

Pavilion

1:2:30 p.m. - 2 p.m.

Lunch
Pavillion

2 p.m. - 4:30 p.m.

General Session
Grande Ballroom

Quantivo Corp.
PlanDone, Inc.
Qtask, Inc.

SMARTER

Demonstrations by:

TetraBase, LLC
Infovell, Inc.
Intellius, Inc.
Rebus Technology, Inc.
Radiant Logic, Inc.
Semanti Corp.

Defining The Next Web

The Next Web, the phase that comes after but is tremendously influenced by Web 2.0, will be defined by several key attributes: transparency, distribution and proactive smarts. Transparency of business model, participants, data uses and motivation is critical to bring trust and with it increased mainstream adoption of the social Web. In the New Web, sites needn't attract and aggregate audiences; instead, they will distribute their data and applications as widely as possible to other sites and outlets. And the smarter Web will surface the information you need, when you need it, in a form that allows you to best use it.

Program Schedule

TUESDAY, SEPTEMBER 9

2 p.m. - 4:30 p.m.

General Session
Grande Ballroom

4:30 p.m. - 6 p.m.

Demonstration Pavilion Open & Refreshments
Pavillion

6:30 p.m. - 9:30 p.m.

Closing Dinner featuring the DEMOGod™ Awards
Grande Ballroom

DEMO Roundtable:

**Where the Web is Going:
Web 2.0, 3.0 and Beyond**

Ask five different technologists to define the next phase of the Web and you will get five different answers. As we move beyond the community-driven focus of Web 2.0, the theories of what lies ahead are rampant and disparate. Will the next Internet revolution lie in semantic technologies or data portability? Search engines or user-generated content? Where does the enterprise fit? And how will big media adapt? In an attempt at achieving clarity, DEMOfall goes straight to key sources for answers.

Moderator:

Nova Spivack, Founder & CEO, Radar Networks

Panelists:

Howard Bloom, Author

Ross Levinsohn, Partner, Velocity Interactive Group

Peter Norvig, Director of Research, Google, Inc.

Prabhakar Raghavan, PhD, Head of Yahoo! Research and Yahoo! Search Strategy, Yahoo! Inc.

Jon Udell, Evangelist, Microsoft Corporation