

SAXOTECH USER CONFERENCE 2010

Welcome to two days of
news, input, knowledge sharing and socializing
with SAXOTECH, partners and customers
focusing on this year's theme

“Multimedia Publishing”



VISIOLINK



The conference will be held in English

Participation:

Send an e-mail to userconference@saxotech.com

Price:

Sign up before May 1st, 2010 for a reduced price of DKK 3.995.
Pricing for the conference includes 1 night in hotel, breakfast, 2 lunches and a conference dinner.

After May 1st, the price is DKK 4.995.

Price excluding hotel is DKK 3.295.

Venue:

Clarion Collection Hotel Temperance
Engelbrektskatan 16
211 33 Malmö
Sweden
www.choicehotels.se

NEW FEATURE!**Technical questions:**

During this year's conference, SAXOTECH Product Specialists will be available to address questions or cases you might have during the conference. Booking details will be available a few weeks prior to the conference.

JUNE 1st

MAIN TRACK	TECHNICAL TRACK	PARTNER TRACK
<p>10:00 Welcome /Joakim J. Hvistendahl VP Service</p> <p>10:15 SAXOTECH Since Last Conference /Glenn A. Andersen Director EMEA</p> <p>10:50 Adobe Introduction from Adobe about their partner presentation</p> <p>11:00 SAXOTECH Mediaware Center Workflow demo with focus on multi-channel production /Carsten Olsen & Walter Ariesen</p>		
<p>12:00 Lunch Buffet</p>		
<p>13:00 Visiolink Introduction from Visiolink about their partner presentation</p> <p>13:10 Features in SAXOTECH Mediaware Center 6.6 & 6.7 Presentation of new features in current and next version of SAXOTECH Mediaware Center. /Carsten Olsen & Mads Nygaard</p> <p>14:00 Tansa Introduction from Tansa about their partner presentation</p> <p>14:10 New Channel Study Nordjyske Medier will present their initiatives and business ideas for new digital platforms / Niels Jacob Clemmensen, Nordjyske</p> <p>15:00 Ergo Introduction from Ergo about their partner presentation</p> <p>15:10 Serving a Whole Region Abu Dhabi Media Company will present their digital strategy serving a whole region. ADMC “experiments” on several platforms like TV, Radio, Paper, Web and new digital platforms like Apple, Kindle etc. / Noah Kahn, Director Digital Media</p> <p>16:10 Editorial User forum</p>	<p>13:10 SAXOTECH Online Presentation of new features in current and next version of SAXOTECH Online /Eliane Pohl & Walter Ariesen</p> <p>15:10 Data Security The worst nightmare for any IT organization is server breakdown and lack of backup and security. SAXOTECH has made several services to prevent this. / Thomas Hedemann – Senior Oracle DBA</p> <p>16:10 Possibilities with CCE Experience the possibilities of SAXOTECH Online CCE module /Jeppe Vestertjele & Walter Ariesen</p>	<p>13:10 Adobe Partner Workshop</p> <p>14:10 Visiolink Partner Workshop</p> <p>15:10Tansa Partner Workshop</p> <p>16:10 Partner Workshop tba</p>
19:00 CONFERENCE DINNER		

June 2nd

MAIN TRACK	TECHNICAL TRACK	PARTNER TRACK
<p>09:00 Partner Partner tba</p> <p>09:10 “The Norwegian Project” Despite competition amongst newspapers, several Norwegian newspapers have participated in a national project to meet the new challenges and opportunities in new platforms. A-pressen will let us in on this project / Tom Lekang – CTO A-pressen</p> <p>10:00 Partner Partner tba</p> <p>10:10 Interaction Technology Study Assistant professor, interaction technologies Center for Digital Urban Living Information and Media Studies, Aarhus University will introduce some of their studies v/ Martin Brynskov, Ph. D Århus University</p> <p>11:00 Partner Partner tba</p> <p>11:10 How Will New Platforms Effect the Media Industry – panel discussion /TBA</p>	<p>10:10 SAXOTECH Online Tips and Tricks SAXOTECH Implementation and support team will share some of their tips. /Jeppe Vestertjele & Steffan Jensen</p> <p>11:10 SAXOTECH Documentation Over the last year SAXOTECH have updated forms of documentation /Eliane Pohl & Walter Ariesen</p>	<p>09:10 Partner Workshop Partner workshop tba</p> <p>10:10 Partner Workshop Partner workshop tba</p> <p>11:10 Ergo Group ErgoGroup's main strategy is to add value and customize recognized standard components. Fully customized development is unnecessarily expensive for most customers, and can also carry the risk of ending up in a technological blind alley. At the same time, many organizations will not achieve the desired effect of an ICT investment if they only use standard off-the-shelf products. ErgoGroup will in the presentation address these challenges and give examples from implementation in the Media market. /Terje Husby, Director Media Solutions</p>
<p>12:00 Lunch Buffet</p>		
<p>13:00 Partner Partner tba</p> <p>13:10 SAXOTECH Online user forum</p> <p>14:00 Thanks for now / Joakim J. Hvistendahl</p> <p>14:30 CONFERENCE ENDS</p>	<p>13:10 Geometries SAXOTECH will present new functionality in this specific area. Also discussion around best practice use.</p>	<p>13:10 Partner Workshop Partner Workshop presentation</p>