

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
26-28 JUNE 2012, ZURICH



Testimonials

"Jazoon was a great overall experience - well-organized, with top-notch speakers and attendees, located in the fantastic city of Zurich. If you are in the Java community, definitely consider attending."

Randy Shoup, Ebay, USA

"Jazoon was a great conference, very well organized at a fantastic location. The organizers did an excellent job supporting the attendees. Sessions, speakers and the general setting (like catering) were of high quality and the professional and intimate environment enabled the crowd to get in touch. A great success...definitely Jazoon is one of the leading Java happenings in Europe. See you at the next Jazoon!"

Michael Hüttermann, Java Champion, Germany

"I thoroughly enjoyed participating in Jazoon. It represented the right balance of technology, community and fun that other conferences sometimes lack. There is also an appropriate focus on the present with an eye toward the future to keep Java developers solving the problems they face now and prepared for emerging technologies."

Brian Sletten, Zepheira, USA

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

JAZOON'12: Expand Your Reach

Don't miss out on the Technology Event of the Year

After five successful conferences (2007 – 2011) reaching more than 4'500 participants from 44 countries and over 300 speakers, JAZOON is ready for the 2012 edition with an extended concept to open new potentials.

JAZOON'12 will cover a broad range of topics and cater to a wide audience of professionals involved in decisions regarding software development processes. As an international conference, JAZOON features approx. 80 sessions over three days.

JAZOON Main Track

The JAZOON main track offers the developer community the classic JAZOON content on programming and markup languages (Java, .net, HTML5 etc.), frameworks, tools, platforms and methods, and the professional development process covering technologies for enterprise, cloud, mobile and desktop applications. JAZOON has won the most important Java, open source and Microsoft experts as speakers in recent years - a high caliber program will also be provided for 2012.

- Novel Software Delivery Approaches: App Stores Everywhere
- Enterprise Java and .NET: Frameworks, BPM, ESB
- The Web Application Platform: RIA, REST, UI
- Development Tools and Techniques: IDEs, Testing, Collaboration
- JavaScript — The Universal Language of the Web
- Infrastructure Technologies & Language Issues
- Mobile Platforms: OS, Authentication, UI

SET @ JAZOON: Software Engineering Today

The well-known and established, yet for many years independently conducted, SET conference (Software Engineering Today) will now be, for the second time, an important part of the JAZOON'12 program. SET is aimed at professionals involved in decisions regarding software development processes, methods, and technologies (e.g. IT managers, project leaders, software architects, etc.). The participants will gain an excellent overview of the state-of-the-art in modern software engineering.

The main areas covered by the SET track will be as follows:

- Agile@Scale
- Architecture@Enterprise
- Soft Skills@Management

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

Conference Schedule

Tuesday, 26 June 2012	Wednesday, 27 June 2012	Thursday, 28 June 2012
Opening Keynote 9:30 - 10:30	Keynote 9:00 - 10:00	Keynote 9:00 - 10:00
JAZOON'12 Morning Sessions 11:00 - 12:50	JAZOON'12 Morning Sessions 10:30 - 12:20	JAZOON'12 Morning Sessions 10:30 - 12:20
Lunch 12:50 - 14:00	Lunch 12:20 - 13:30	Lunch 12:20 - 13:30
JAZOON'12 Afternoon Sessions 14:00 - 15:50 16:30 - 17:20	JAZOON'12 Afternoon Sessions 13:30 - 15:20 16:00 - 16:50	JAZOON'12 Afternoon Session 13:30 - 15:20
Keynote 17:40 - 18:30 JAZOON'12 Networking Event 18:30 - 21:00	JAZOON'12 Rookie Award 17:10 - 18:40	Closing Keynote 16:00 - 16:50
Exhibition 12:30 - 21:00	Exhibition 12:00 - 19:00	Exhibition 12:00 - 16:00

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

JAZOON'12 offers two tracks with more than 70 sessions overall.

Track Content

The main track offers the developer community the classic JAZOON content on programming and markup languages (Java, .net, HTML5 etc.), frameworks, tools, platforms and methods, and the professional development process covering technologies for enterprise, cloud, mobile and desktop applications.

JAZOON has won the most important Java, open source and Microsoft experts as speakers in recent years - a high caliber program will also be provided for 2012.

The SET@JAZOON (Software Engineering Today) track is well-known and established, yet was for many years independently conducted. The SET conference will now be, for the second time, an important part of the JAZOON'12 program. SET is aimed at professionals involved in decisions regarding software development processes, methods, and technologies (e.g. IT managers, project leaders, software architects, etc.). The participants will gain an excellent overview of the state-of-the-art in modern software engineering.

