

## WHAT'S ON-LINE?

For up-to-the-minute details on these and other exciting conference features, please visit [www.sybase.com/techwave2005](http://www.sybase.com/techwave2005) today!

- Keynote Series Details
- Complete Pre-Conference Course Descriptions
- In-depth Morning Session Descriptions
- Detailed Afternoon Technical Track and Session Descriptions
- Registration Form and Information
- Exhibitor and Sponsor List
- Exhibit Hall Information and Hours
- Hosted Receptions and Special Event Information
- Technology Boardwalk Details
- Tech Support Lounge Details
- Exhibitor and Sponsor Opportunities
- Conference Demographics
- Hotel and Travel Discounts and Information
- All the Information you need to attend TechWave



Conference Sponsors Include:

[www.sybase.com/techwave2005](http://www.sybase.com/techwave2005)

August 21 - 25 | Caesar's Palace | Las Vegas, Nevada



Sybase TechWave 2005  
CONFERENCE INVITATION

INFORMATION ANYWHERE

SYBASE  
TechWave  
2005  
USER TRAINING & SOLUTIONS CONFERENCE

## ATTENTION SYBASE PARTNERS!

TechWave is the ideal place to **showcase** your Sybase partnership. Watch the Sybase Partner Newsletter for details on how to become more involved in this year's conference.

There are a **variety of sponsorship packages** for TechWave 2005 designed to help you showcase your Sybase partnership and maximize your presence.

Visit [www.sybase.com/techwave2005sponsor](http://www.sybase.com/techwave2005sponsor) for details.



# SYBASE®

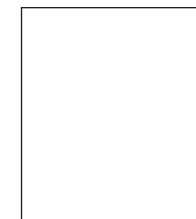
Sybase, Inc.  
P.O. Box 9155  
Concord, MA 01742

## Sybase TechWave 2005

August 21-25, 2005 **DETAILS INSIDE!**

**Conference Registration Information and Preliminary Conference Agenda Inside!**

**Register today and SAVE \$500 off the conference fee.**



**BEST** registration,  
hotel, and travel rates  
*are available now!*



Register today and  
**SAVE \$500**  
off the conference fare.

## CALLING MOBILE DEVELOPERS

As a special feature of the 2005 TechWave Conference, iAnywhere Solutions™, a Sybase company, will be highlighting sessions of interest to mobile and wireless developers and DBAs. These sessions will be useful for DBAs interested in the SQL Anywhere database and developers currently investigating mobile and wireless technologies. This content will highlight hot new technologies including RFID, delve into SQL Anywhere, and offer an exclusive-to-TechWave opportunity to meet the experts behind the code.

**iAnywhere**  
SOLUTIONS  
A SYBASE COMPANY

## AGENDA AT A GLANCE

### SATURDAY, AUGUST 20

7:30 a.m. – 9:00 a.m. Pre-Conference Course Registration  
 9:00 a.m. – 4:30 p.m. Pre-Conference Courses  
 4:00 p.m. – 7:00 p.m. Conference Registration Open

### SUNDAY, AUGUST 21

9:00 a.m. – 4:30 p.m. Pre-Conference Courses  
 10:00 a.m. – 8:00 p.m. Conference Registration Open  
 5:00 p.m. – 7:00 p.m. Welcome Reception

### MONDAY, AUGUST 22

7:00 a.m. – 6:00 p.m. Registration/Information Center  
 7:00 a.m. – 8:00 a.m. Continental Breakfast  
 8:00 a.m. – 9:30 a.m. Opening Session Keynote  
 9:30 a.m. – 10:00 a.m. Break  
 10:00 a.m. – 12:30 p.m. Morning Sessions  
 12:30 p.m. – 1:30 p.m. Lunch  
 1:30 p.m. – 5:00 p.m. Afternoon Sessions  
 5:00 p.m. – 7:30 p.m. Exhibit Hall Open  
 5:00 p.m. – 7:30 p.m. Sponsor Reception

