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Carson Systems Concludes Successful ‘Future of Web Apps’ Conference, Looks Forward to ‘Future of Online Advertising’

Recently Launched Event Adds Speakers to Impressive Program Lineup

NEW YORK – March 22, 2007 – Carson Systems, having recently concluded the sold-out Future of Web Apps conference in London, today announced new speakers for the Future of Online Advertising conference (www.futureofonlineadvertising.com), a unique two-day event set to take place June 7-8 at Gotham Hall in New York City.

The Future of Web Apps conference, which concluded February 22 in London, focused on the future of the Web industry, Web 2.0, emerging technologies and standards, and how they will change the way the industry builds Web applications. A few of the industry luminaries who joined the conference as speakers included Michael Arrington, TechCrunch; Kevin Rose, Digg; Bradley Horowitz, Yahoo!; Werner Vogels, Amazon; Tara Hunt, Citizen Agency; Khoi Vinh, NYTimes.com; Matthew Ogle, Last.fm; and Daniel Appelquist, Vodafone. Event sponsors included Adobe, AOL, Microsoft, BT, Fotango, thinkfree, QuotationsBook.com, ContactOffice.com and social.com.

“The ‘Future of Web Apps’ Conference was excellent,” said Michael Arrington, Founder, TechCrunch. “There were major product announcements, as well as a set of really excellent speakers from around the world. This year’s version was well worth the trip over the Atlantic.”

“The fact that we had such a successful turnout of the Web’s most innovative developers, startups and investors to the Future of Web Apps is a clear indicator to us that the Web 2.0 industry is in full bloom, not just in Europe, but in the US as well,” said Ryan Carson, Conference Chair and Director, Carson Systems. “We’re looking forward to bringing our Future of Online Advertising and unique brand of Web 2.0 conferences to the business capital of the world.”

A few highlights from the Future of Web Apps conference included:

- “OpenID is the future”: In addition to Simon Willison’s talk on OpenID, announcements made onstage by Digg founder Kevin Rose and Netvibes founder Tariq Krim to indicate that OpenID is indeed making an impact on the industry.
- Industry need for a mobile Web app: Vodafone’s Daniel Appelquist’s discussion on mobile proved a need for Web apps to focus on the mobile market.
- Venture capital 101: Ben Holmes from Index Ventures provided valuable insight into venture capital funding and how the process works, taking the mystery out of the whole process.

- Commoditization of IT: Zimki and Amazon addressed services that make building Web apps simpler, focusing on how successful Web companies are making their mark, and where they are headed.

Looking forward, the Future of Online Advertising (FOOA) will feature two days of opportunities to learn about innovative new technologies and network with successful entrepreneurs and pioneers who are redefining the online advertising market. The event will focus on the Web Publisher, and will dive deep into the various ad technologies required to drive ad revenue on their sites. The conference will also focus on the online ad buyer, highlighting the latest set of technologies now at their disposal.

FOOA will showcase the biggest names in online advertising, who will share their insight into where the industry is headed, while also providing attendees with insider knowledge on how to increase advertising revenue from their sites and maximize the impact of their advertising budgets. These speakers will feature an impressive speaker lineup of well-known Internet entrepreneurs, venture capitalists, and business development executives who have made their mark on the industry through their groundbreaking business models, development paradigms and design strategies. Recent additions to the speaker lineup include:

- Jay Adelson, CEO, Digg
- Mike Hudack, President and CEO, Blip TV
- Darren Rowse, ProBlogger

In the upcoming months, FOOA will continue to announce additions to the speaker roster, which currently includes:

- Jeremy Allaire, BrightCove, Chief Technology Officer, Macromedia
- Chas Edwards, Federated Media
- Matt Freeman, CEO, Tribal DDB
- Andrew Goodman, Founder, Zero Media
- Carla Hendra, CEO, Ogilvy
- Steve Olechowski, Co-founder, FeedBurner
- Alyson Racer, VP of Sales, NYTimes.com
- Steve Rubel, Senior Vice President, Edelman PR
- Greg Stuart, Former President, IAB
- Michael Walrath, Right Media

For information on becoming a sponsor at the Future of Online Advertising, contact Andrew Calvo at andrew@carsonsystems.com.

About Carson Systems

Carson Systems (www.carsonsystems.com) is located in England, and focuses on building Web applications, while also offering world-class events for the Web industry. Carson Systems is also the producer of successful conferences such as the Future of Web

Apps (www.futureofWebapps.com) and the Future of Web Design (www.futureofWebdesign.com).

Carson Systems was recently recognized at the 10th annual South by Southwest (SXSW) Interactive Web Awards with top prize in the Educational Resource category for the company's work on Vitamin (www.thinkvitamin.com), selected from hundreds of entries submitted across the world.

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