

## FOR IMMEDIATE RELEASE

### LINUXWORLD ROOKERY TO SHOWCASE EMERGING COMPANY INNOVATIONS

*Special area for first-time exhibitors will be the largest in the show's history*

**FRAMINGHAM, Mass. – July 30, 2002** – IDG World Expo, the leading producer of world-class tradeshows, conferences and events for IT markets, announced today that it has sold out the Rookery – LinuxWorld's headquarters for new, up-and-coming companies and first-time exhibitors. LinuxWorld Conference & Expo, the premier event exclusively focused on Linux and Open Source solutions, will take place August 12-15, 2002 at San Francisco's Moscone Center.

Located on the show floor, the Rookery will offer all LinuxWorld attendees a first look at some of the industry's most innovative products and services, and face-to-face interaction with the industry leaders and developers behind the solutions.

Rookery exhibitors at LinuxWorld/San Francisco 2002 include 3Ware, APPX Software Inc., Astaro, Avison Inc., California Digital, Cybozu Corporation, Cylant, Emperor Linux, Empower Technologies, Globetrotter Software, Key Information Systems, Lantronix, LinuxSupport Services, LTrix, MacroImpact, Meiosys, MySQL, OmniCluster, PogoLinux, Polywell, Shaolin Microsystems, SupplyGrid, Surgient Networks and Zambeel.

"LinuxWorld affords a tremendous opportunity for California Digital to showcase the rebirth of VA Linux's Systems business combined with our Linux software compilers, drivers and optimization expertise," said Douglas Bone, California Digital's chief operating officer. "We're 100% Linux and LinuxWorld is where our customers seek out the latest emerging technologies and services. We are glad to connect with our customers once again."

"The Rookery epitomizes the innovative spirit and nature of LinuxWorld and the Linux community," said Rob Scheschareg, vice president of sales, marketing and product development at IDG World Expo. "We designed the Rookery to meet the business needs of newer players and help them maximize their participation at LinuxWorld. The fact that the Rookery is larger than ever is a positive sign that the Open Source market is continuing to expand, even in a difficult economy."

Just some of the activities planned by Rookery exhibitors include:

- APPX Software (booth R3) will give away free, full-featured, non-expiring, single-user Linux platform licenses for APPX, the premier development and runtime environment for business application software. ([www.appx.com](http://www.appx.com))
- Cybozu (booth R9) will demonstrate Share360, its Web-based groupware suite that integrates 11 collaboration applications, providing a "ready-to-run" Intranet solution for small to medium-sized workgroups. ([www.share360.com](http://www.share360.com))
- Empower Technologies Inc. (booth R5) will showcase its LinuxDA O/S for embedded electronics, and will demonstrate its newest PowerPlay embedded Linux devices. ([www.linuxda.ca](http://www.linuxda.ca))

- Globetrotter Software Division of Macrovision Incorporated (booth R1) will present its software licensing product, FLEXIm, the de facto industry standard, as well as its ELD (Electronic Licensing Distribution) solution and SAM (Software Asset Management) tools for license management. ([www.macrovision.com](http://www.macrovision.com))
- MySQL AB (booth R13), developer of the world's most popular open source database, will showcase new features of the MySQL database and will also launch a new user certification program to give skilled MySQL users the opportunity to demonstrate and obtain solid proof of their MySQL expertise. MySQL will offer two certifications: MySQL Core Certification and the MySQL Professional Certification. ([www.mysql.com/](http://www.mysql.com/))
- Pogo Linux (booth R15) will showcase the latest AMD and Intel technology in its line of Linux workstations, servers, and storage solutions. ([www.pogolinux.com](http://www.pogolinux.com))

For a complete exhibitor list or to register for LinuxWorld Conference & Expo, visit [www.linuxworldexpo.com](http://www.linuxworldexpo.com).

### **About LinuxWorld Conference & Expo**

LinuxWorld Conference & Expo is the premier event exclusively focused on Linux and Open Source solutions. As the world's most comprehensive marketplace for open source products and services, LinuxWorld provides business decision-makers with information and resources to implement Linux and open source solutions into business infrastructure and enterprise networks. For more information or to register for the event, visit the LinuxWorld Conference & Expo Web site at [www.linuxworldexpo.com](http://www.linuxworldexpo.com), or call (800) 657-1474. For exhibiting opportunities, please contact Frank Netherwood (A-K) at (508) 424-4860 or [Frank\\_Netherwood@idg.com](mailto:Frank_Netherwood@idg.com) or John Yurewicz (L-Z) at (508) 424-4852 or [John\\_Yurewicz@idg.com](mailto:John_Yurewicz@idg.com).

### **About IDG World Expo**

IDG World Expo ([www.idgworldexpo.com](http://www.idgworldexpo.com)) produces IT-focused tradeshows, conferences and events for professionals seeking world-class education, peer-to-peer networking and one-stop comparison shopping. As the leading IT event management company, IDG World Expo leverages its experience and knowledge of IT-focused events and conferences, enabling technology companies to capture the attention and loyalty of influential buyers. IDG World Expo's portfolio of conferences and events includes Macworld Conference & Expo, LinuxWorld Conference & Expo, BioITWorld Conference & Expo and COMNET Conference & Expo. IDG World Expo is a business unit of IDG, the world's leading technology media, research and event company.

### **About IDG**

IDG publishes more than 300 magazines and newspapers and offers online users the largest network of technology-specific sites around the world through IDG.net ([www.idg.net](http://www.idg.net)), which comprises more than 330 targeted Web sites in 80 countries. IDG is also a leading producer of 168 computer-related events worldwide, and IDG's research company, IDC, provides global market intelligence and advice through 51 offices in 43 countries. Company information is available at [www.idg.com](http://www.idg.com).

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