### TUESDAY, AUGUST 23

7:00 a.m. – 6:00 p.m. Registration/Information Center  
 7:00 a.m. – 8:00 a.m. Continental Breakfast  
 8:00 a.m. – 9:30 a.m. General Session Keynote  
 9:30 a.m. – 10:00 a.m. Break  
 10:00 a.m. – 12:30 p.m. Morning Sessions  
 12:30 p.m. – 2:30 p.m. Exhibit Hall Open  
 12:30 p.m. – 1:30 p.m. Lunch  
 1:30 p.m. – 5:00 p.m. Afternoon Sessions  
 4:00 p.m. – 6:30 p.m. Exhibit Hall Open

### WEDNESDAY, AUGUST 24

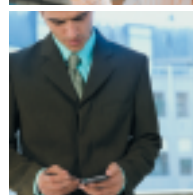
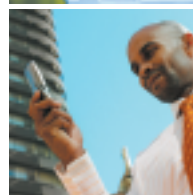
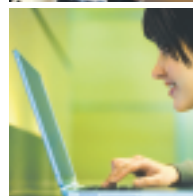
7:00 a.m. – 5:30 p.m. Registration/Information Center  
 7:00 a.m. – 8:00 a.m. Continental Breakfast  
 8:00 a.m. – 9:30 a.m. General Session Keynote  
 9:30 a.m. – 10:00 a.m. Break  
 10:00 a.m. – 12:30 p.m. Morning Sessions  
 12:30 p.m. – 1:30 p.m. Lunch  
 12:30 p.m. – 2:00 p.m. Exhibit Hall Open  
 1:30 p.m. – 5:00 p.m. Afternoon Sessions  
 7:00 p.m. – 10:00 p.m. Special Event

### THURSDAY, AUGUST 25

7:00 a.m. – 1:00 p.m. Registration/Information Center  
 7:00 a.m. – 9:30 a.m. Continental Breakfast  
 8:00 a.m. – 9:30 a.m. Enhancement Sessions  
 9:30 a.m. – 10:00 a.m. Break  
 10:00 a.m. – 12:30 p.m. Morning Sessions  
 12:00 p.m. – 1:30 p.m. Lunch  
 1:30 p.m. TechWave Concludes

Please Note: This is a preliminary schedule and is subject to change.

## INFORMATION ANYWHERE



One of the largest business challenges today is information management and distribution. Sybase® helps enterprise customers gather information from database, application, network, and wireless device platforms and mobilize it to the point of action. Our software products and solutions securely manage, integrate, and provide access to the right information at the right time and place — in real time, occasionally connected, and off-line environments — from the corporate data center to the front lines of the unwired enterprise.

Join us August 21–25 at Caesar's Palace in Las Vegas, Nevada at Sybase TechWave 2005. TechWave brings together approximately 2,000 IT professionals from around the world. By providing a myriad of technical training sessions, education classes, networking opportunities, a tradeshow, and more TechWave helps you achieve your annual goals while saving thousands on your budget.

- Accelerated Sybase Education training including up-to-date courseware and labs
- Targeted technical breakouts in over a dozen specific tracks
- Free technical support with Sybase engineers
- Attendee-only discounts for Sybase products and services
- Networking opportunities and events with the Sybase user in mind
- One-on-one communication that cannot be found outside of this event

If purchased separately the training, services, and extras could easily cost more than ten times the actual conference registration fee. Not to mention the additional travel expenses and time away from the office. Maximize your training time, realize higher return on your investment, without putting a strain on your budget. Put Sybase TechWave 2005 on your agenda today.

[www.sybase.com/techwave2005](http://www.sybase.com/techwave2005)

### CONFERENCE CONTENT

**TechWave 2005 sessions will focus on helping attendees to manage and mobilize information from the data center to the point of action.** We have carefully designed the conference with you in mind so that you may easily access the most critical information you need. Conference content has been segmented into three major categories and five topic tracks.

**Pre-Conference Courses:** These in-depth, hands-on, two-day classes take place on the Saturday and Sunday before the conference begins in earnest. Maximize your conference experience with these highly technical courses by Sybase Education.

