



Media Contact:
Seana Norvell
FortyThree, Inc.
831.401.3175
SDForum@fortythreep.com

SDForum Announces Second Annual Open Innovation and Corporate Research Fair

*IBM and Nokia Among Those Who Will Share Firsthand Insights Into
How Innovation Happens*

SAN JOSE, Calif. – August 31, 2009 – SDForum, Silicon Valley's leading source of information and education in the technology community, today announced its Second Annual Open Innovation and Corporate Research Fair to be held September 18, 2009, from 8:30am - 3:00pm at The Techmart in Santa Clara, CA.

Instituting continuous innovation is a daunting challenge at technology companies; however, it is paramount to ongoing success. Attendees will hear from some tech luminaries who will share their best practices and illustrate how to best innovate, regardless of the economic climate.

"It is critical for the advancement of technology innovation that the Silicon Valley community work together and share best practices," said Deborah Magid Director of Software Strategy of IBM and a speaker at the event. "SDForum plays an integral role in our community's ability to collaborate on innovation and creativity which are necessary to drive the industry in the right direction. We look forward to participating in this event."

"Silicon Valley is home to some of the most innovative tech minds in the world," said Mark F. Radcliffe, Partner at DLA Piper. "They are found in large corporations, start-ups, universities and in garages throughout Silicon Valley. For the last 30 years, Silicon Valley has been the best place to make such innovations into products and services. This event offers you the opportunity to listen to these innovators describe who are developing and implementing the next technological breakthroughs."

"Organizations today must continue to stay ahead of the curve by innovating at all levels," said Dr. John Shen, Research Fellow and Head of Nokia Research Center in Palo Alto. "SDForum's Open Innovation and Corporate Research Fair is an excellent

forum for Nokia to share its open innovation program and how it keeps innovation alive internally."

Attendees will have the opportunity share insight and highlight how innovation happens within their organizations. The event will consist of corporate presentations in the morning, followed by a panel discussion called "Open Innovation in Practice." Technology exhibitions by corporations, developers and entrepreneurs will then be open to the public for the remainder of the day.

"This second annual event is open to the public and will allow everyone from developers, entrepreneurs and executives the opportunity to share practical lessons on how innovation happens," said Susan Lucas-Conwell, CEO, SDForum. "Now is the time for forward thinking and whether you're an entrepreneur, investor or a student, this fair will offer attendees the opportunity to learn more about how innovation happens from leaders in the industry."

Some of the speakers include:

Susan Harrison, Gathering 2.0

Deborah Magid, IBM

Don Clark, NEC Corporation

Mark Radcliffe, DLA Piper

John Shen, Nokia Research Center

Gary Getz, Strategos

David Smith, Tynax

Event: Second Annual Open Innovation and Corporate Research Fair

Dates: September 18, 2009 from 8:30am - 3:00pm

Location: Techmart, 5201 Great America Pkwy # 122, Santa Clara, CA

Price & Registration

The pricing for this event is \$70 for SDForum members, \$90 for non-members and \$25 for students. Access to the exhibits only is free. Visit SDForum's website at www.sdforum.org/research09 for registration, pricing and more details.

Press Registration

Media are invited to attend the event. For media registration, please contact Seana Norvell at SDForum@fortythreep.com.

About SDForum

SDForum has been instrumental in setting the high tech industry agenda for more than 25 years. As a high-tech non-profit dedicated to educating and creating relationships within the technology community, SDForum provides the latest insights on emerging technology trends and best business practices through events, specialized services and resources. The SDForum reaches 12,000 software professionals annually, through more than 20 programs a month that promote emerging technologies and business practices. Long-standing relationships in Silicon Valley include technology companies such as HP, IBM, Microsoft and Nokia. In addition, SDForum has support from the City of San Jose, and sponsorship from

over 30 venture capital firms, financial institutions, multinational enterprises, international trade organizations and service providers. For more information, visit www.sdforum.org.

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