JAZOON MAIN TRACK	
Novel Software Delivery Approaches <ul style="list-style-type: none">▪ App Stores, Rules, Programming Models▪ Java Containers▪ PaaS platforms, runtimes and services▪ PaaS/Provisioning▪ PaaS/SecurityPaaS/Practical Experienc	Enterprise Java and .net <ul style="list-style-type: none">▪ Enterprise Frameworks▪ Integration, WebServices, SOA, ESB▪ BPM▪ Real-Time Processing
The Web Application Platform <ul style="list-style-type: none">▪ Java Web Frameworks▪ RIA Frameworks, Java or JavaScript based▪ RIA and the Web Architecture▪ REST: patterns, best practices▪ UI Techniques, Progressive Enhancement	Development Tools And Techniques <ul style="list-style-type: none">▪ IDEs and Plug-ins▪ Testing, Profiling, Monitoring▪ Software Engineering Lifecycle and Methodologies▪ Collaboration Tools▪ Version Control▪ Build Management▪ Behavior Driven Development, Specification By Example

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

JAZOON MAIN TRACK

JavaScript — The Universal Language of the Web <ul style="list-style-type: none">▪ Java & JavaScript▪ Dart▪ CoffeeScript▪ jQuery, jQuery Mobile▪ JavaScript Frameworks, Tools, Libraries▪ JavaScript On The Server, Node.js▪ Architectures for JavaScript	Infrastructure Technologies & Language Issues <ul style="list-style-type: none">▪ Java Language, JDK, JRE▪ Security▪ Scripting and other languages on the Java VM▪ Scala, Clojure, functional languages on the Java VM▪ Domain-Specific Languages▪ Design Patterns and Best Practices▪ API Design (e.g. fluent design, etc.)▪ OpenSource collaboration▪ Effective framework and library documentation
The Mobile Platforms: Landfall <ul style="list-style-type: none">▪ Android Development▪ iOS Development▪ Windows Phone 7 Development▪ Hybrid/Multiplatform Development▪ Hardware related features (NFC, etc.)▪ Strong Authentication on Mobile▪ New UI Paradigms	Cool & Fun <ul style="list-style-type: none">▪ Architectures worth knowing▪ Experiments▪ Entertainment, Gami

SET@JAZOON (Software Engineering Today)

Agile@Scale <ul style="list-style-type: none">▪ Agile development as a business strategy▪ Experiences with applying strategically Lean, Kanban, Scrum and other agile approaches▪ Involving HR/personal management▪ Experiences using new approaches like DevOps or LeanStartU	Architecture@Enterprise <ul style="list-style-type: none">▪ Cloud Computing for the enterprise▪ Integration architecture (SOA and the like)▪ Architecture reviews and criteria for doing so▪ Dealing with technical debts in the enterprise (e.g. addressing it in a distributed setting)
Soft Skills@Management <ul style="list-style-type: none">▪ Creating a learning organization▪ Continuous improvement processes▪ Supporting innovations without compromising sustainability▪ Supporting self-organizing teams	

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

First Speaker Announcement

It's a pleasure for us to announce the first J'12 speakers:



Jonas Boner
Typesafe



Dalibor Topic
Oracle



Boris Kraft
Magnolia



Dirk König
Canoo



Ross Lawey
MongoDB



Renate Willimann
Bison



Viktor Klang
Typesafe



Jutta Eckstein
IT communication



Christof Roduner
Scandit



James Ward
Heroku



Raghavan Srinivas
Couchbase



Angela Caicedo
Oracle

In the next few days we'll announce all the JAZOON'12 speakers and please expect the first draft of the full JAZOON'12 program in early April'12 on www.jazoon.com.

