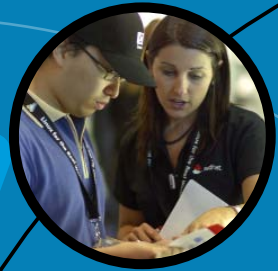


Open Source Open Solutions Open for Business



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for Business and Government

Sydney Convention
& Exhibition Centre
28-30 March 2006

www.linuxworldexpo.com.au



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42 exhibits 2100 attendees

The inaugural LinuxWorld Conference & Expo Australia is now part of the global series being staged in more than 14 countries and featured open source solutions for both business and government.



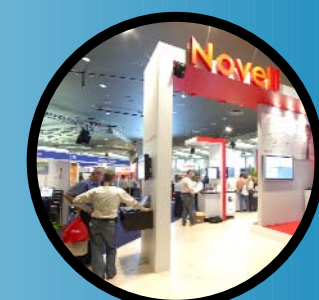
The overall event was judged a success by exhibitors, visitors and conference delegates, the highlights of the event were:

- 42 exhibits
- 2100 attendees comprising, visitors, delegates and exhibitors
- 64% of visitors attended to keep up to date on industry trends and to evaluate and compare products for future purchase
- 75% of visitors rated the expo as Good, Very Good or Excellent
- 81% of visitors have already discussed products and evaluated manufacturers and suppliers to purchase products from vendors they saw
- 59% of visitors spent between 2-7 hours at the expo
- 70% of visitors are now more favorably inclined to purchase products from vendors they saw at LinuxWorld
- 77% of visitors recommend, evaluate or authorize acquisition of products & services for their organization
- 93% of all visitors said they would revisit the show next year

As the organizer of this event, AES has a commitment to bring buyers and sellers together in a professional environment that generates business and product awareness. To measure the success of each show AES commissions a survey of visitors, delegates and exhibitors and presents the results in the post show report. Our research enables us to monitor the audience quality generated by our promotional campaigns and those of our exhibitors.

Source

The statistics for this report were sourced from visitor registration forms conducted by Info Salons Australia. Visitor data is analysed by the Circulations Audit Board (CAB) to guarantee its accuracy. The visitor surveys were conducted by Info Salons Australia using internet and hard copy research methods and the exhibitor surveys were conducted by True Logic using an internet based research method.



Visitors by Company Name

2MFM	Aristocrat Technologies Aust	Bob & Pete's	Community Relations Commission
A D Computer Services	Arnotts	Boeing Australia	Compass Group
A M P	Aroma Gardens Landscape Design	Bondi Surf Bathers Life Save Club	CompSync Technologies
AAcomputer Club	Asian IT Consulting	Bongiorno	Compusoft Australia
AAP Communications Services	AssistiT	Boris Murphy Architectural	Computer Community Cafe
AAPCS	ASX	Graphics	Computer Daily News
AAPT	ATO	Braetec	Computer Generation P/L
AB Computer Service	Attain IT	Brandt Family	Computer Power
Abaka Computers	Audit Office of NSW	Brian Robson & Associates	Computerworld
Abb Cash Registers	Aurema P/L	Brighton Consulting	Comunet P/L
ABBA	Auscript Australasia	Brisbane BMW	Concurrent Computer
ABC	Aust Assoc Computer Club Inc	Brite Solutions P/L	Corporation
ABC Tissue Products P/L	Aust Ento Supplies	BT	Conetecs P/L
ABL	Aust Graduate School of Mgmt	Bulend Kutsal	Consult Pro
ABS	Aust Red Cross Blood Service	Bunnings Group	Consultants Exchange
ABS Corporation	Aust Transport Safety Bureau	Bureau of Meteorology	Consultpoint
Absolute Data Recovery & Computer Repair	Austor Data Storage	Buz Box	Corfield & Associates
Absolute Personal Systems	Australia Philippines		Corporate Express Australia
ACCC	Australia Post		COS Zero IT
Access Online	Australia-Japan Link	C I T	Cosmos Ltd
Access Testing	Australian Arrow	C S	Costa Koulis
ACT DET	Australian Broadcasting Corporation	CADsultant P/L	CPS Systems P/L
Action Computer Services	Australian Bureau of Statistics	Calyptech	CPT Global
Actividentity	Australian Catholic University	Campbelltown TAFE	CQU
ACU	Australian Computer Society	Camperdown Park Sports Clinic	CRA
Acxiom	Australian Council for Infrastructure Development	Cancer Institute NSW	Creative Computing
Adreco P/L	Australian Film Commission	Cando Group	Criptak
Advanced Business Technologies	Australian National University	Canopus Business Solutions	CRN
Advanet P/L	Autodesk	CARDBANK	Crown Solicitor's Office
Affordable Business Software	Avnet Partner Solutions	Carlisle Partners	CS
AFJ Software P/L	Avocent Australia	Carneekinet	CSC Australia
AFTRS	AVOGA	Carpenters Fiji	CSIRO
AGIMO	aWeb.com.au	Cases Eng.	CSRIO Minerals
AGM IT	AXE Group	Catheco Investments P/L	CT Enclosures
AGSM	AZ SOLD	CC Business	CTC
AIMS		CCRG	CTIC
Air Change		CCSU	Customcall
AIS		CDM P/L	Customware
AL	B & G Services	Ceanet P/L	CVW Technologies
Ali Baba Security Pty Ltd	Babel Com Australia	Centrelink	CyberPro P/L
Allambie Computers	Backplane Systems Technology	Century Software	Cyclades Australia
Alleasing Finance Aust Ltd	BAE Systems	CFM Media	
Allphones	BAL Consulting P/L	Chandos Consulting	Dacono Holdings P/L
Alone	Baldwin Oates & Tidbury	Cherry Microsystems	Dancrai P/L
Altair64 Technologies	Barmetrix	ChiefSearch	Danka Australia
Amalgamated Holdings Ltd	base2Services	Chubu University	Dascem
Amcoll P/L	Baulderstone Hornibrook P/L	Cisco Systems	Data Logic
Amethon	Bcode	CiSRA P/L	Database Techniques
AMP Capital	BCP Group Services	Citect Pty Ltd	Datacom Systems
AMP Services Ltd	BEA Systems	Citibank	Datatrain
AMR Interactive	Benaral P/L	Citiweb	Datcom
Anchor Systems P/L	BHTafe	Citrex	DDI
Anchor Systems Pty Ltd	BIAC	City Technology Centre	De Bortoli Wines
Andersen Smith Accountants	Billy Blue Group	Clear Technology Solutions	Department of Commerce
Anna Computer Services	BioCeuticals	Click Tower	Department of Communications
Ansearch.com.au P/L	Bios Computers	Clubjenna	Department of Defence
ANU	Blackie McDonald	CMA Corporation Ltd	Department of Education and Training
Apollo Life Sciences	Blacktown Technical College	CMPMedica Australia	Department of the Environment & Heritage
APS - Department of Defence	Blue Ensign Technologies Ltd	CNET Channel	Dependable Technologies
Aquion	Blue Star Print Group Australia	CNET Networks Australia	Dept of Defence
ARFC P/L	Blue Toad	Codemaster 3000	Dept of Education & Training
Aristocrat	Bluegum IT	Coles Myer	
Aristocrat Technologies	Board of Studies	Commander Australia	
		Commonwealth Bank of Australia	

