Press Release

Registration Opens for Zend PHP Conference – Interest in Cloud Boosts Speaker Submissions by 400 Percent
Program Includes Technology Preview of Zend Framework 2.0

CUPERTINO, Calif. — JULY 27, 2011 — Zend Technologies and S&S Media today announced that registration is open for the Zend PHP Conference, popularly known as ZendCon 2011. Zend anticipates its biggest ever conference due to growing interest in the practical use of PHP to develop cloud applications, which is reflected in the 400 percent increase in cloud-related submissions to this year's Call for Papers. Strong interest in enterprise mobility, web automation and PHP advances are also reflected in this year's content. ZendCon 2011 will offer keynotes by industry and enterprise IT leaders, in-depth technical sessions and tutorials, technology previews, vendor exhibits and networking opportunities. The event targets professional developers, IT/development managers, system administrators and business managers interested in PHP technologies and solutions for web, mobile and cloud.

ZendCon program highlights include hands-on learning experiences and cloud technology previews. Attendees can choose from 12 focus areas with 80 sessions and tutorials. Examples of this year's hot topics include:

- **Cloud Infrastructure, Management and App Services**
Learn how to connect to cloud services, manage cloud infrastructures with Zend Framework, and improve deployment processes for cloud-based PHP applications.

- **RIAs, Mobile Devices and Tools**
Build new and expressive new mobile apps more easily and provision users more productively, develop proficiency using tools and techniques such as push for sync and notifications while supporting major messaging providers.

- **Architecture and Best Practices**
Scale PHP apps to changing business demand, with improved caching and data modeling. Get acquainted with Zend Framework and learn the nuts and bolts of the foundational technology for PHP.

Attendees will also be the first to get a sneak preview of new cloud capabilities in Zend Framework, the leading application development framework for PHP applications. The Zend Framework 2.0 technology preview will include:

- A new version of SimpleCloud API featuring the ability to manipulate cloud server instances on Amazon EC2, RackSpace, Windows Azure, and GoGrid.
- A new Model-View-Controller (MVC) layer re-architected for performance and flexibility.
- A new event system for tying into Zend Framework workflows and providing flexible workflows in enterprise applications.

Now celebrating its 7th year of PHP community-building and growth, ZendCon 2011 will be held from Oct. 17-20 at the Santa Clara Convention Center. In a post-event survey of ZendCon 2010 attendees, 96 percent said they plan to attend ZendCon 2011 and recommend it to their peers. The event will include an exhibitor's pavilion, and a variety of opportunities to connect one-on-one with PHP ecosystem experts. In addition, UnConference sessions provide informal opportunities for increased participation beyond the formal speaker program, allowing attendees to sign up and invite others to roundtable discussions on topics of interest or continued discussion of session talks, and more.

Quote: Zeev Suraski, Chief Technology Officer, Zend
"As head of Zend's development team, it's exciting to see the growing interest and adoption of PHP for the development of cloud applications. Developers come to ZendCon to gain new insights and first-hand experience in this critical area, and to stay ahead of the curve with tools and techniques needed to build the next generation of cloud-enabled and mobile apps. For Zend, this is the ideal venue to showcase the new capabilities of Zend Server 5.5 and Zend Framework 2.0 and get feedback from developers. With the high caliber of event speakers and advanced topics lined up, I am confident that ZendCon 2011 will be our best ZendCon ever."

Early Registration Rewards

Those who register before September 10th will be eligible for early bird pricing and will receive the first in a series of limited edition collectible elePHPant pins. Back by popular demand, 'boot camp' style sessions will be offered to help registered attendees prepare for PHP 5.3 or Zend Framework Certification tests while at the conference. These certification tests, which are normally fee-based, are offered free at ZendCon on a first-come, first-served basis and limited seats fill up quickly. Visit www.zendcon.com for more information about these and other special discounts and group passes.

Social Media Channels
- Facebook (http://www.facebook.com/ZendTechnologies)
- Joind.in (http://joind.in/event/zendcon2011)
- LinkedIn (http://www.linkedin.com/company/zend-technologies)
- Twitter at @zendcon and @zend and tweet with the **hashtag #zendcon**.

About ZendCon

The annual Zend PHP Conference is the best way to connect with the experts who are shaping next-generation PHP technologies and the visionary IT leaders who are using these technologies for competitive business advantage. Industry keynotes, technical sessions, tutorials and networking opportunities focus on PHP community innovations and best practices at work in some of the world's most dynamic and productive apps across web, mobile and cloud. Learn more at www.zendcon.com.

About S&S Media

S&S Media Group is one of the most comprehensive media providers of services for the IT and web world. Through its conferences, print magazines, online platforms, books, and trainings, S&S Media makes connections to IT professionals and web and graphic designers from all industries. From developers and designers to architects, project managers, marketing professionals and CIOS, S&S Media provides a means to interact. Among the best-known events of S&S Media are JAX!, BASTA!, Mobile TechCon and webinale. The company has offices around the globe, including London, San Francisco, Frankfurt and Potsdam. Visit the S&S Media Group website to learn more.

About Zend Technologies

Zend is a partner to business for the rapid delivery of modern apps across mobile and cloud. We are the leading provider of software and services for developing, deploying and managing business-critical applications in PHP, which runs more than one-third of the world's Web sites. Zend solutions, including Zend Server and Zend Studio, are deployed at more than 40,000 companies worldwide, providing a comprehensive solution for the entire application lifecycle. Learn more at www.zend.com.

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