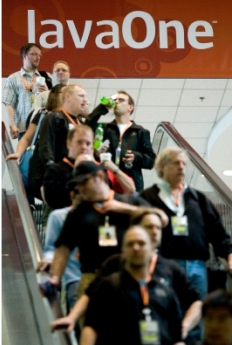


## JavaOne 2010

**You've Entered...the Zone**

The Zone—San Francisco's Hotel Nikko, Hilton San Francisco, and Parc 55 hotels and the surrounding area—is dedicated to you during the week of JavaOne. Network, share information, and learn from leading experts in the Java community—in a unique neighborhood created with developers in mind. Add to your learning by exploring the colocated Oracle Develop conference, with hundreds of additional sessions for Java developers to explore.

**Welcome to JavaOne!**



Welcome to this year's JavaOne conference! We are glad you dropped by. We want to keep you informed of all the happenings around JavaOne: all the events leading up to the conference and all the events during the conference week itself. We'll cover announcements, news, planning (but we won't make you go to any meetings), and snafus (nothing that makes us look too bad, of course). We'll even throw in a contest or two to make sure you are paying attention. We'll post a couple of times a week, and then more frequently as we get closer to September. There's a group of us, and we cover the Java beat, JUGs, Oracle Technology Network, Oracle Solaris, and lots more. What do you want to hear about? Let us know.

A group of us from the office went to see the movie Iron Man 2 (it just debuted in the United States) last week and it reminded us of Java, the Java community, and JavaOne. In all three cases, from many disparate (and sometimes seemingly incompatible) parts and people, something comes together that works, is cool, and helps make a better world. Right now, there are hundreds of little islands of planning, all busy answering questions for JavaOne: What sessions get selected? What goes in the Mason street tent (until a few weeks ago, Will there be a tent on Mason street?), What do the JUGs need? Which Oracle ACEs will be there? Can we do a surf theme at the OTN party? And, somehow, like an Iron Man suit, they all come together and work to make a great event. At least, we hope it will be great. That's for you to decide. Please don't be shy—give us your comments and suggestions. We'll be listening.

**Register Now and Save!**  
September 19-23, 2010  
San Francisco

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**ORACLE OPEN WORLD** September 19-23, 2010 Moscone Center San Francisco

**Learn more now**

**EXHIBITION HALL HOURS**

|                            |                          |
|----------------------------|--------------------------|
| <b>Monday, Sept. 20</b>    | <b>9:15 am - 5:00 pm</b> |
| Dedicated Hours            | 9:15 am - 10:00 am       |
| <b>Tuesday, Sept. 21</b>   | <b>9:30 am - 5:30 pm</b> |
| Dedicated Hours            | 10:30 am - 11:30 am      |
| <b>Wednesday, Sept. 22</b> | <b>9:30 am - 4:45 pm</b> |
| Dedicated Hours            | 3:30 pm - 4:45 pm        |
| <b>Thursday, Sept. 23</b>  | <b>CLOSED</b>            |

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[Oracle OpenWorld Exhibition Halls](#)

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## Oracle Develop 2010

**You've Entered... the Zone**

The Zone—San Francisco's Hotel Nikko, Hilton San Francisco, and Parc 55 hotels and the surrounding area—is dedicated to you during the week of Oracle Develop conference. Network, share information, and learn from experts in the PLUSQL, rich enterprise applications, SOA communities, and more. Add to your learning by exploring the colocated JavaOne conference, with hundreds of additional Java-focused sessions for you to explore.

**Go Big or Go Home**



The Oracle Develop conference (#OracleDevelop10), being co-located for the first time ever with JavaOne in San Francisco, is guaranteed to be the ultimate rush for developers this year. Where else can you go to learn about, interact with, and meet fellow devotees of the entire Oracle Development stack (welcome, Oracle Solaris)?

This will also be the first time that the community space traditionally located at Oracle OpenWorld - and hosted by Oracle Technology Network, as always - will be present at the "developer" conference during this busy week. So,

Oracle OpenWorld's loss is Oracle Develop's gain...

Posted: May 27, 2010 [comments](#)

**Register Now and Save!**  
September 19-23, 2010  
San Francisco

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**ORACLE OPEN WORLD** September 19-23, 2010 Moscone Center San Francisco

**Learn more now**

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JavaOne Home Page

Oracle Develop Home Page

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# Exhibition Hall and DEMOgrounds

