

Epsilon



### **For Immediate Release**

Contact: David Boventer, Executive Director, European Software Conference (ESWC e.V.),  
+49 170 9742506, (Fax) +49 721-151 575954 [info@euroconference.info](mailto:info@euroconference.info)

### **ESWC Announces 2008 Software Conference and Epsilon Award**

The eighth annual European Software Conference will be held at the Maritim proArte Hotel Berlin on November 8 and 9, 2008 in Berlin, Germany.

The two day conference features a welcoming message from Berlin's Mayor, Klaus Wowereit, followed by panel discussions and presentations from software industry professionals worldwide. All of the presentations are in English.

The conference focuses on topics that are vital to independent software developers who use the try-before-you-buy approach to marketing their applications. This year's keynote speaker will be Hartmut Kaiser who will discuss MSDN software architecture. Opera's CEO Jon von Tetzchner will discuss a collective approach to driving mobile Web adoption. Forum Nokia will discuss their approach to mobile web development.

Seminar subjects include search engine optimization, marketing in Russia, designing a Google AdWords campaign, time management for mISVs, Amazon web services, and software activation. Several well-known, successful software developers will share their experiences and advice on marketing and sales.

This year's European Software Conference will feature the third Epsilon Award, an annual recognition of outstanding Windows, Mac, and Linux software developed for business or home use. Twenty-nine noteworthy programs have been nominated this year. Voting will remain open through October 27, 2008.

This year's Epsilon Award winner will be announced at the conference. Prizes include a statue of recognition, 300 Euros, and a professional press release campaign from DP Directory for the winning software package.

The registration fee for the two day conference, including lunches, is 150 Euros, or 50 Euros without lunches if you register before October 31. Additional information about the Epsilon Award, and about the European Software Conference, can be found on <http://www.euroconference.org/>.

The conference is organized by the ESWC e.V., a not-for-profit foundation devoted to providing educational opportunities to software developers.

Conference sponsors include Digital River, Microsoft, Asknet, Avangate, Forum Nokia, PayPal, ASP, Digium, DP Directory, Inc., Elastx, Feedforall, Riverblade, Shareware Promotions, Tucows, JGSoft, SIC, SoftPressRelease, Wibu, WinRAR, AISIP, Deutsche Telekom AG, Edu-Soft, Emurasoft, Fastlink2, Futureglue Sisulizer, and TTS Company. Media-Partners are: Intergenia AG, Mittelstandswissen.de, MSDN Germany and SIBB. For more information about becoming a sponsor, visit <http://www.euroconference.org/sponsor.htm>

###

David Boventer, the European Software Conference's Executive Director, is available for telephone interviews. Please contact him by phone on +49 2234-950310 or +49 170 9742506. Mr. Boventer is located in Germany, and speaks fluent German and English.