

## FOCUS ON Database Application Development – Oracle Application Express

### Keynotes

Monday November 12, 2007

9:30 a.m. – 10:30 a.m. Hilton Grand Ballroom B

**Oracle Develop Opening Keynote: Innovations in Application Development**  
Thomas Kurian, Oracle Corporation

6:00 p.m. – 7:00 p.m. Moscone North

**Oracle Database 11g—Innovate Faster**  
Andy Mendelsohn, Oracle Corporation

Tuesday November 13, 2007

9:15 p.m. – 10:15 a.m. Hilton Grand Ballroom B

**Oracle Develop Opening Keynote: How Do You Know What You Know**  
Tom Kyte, Oracle Corporation

### Hands-On Labs

HILTON SAN FRANCISCO

Monday November 12, 2007

TIME	TITLE	LOCATION (HILTON)
11:00 a.m.	Oracle SQL Developer Hands-on Lab	Continental Ballroom 4

Tuesday November 13, 2007

TIME	TITLE	LOCATION (HILTON)
1:45 p.m.	Oracle Application Express: Creating Advanced PDF Reports	Continental Ballroom 4
1:45 p.m.	Building DICOM Medical Imaging Applications with Oracle Multimedia and Oracle APEX	Continental Parlor 9

### Oracle OpenWorld Sessions

MOSCONE CENTER

Sunday November 11, 2007

TIME	TITLE	LOCATION
11:00 a.m.	Application Express Roundtable	Moscone West 3014 – L3
1:00 p.m.	IOUG Application Express SIG Meeting: Debugging APEX Applications	Moscone West 2008 - L2
2:30 p.m.	IOUG Application Express SIG Meeting: Designing APEX apps for hand-held computers	Moscone West 2008 - L2
4:00 p.m.	IOUG Application Express SIG Meeting: How the SIGs are using APEX	Moscone West 2001 - L2
4:00 p.m.	IOUG Application Express SIG Meeting: Securing Oracle APEX Applications	Moscone West 2008 - L2

Wednesday November 14, 2007

TIME	TITLE	LOCATION
9:45 a.m.	Consolidate Your Third-Party Databases with Oracle Database 11g, Using Oracle's New Migration Tools	Moscone South 310
4:30 p.m.	Nike Enterprise Capacity Planning with Oracle Application Express	Moscone South 303

Thursday November 15, 2007

TIME	TITLE	LOCATION
10:00 a.m.	Enhanced Business Intelligence and Data Warehousing with Oracle OLAP 11g	Moscone South 305
1:00 p.m.	Mastering Application Express E-Mail	Moscone West 3020 – L3
2:30 p.m.	IOUG: Oracle Application Express--Delivering Pages in Three Seconds or Less	Moscone West 3020 - L3
2:30 p.m.	Advanced PDF Documents from Oracle Application Express, Using Oracle Business Intelligence Publisher	Moscone West 3009 & 3011 - L3

## Oracle Develop Sessions

HILTON SAN FRANCISCO

Monday November 12, 2007

TIME	TITLE	LOCATION (HILTON)
11:00 a.m.	Creating Dynamite Applications That Deliver	Yosemite Room A
3:15 p.m.	Oracle Application Express Introduction and 3.0 New Features	Continental Parlor 1 & 2

Tuesday November 13, 2007

TIME	TITLE	LOCATION (HILTON)
10:45 a.m.	Steal the Show with Oracle Application Express	Continental Ballroom 5
12:15 p.m.	Advanced Oracle Application Express: Building Web 2.0 Applications	Continental Parlor 7 & 8

## DEMOgrounds

EXHIBITION HALL

Demos

Oracle Database Application Development

- Oracle Application Express
  - Lets you quickly and easily build fully featured Web applications
  - Combines the qualities of a personal database with the qualities of an enterprise database
  - Consolidates personal databases and spreadsheets to a centrally managed and secure Oracle database
- Oracle SQL Developer
  - SQL and PL/SQL database development
  - Graphical database reporting
  - Multiplatform, extensible solution

- Oracle SQL Developer Migration Workbench
  - Migrate Microsoft SQL Server, Microsoft Access, MySQL, and other databases to Oracle
  - Integrated with Oracle SQL Developer
  - Migrate Microsoft Access applications to Oracle Application Express

## Partners

PARTNER	EXHIBITION HALL	BOOTH #
Apps Associates	Moscone West	3633
Hotsos	Moscone South	310
TUSC	Moscone South	2002

## Networking Events

EVENT	DATE	TIME
Welcome Reception* (Howard Street and Yerba Buena Gardens)	Sun November 11, 2007	7:30 p.m. – 9:30 p.m.
OTN Night (Westin St. Francis Hotel)	Mon November 12, 2007	7:30 p.m. – 11:00 p.m.
Appreciation Event* (Cow Palace)	Wed November 14, 2007	8:00 p.m. – 12:00 a.m.
It's a Wrap (Howard Street)	Thu November 15, 2007	5:00 p.m. – 7:00 p.m.

\* Oracle OpenWorld Full Conference attendees only.