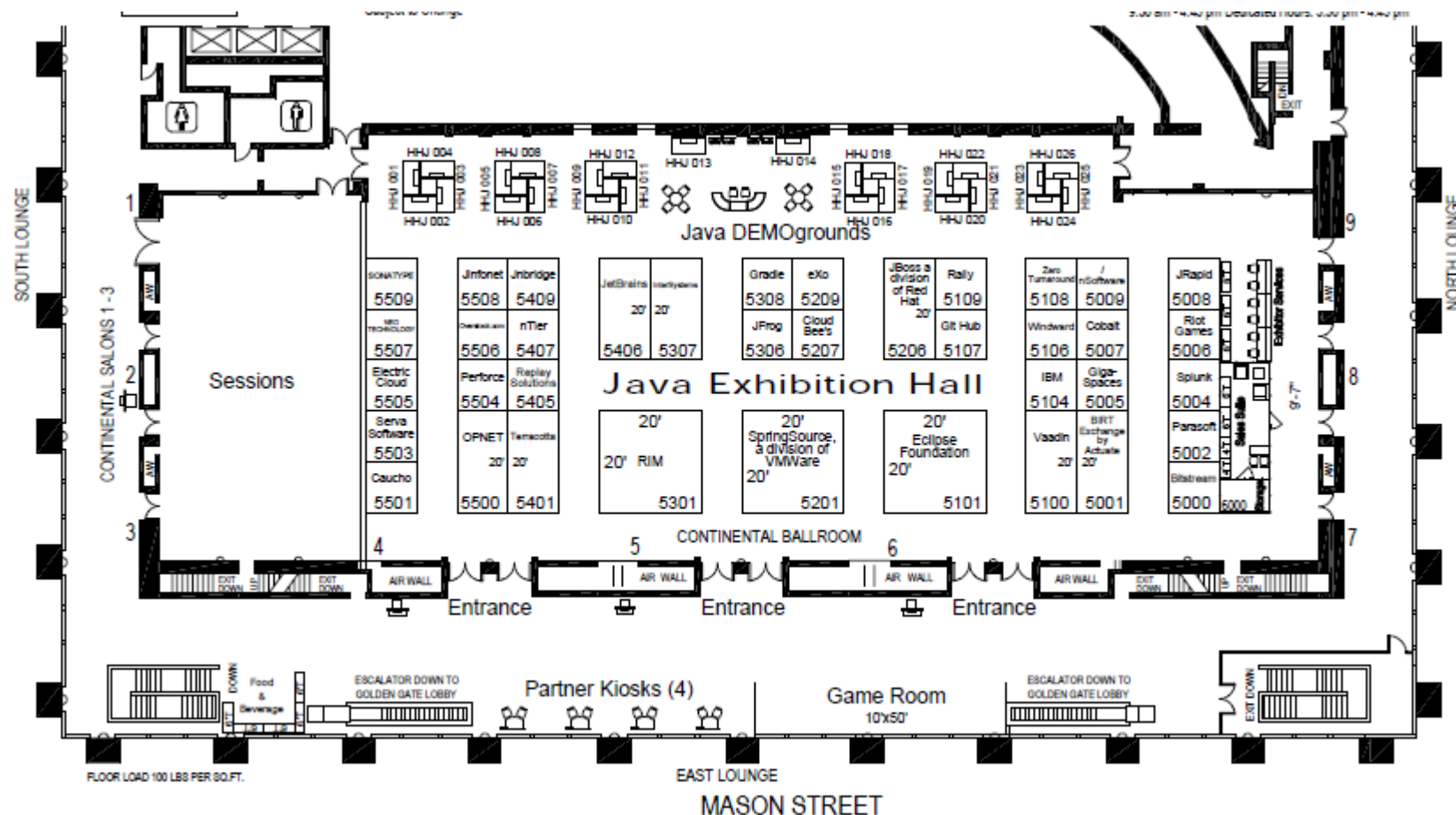


- Dedicated Java Exhibition Hall
  - Focus on Java technology
  - ~35 cosponsors and exhibitors
  - DEMOgrounds with 26 Oracle demos

# Java Exhibition Hall\*



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\* As of 7/26/10

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# Current Sponsors/Exhibitors As of 6/25/10



- Sponsors – As of 7/26/10
  - Diamond – Intel
  - Gold – Rally Software
  - Silver – Blackberry
  - Bronze – BIRT Exchange by Actuate, JetBrains, SpringSource
- Exhibitors (37) – As of 7/26/10
  - InSoftware, BIRT Exchange by Actuate, Bitstream, Inc., BlackBerry, Caucho Technology, Cloud Bees, Cobalt, Eclipse Foundation, Exo Platform, GigaSpaces Technologies, GitHub, Goldman Sachs & Co., Gradle, IBM, InterSystems Corporation, JBoss a division of Red Hat, JetBrains, Jfrog, Jinfonet Software, JNBridge, JRapId, Neo Technology, nTier Training, OPNET Technologies, Overstock.com, Parasoft Corporation, Perforce Software, Rally Software, Replay Solutions, Riot Games, Serva Software LLC, Sonatype, Splunk, SpringSource, a division of VMWare, Terracotta, Vaadin, Winward Reports, and ZeroTurnAround

- Friday, September 24<sup>th</sup>, 2010 – Moscone Center – South
- 12<sup>th</sup> Year
- 16 Courses
  - Four (4) all day
  - Six (6) morning
  - Six (6) afternoon
- Internal/External Instructors
- Offering to all three (3) conferences as an Add-On
- Offering as standalone event
- Price \$750.00



# Mason Street Tent



- Monday – Thursday (September 20 – 23, 2010)
- Tent creates continuity for Java One and Oracle Develop by linking three hotels
- 40' by 270' Tent – Approximately same size as Moscone South Drive
- Tent Houses
  - OTN Lounge
  - OTN Swag Stations
  - Webcasting
  - Lego Pit
  - Java.net Kiosk
  - Duke Choice Winner Kiosks
  - Central Water Station
  - Bean Bags
  - Tap & Brew
  - Java Bus located @ corner of O'Farrell and Mason Street



# OTN Party



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- 7:30 p.m. – 10:00 p.m. September 20<sup>th</sup>, 2010
  - Yerba Buena Gardens
  - JavaOne and Oracle Develop Full Conference Attendees
- Surf/Boardwalk Theme
  - Surf Band – APE
  - Jeopardy (Game)
  - DJ



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# Appreciation Event



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- Wednesday, September 22<sup>nd</sup>, 2010
  - Treasure Island
  - Oracle OpenWorld, JavaOne and Oracle Develop Full Conference Attendees
- Entertainment
  - Black Eyed Peas
  - Steve Miller Band
  - Don Henley
  - Montgomery Gentry



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# Up Next



- Sao Paulo, Brazil December 7-9, 2010
- Beijing, China December 13-16, 2010