Visitors by Company Name (continued)

Dept of Environ & Conservation (NSW)
 Dept of Gaming & Racing
 Dept of Juvenile Justice
 Dept of the Environment & Heritage
 Dez Artz Pty Ltd
 DFM Investments
 Dialect Solutions
 Dicksmith
 Didymo Designs
 DigiSnail
 Digital Armour Corporation
 Digital Techniques (Asia) Ltd
 Digitize Australia
 DIMA
 Dimension Data
 Dinham Partners
 DisneyToon Studios Australia
 Diverse Computer Systems
 Diverse Technologies
 DMAG
 DN Consulting
 donmalcolm.com
 Dorky P/L
 Dot Communications
 Dovetail
 Downer Engineering
 DQA (Air)
 Dreamtilt
 Dubbo City Council
 Ducor Group
 Dynacom Pty Ltd

E-tail P/L
 E2 Consulting
 Economic and Energy Analyst
 Eden Technology
 EDL
 EDS Australia
 Eicon Networks P/L
 Eidesign P/L
 Elcom Technology
 Elect Eng Div
 Electrodata
 Electrolux Home Products
 Electronic Prototypes P/L
 Elite Services
 Embedded Logic Solutions P/L
 EMC2 Corporation
 Engineers Australia
 Enstor
 Enterprise IT
 Equant Australia
 Eracom Technologies Aust P/L
 Ericsson
 ErlePereira.com
 Ernst & Young
 Essential Data & Voice
 Ethan Group
 Everyday Interactive Networks
 Exclamation
 Excom Education

Express Data
 EY
 EZI-PC
 Face Group
 Far East Info Resources P/L
 Federal Court of Australia
 Fedex
 Feltex Australia
 Ferrero Australia
 Financial Network Services
 FIP Brakes International
 First Data International
 Flexible Training Svcs P/L
 Fluke Australia
 FNS
 Formstar
 Forte
 Fortis Clearing Sydney
 Forward Marketing
 Four J's Asia Pacific
 FPA
 FPC Magazines
 Freelance
 Freestyle Media
 Frontline Systems
 Fuji Xerox Australia
 Fujitsu Australia

G2 Microsystems
 Gartner
 Gelato @ UNSW
 Geltan P/L
 Gen-i Australia
 Genesys Conferencing
 Geographical Computing P/L
 GNXS Pty Limited
 Go Systems P/L
 Good Guys
 Goodman Fielder Ltd
 Govirtual.com.au
 GPAYNTER
 Graham Group
 Greenpeace
 Grey World Wide
 Griffith University
 Gupta Technologies

