

DevCon Developments



Volume 3, Issue 1

Monday, October 22

Welcome to DevCon 2001

We're really excited to have you here and we appreciate your enthusiasm. We've planned three full days that combine fun (if not sun) with a serious look at the latest technologies that will enable you to build and deploy better applications, faster and more easily than ever before.

Our product teams can't wait to discuss advances in Macromedia technology with you and look forward to your feedback. We want you to take advantage of the hands-on sessions and the technical workshops, but don't miss out on all the fun we've organized for you and take the time to sit with your peers and share your knowledge.

If you have any questions or need assistance, simply approach any Macromedia employee and let them know you need some help. Macromedia employees will be easy to find. They'll all be wearing black polo shirts and Macromedia badges.

We hope you had a blast yesterday at the **Macromedia User Groups Beach Party and Welcome Reception**.

Thanks again for making the trip to DevCon 2001.

Today's General Session

Join Kevin Lynch, Jeremy Allaire, Ben Forta, and other Macromedia leaders for the opening general session. You'll hear our vision for the future of Internet applications, see demos of new products, and be the first to hear our strategy for the next generation of ColdFusion.

The Great Debate: The Future of Internet Applications

Macromedia CTO **Jeremy Allaire**, Chief Architect **Simeon Simeonov**, Forrester analyst **David Truog**, and several other visionaries will engage in a spirited debate that aims to uncover whether future Web services, new software platforms, upcoming development paradigms, and a host of advanced computing devices will fulfill their promise to revolutionize the way we build and use the Internet.

IBM: Feeding Your Hungry Mind

Between 12:20 - 1:20 p.m., grab lunch in **Southern V** with IBM and learn how the WebSphere Software Platform can make your e-business infrastructure more dynamic.

New Neo Session

Learn about the ColdFusion release code named "Neo," discover how new technologies work with ColdFusion, and experience powerful yet-to-be released capabilities of ColdFusion at "ColdFusion Product Directions." This session is offered twice today -- at 1:30 p.m. and 2:45 p.m. in **Asia 5** and once tomorrow at 1:30 p.m. in **Americas**. Pre-registration is not required.

COMING UP TUESDAY

- Monday General Session Recap
- Sun Microsystems Lunch Presentation
- Exhibit Area Crawl and Prizes
- Macromedia Store and Product Specials
- Special Event Details
- And More

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Demonstrate Your Brilliance – Get Certified!

Demonstrate your expertise and join the Web development elite. Take the ColdFusion 5 Developer, Web Site Developer, or the Macromedia Flash Developer exam at DevCon 2001 and become a Macromedia Certified Professional.

Macromedia has teamed with Virtual University Enterprises (VUE). You can take exams at the Certification Testing area in **Oceanic 1 & 2** today and Tuesday between **10:00 a.m. - 5:00 p.m.** On Wednesday, you can be tested between **10:00 a.m. - 4:00 p.m.** Good luck!

Technical Support Can Rescue You

The Macromedia Product Support Team will answer your ColdFusion, JRun, and Sitespring questions in **Europe 1 & 2** between **12:00 - 6:00 p.m.** on Monday and Tuesday. On Wednesday, they will be available between **12:00 - 4:00 p.m.**

Sponsor Reception

See the latest products, learn about new services, and mingle with conference sponsors in the **Exhibit Area** between **5:00 - 7:00 p.m.** While there visit the Customer Application Showcase today and see how your colleagues use Macromedia technology to design, develop, deliver, and display Web content and applications to multiple platforms and devices.

Sun Microsystems, J2EE, and JRun

Learn about the JRun Java 2 Platform Enterprise Edition (J2EE) architecture from the people who established the standard between **6:30 - 7:30 p.m.**, in **Asia 5**.

As you know, J2EE enterprise applications are based on standardized, modular components that provide a complete set of services and handle many details of application behavior automatically without requiring complex programming. Learn to take advantage of the certified J2EE compatible infrastructure of JRun at a presentation given by Sun Microsystems. In addition, you'll preview yet-to-be released Web Services API's for the Java platform.

Learn to Extend and Enhance Your Web Applications

Special Interest Groups (SIGs) are an ideal way to leverage Macromedia partner technology, services, and resources. Today's SIGs include:

End-to-End Knowledge Management: Verity's Advanced Portal Infrastructure Solutions – **6:00 - 7:00 p.m.**, **Oceanic 6**

WebSphere Platform: Build Your e-Business on a Solid Foundation – **7:30 - 8:30 p.m.**, **Asia 1**

Using JRun to Build J2EE Compatible Applications: What does it mean for you? – **6:30 - 7:30 p.m.**, **Asia 5**

Birds of a Feather Flock Together

Birds of a Feather (BOFs) enable you to rub elbows and swap war stories with like-minded Web developers. Gain helpful insights and invaluable advice through informal discussions with your colleagues. Today's BOFs include:

Extending ColdFusion Studio – **6:00 - 7:00 p.m.**, **Oceanic 3**

Flash and ColdFusion Integration – **6:30 - 7:30 p.m.**, **Asia 2**

Unix Users Unite – **6:30 - 7:30 p.m.**, **Oceanic 5**

Driving JRun into the Future – **7:30 - 8:30 p.m.**, **Oceanic 4**

The ColdFusion 5 Experience – **8:30 - 9:30 p.m.**, **Asia 2**

Today's Macromedia Product Team Presentations

JRun for ISVs and OEMs: Customizing Installation and Management Console – **6:00 - 7:00 p.m.**, **Oceanic 4**

Hand Coding with Macromedia Software – **7:00 - 8:00 p.m.**, **Asia 3**

This Just in...

- Did you register before **2:30 p.m.** yesterday? Return to Registration to receive an updated personal agenda with corrected session times.
- *Building Macromedia Spectra Applications Today for Tomorrow's Platform* has been cancelled.
- New BOF! *The ColdFusion 5 Experience* – **8:30 - 9:30 p.m.**, **Asia 2**. Come share your Cold Fusion 5 experiences with other developers and ColdFusion product management.