JAZOON'12

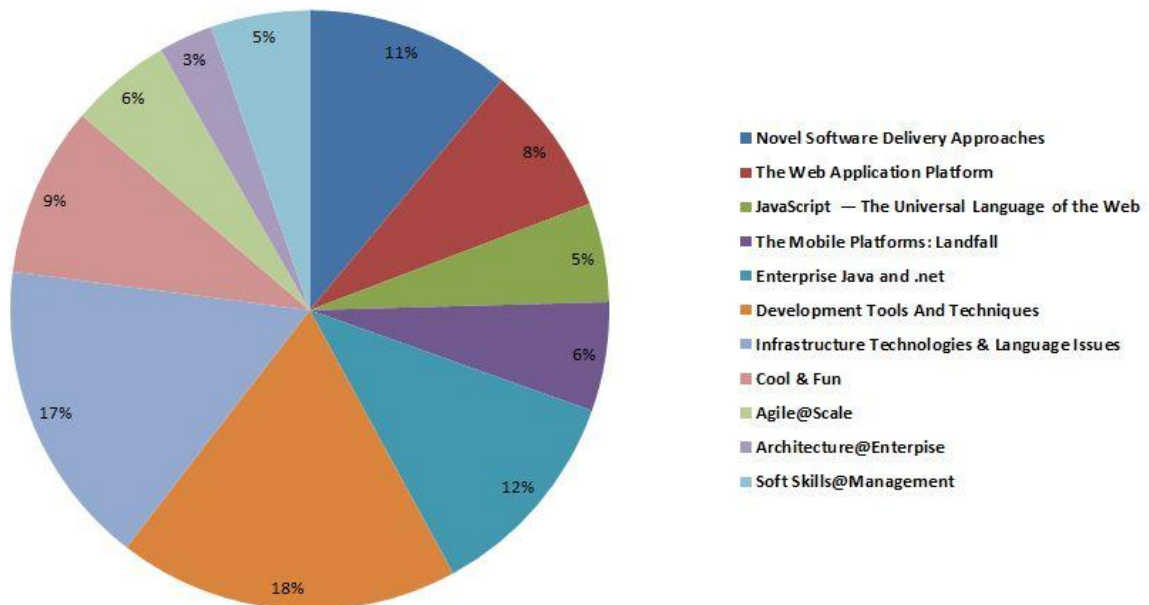
INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

Feedback on the Call-for-Papers

By the way: the JAZOON Call-for-Papers was a great success. We had over 250 submissions for 70 sessions. Many thanks to all who sent in an abstract - the program committee had a hard time evaluating and re-evaluating all the excellent input we received to select the best of the best.

Based on the number and classification of the submissions, we'd like to share with you what the hottest topics are

J'12: What's hot



The overall **hottest topic** was 5.1 Enterprise Frameworks followed by 8.1. Architectures worth knowing, 6.2 Testing and 6.3 Software Engineering Lifecycle and Methodology. Let's see what the final J'12 program will look like.

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

Further Highlights: JAZOON'12 Rookie Award, Wednesday 27 June 2012

Jazoon gives young Java, .NET and Open Source developers a chance to speak in front of a knowledgeable international audience.

Competition procedure

Candidates may submit a brief summary of their chosen topic until 15 March 2012. The Jazoon Program Committee will select the best three entries for a Jazoon Rookie presentation and cordially invite the respective candidates to Zurich. The lucky winners will give their presentations to an international audience, battling to be crowned Jazoon Rookie 2012.

Participation Criteria

- ✓ Aged 26 or younger (on 26 June 2012)
- ✓ 20-minute technical talk
- ✓ Submission Deadline: 15 March 2012
- ✓ Candidates must either work or live in Europe
- ✓ Companies are invited to assist their Jazoon Rookies.

Benefits

The three best Jazoon Rookies will be invited to Jazoon'12 from 26 - 28 June 2012 and receive

- ✓ Free Conference pass
- ✓ Free travel and accommodation to attend Jazoon
- ✓ Certificate



JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

Conference Fees

3-Day Conference Pass	Early Bird Fee 15 February until 30 March 2012	Standard Fee from 30 March 2012
	CHF	CHF
Regular	1850	2300
JUG Member	1430	1790
SwissICT, simsa and SWICO Member	1430	1790
<p>Students: Jazoon supports students with the Rookie Award + special entry fees:</p> <ul style="list-style-type: none"> - if you have an official student ID - if you are studying for your first higher education qualification - if you are not older than 35 years (birth year 1976) <p>Then please send a copy of your ID card + official university student ID card as a PDF to Students[at]Jazoon.com. Afterwards we will send you a special voucher code which will allow you to register under the student fee.</p>	310	390

1-Day Conference Pass	Early Bird Fee 15 February until 30 March 2012	Standard Fee from 30 March 2012
	CHF	CHF
Regular	730	855
JUG Member	550	685
SwissICT, simsa and SWICO Member	550	685
<p>Students: Jazoon supports students with the Rookie Award + special entry fees:</p> <ul style="list-style-type: none"> - if you have an official student ID - if you are studying for your first higher education qualification - if you are not older than 35 years (birth year 1976) <p>Then please send a copy of your ID card + official university student ID card as a PDF to Students[at]Jazoon.com. Afterwards we will send you a special voucher code which will allow you to register under the student fee.</p>	120	150

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

Group Tickets (contact registration [at]Jazoon.com)

Participants	Free Tickets
Up to 4	-
5 to 9	1
10 to 19	2
20 to 34	5
35 to 39	10
40 +	unlimited

Share your conference pass

Your conference pass for Jazoon'12 is transferable. It is possible and really easy to change the name of the pass at any time. This means you have the possibility to visit Jazoon'12 for the time you wish and your colleagues may attend Jazoon'12 on the other days.