**Morning Education Lectures:** TechWave offers specialized lectures developed by Sybase Education, Professional Services, and our own engineers. These 5- or 10-hour sessions will bring you and your staff up to speed on your Sybase systems more efficiently than going it alone. When available, students will take the labs home with them for further practice.

**Afternoon Technical Breakouts:** These 60-90 minute sessions cover a wide range of technical perspectives on a myriad of Sybase products from novice to advanced skill levels, discuss business development and industry issues, and include customer case studies so you can see how it's being done by your peers. Conference Tracks include:

■ **World-Class Information Management with ASE**  
 Adaptive Server® Enterprise is a data management platform designed for transaction-intensive enterprise applications helping manage critical data environments more easily. Sessions in this track will provide details concerning working with this data management platform. Special emphasis will be on the new ASE 15 release.

■ **Taming the Data Explosion**  
 Sybase Data Service Technologies include real-time event notification, business continuity, on-line archiving, auditing, transaction system off-loading and reporting, and more. Sessions in this track will deal with Data Services (Dynamic Archive, Real Time Data Services, Mirror Activator™, Data Auditing, Replication Server®), Sybase IQ, and other data and migration products.

■ **Achieving Mobility: from Data Center to Device**  
 These topics deal with the technologies that enable mobile solutions while minimizing the complexity of deploying and managing them by using a secure, on-demand strategy from the data center to device and back. Products found in this track include: Afaria®, Answers Anywhere™, M-Business Anywhere™, Mobile Sales/Pharma, Pylon™, RFID Anywhere™, Unwired Accelerator, and Unwired Orchestrator.

■ **Better Development and Tooling**  
 These presentations go to improving developer productivity by enabling them to create, deliver, and manage enterprise, mobile, and embedded content and applications. These sessions will deal specifically with the PowerBuilder® Family (PowerBuilder, InfoMaker®, Apeon for PowerBuilder, DataWindow®.NET, PocketBuilder™, EAServer) and PowerDesigner®.

■ **Thinking Outside the Data Center with SQL Anywhere**  
 Sessions in this track will include a preview of the next generation of SQL Anywhere® focusing on new features that further optimize the ability for companies to extend business transactions outside the traditional data center. Additional topics will include database internals, design best practices, performance analysis and tuning, synchronization, messaging, high availability, .NET, deployment, and other tips and techniques.

## HOW TO REGISTER FOR TECHWAVE 2005

- 1 Register on-line at the conference Web site [www.sybase.com/techwave2005](http://www.sybase.com/techwave2005)
- 2 Download the .pdf registration form from our Web site and fax to: **(636) 827-4649**
- 3 Download the .pdf registration form from our Web site and mail to:  
 Sybase TechWave 2005  
 c/o Maritz Travel  
 1777 Botelho Drive, Suite 100  
 Walnut Creek, CA 94596 USA

**SAVE UP TO \$500**  
 with early registration discounts!

Early Registration (Deadline: July 15, 2005)	<b>SAVE \$500</b> <b>\$1,245.00</b>
Standard Registration (Deadline: August 5, 2005)	<b>SAVE \$150</b> <b>\$1,595.00</b>
Full Registration (After August 5, 2005)	<b>\$1,745.00</b>

To speak with a Sybase TechWave 2005 Registration Representative, please call toll free **(877) 650-6992**. Customers outside North America please call **(636) 827-8825**. Hours are 8:30 a.m. – 8:00 p.m. EST Monday through Friday.

Special Student, Partner, and Group Discounts are available. Please see the Web site for details.

Make your reservation now at Caesar's Palace. Special TechWave conference rates start at \$140.00 per night plus tax. Visit the General Information section of [www.sybase.com/techwave2005](http://www.sybase.com/techwave2005) for details or call Caesar's Palace reservations directly at **(800) 634-6661** or **(702) 731-7222**.

Caesar's Palace will sell out during TechWave  
**MAKE YOUR RESERVATIONS TODAY**  
[www.sybase.com/techwave2005](http://www.sybase.com/techwave2005)

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