Reserve your Conference Pass now!

Registration for JAZOON'12

<http://jazoon.com>

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

JAZOON'11 Conference facts & figures

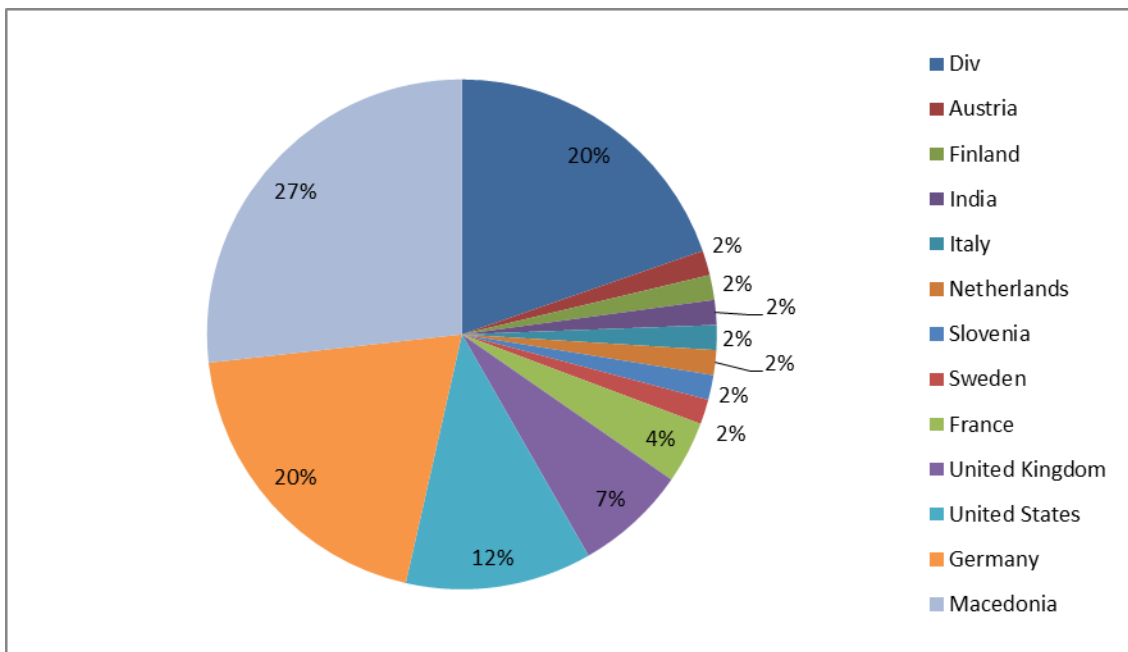
JAZOON'11 was an event full of excitements and great highlights. Over 600 participants, 112 Sessions, interesting lectures, valuable meetings, active networking and the presentation of the third JAZOON Rookie Award were well worth the visit.

JAZOON'11 got a lot of excellent feedback on our 'Crossover and Fusion' concept. The idea was to provide the participants with the best knowledge available around the globe for the complete development process - from requirements engineering, UCD, testing, tools and methods to application lifecycle management as well as how to run applications in the cloud. Having SET (Software Engineering Today), Java and .net combined at one conference was a challenge and a great success.

According to our survey, approx. 97% of the participants would recommend JAZOON to a friend.

JAZOON'11 Attracted professionals from all over the World

Guest countries 2011: Argentina, Austria, Czech Republic, Finland, France, Germany, Greece, India, Italy, Japan, Liechtenstein, Lithuania, Macedonia, Netherlands, Poland, Romania, Slovenia, South, Africa, Spain, Sweden, Switzerland, United Arab Emirates, United Kingdom, United States. Apart from Switzerland, with 75% of the participants, the guests were from the following main countries:



For more information
visit JAZOON.com

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

JAZOON Sponsors, Exhibitors and Partners