Haematology RPAH
 Harmonytech
 Harris Page
 Harvey Norman
 Hayday P/L
 HB Computer Applications P/L
 HBSM P/L
 Health Alliance
 Hetherington Kingsbury Shipping
 Hewlett Packard Australia
 Hewlett Packard New Zealand
 HHT
 Hill & Knowlton
 HK LIFELINE
 Holden Dynamics P/L

Holroyd City Council
 Home
 home.org.au
 Hostway Corporation
 Howorth Communications
 HRBW
 HSA
 HSA Systems
 Hutchison Telecoms

I A G
 I B M
 I I T S
 IAG
 IBM Australia
 IBM LTC OzLabs
 IBM New Zealand
 IC Consulting
 Icefire Technologies
 ICP Global P/L
 ICT Branch State Svcs Commission
 Ileson
 Industrial Configuration Services P/L
 Info Salons Australia
 Infomedia Ltd
 Information Age
 Infotech Associates P/L
 Infotech Excellence
 Infront Systems
 ING Australia
 Ingram Micro
 Insight it
 Insurance Australia Group P/L
 Int'l Open Source Network
 Int'l Solutions Consulting P/L
 Intech Plus Network Solutions
 Integrated Research P/L
 Intel Australia
 Intellisys Technology
 Intersoft Systems P/L
 Interspire
 ION-ICT
 IP Australia
 ISDNexpert
 IT Defence
 IT Division Woolworths Ltd
 IT Environmental
 IT Studio Aust Pty Ltd
 ITD Dept of Education
 ITEL Marketing
 iTWire
 iTWire / Fairfax
 ITX
 IXP Systems

Jagar
 Jalpak
 Jasons Marketing
 JIF Associates
 JJ Murphy P/L

JKC
 JL Stewart & Son P/L
 JNL Video
 John Fairfax Holdings
 Juki Sys P/L

Kamdha P/L
 Katoomba High School
 KAZ Technology Services
 Kemenys
 Kennards Hire
 Khamis Consulting
 Kintetsu International Express
 Knapp Communications
 Knock on Wood Systems
 Koinonia Ministries Inc
 Komodo CMS P/L

L P I
 La Trobe University
 Lan1 P/L
 Landmark Software P/L
 LANSAP/L
 Lenovo
 Leon Wong Consultancy
 Les Bell & Associates
 Level Four Media
 Lex Computech Co Ltd
 Lexi Retail
 Lincraft Australia
 Link Communications
 Link Market Services (ASX)
 LinkQ P/L
 Linux Australia
 Linux International
 Loftus IT
 Loftus TAFE
 Lorien Novalis
 Lots of Watts P/L
 LRC Computing Pty Ltd
 Linux Solutions

Macpherson Group
 Macquarie Health Corp
 Macquarie Medical Systems P/L
 Macquarie University
 Macrocall P/L
 Macroware Systems
 Maidment Enterprises P/L
 Malaysian Admin Modernisation & Mgmt Planning Unit
 Malina Lund PTY LTD
 Manaccom P/L
 Mandemar P/L
 Mangrove Hill
 Manildra Group of Companies
 Maples ESM Technologies (Aust) P/L
 Maquarie Bank
 Marckville Computer Community Centre

Visitors by Company Name (continued)

Marschall Acoustics	NRC	Pakistan Consulate General	RBA
Marsh Computer Services	NSC Enterprise Solutions	Panacea (Australia) P/L	ReadNotify.com P/L
Marsh P/L	NSSCAHS	Pandrol Australia	Realisation Technologies P/L
Matchmaster Communications	NSW Businesslink	Paramedit	Red Hat
Maths@UNSW	NSW Dept of Commerce	Parcelhouse International	Redback Productions
MattNett	NSW Dept of Corrective Svcs	Park Lane Information Tech	Refresh Waters P/L
McCalls Services	NSW Dept of Education & Training	Parmalat Australia	Regal Funds Management
McDonalds	NSW Dept of Juvenile Justice	Partridge Systems	Reino International
McGuigan Simeon Wines	NSW Education	Patni Computer Systems Ltd	Research IT Online P/L
McHugh Holdings	NSW Fire Brigades	PC Rescue	Reserve Bank of Australia
McWhirter Consulting	NSW Government	PC World	Reverse Garbage
MD Consulting	NSW Office of State Revenue	PCeasy Services P/L	Reverse Garbage Co-Op Ltd
Meadowbank Inst of TAFE	NSW Ombudsman	Pearson Australia Group	Rexisoft P/L
Media Monitors	NSW Police	Pearson Computer Systems	Rising Sun Pictures
Melbourne University	NSW Rural Doctors Network	Pegranka Consultants	RK Building Maintenance
Mercer	NSW TAFE	Pelsi P/L	RMIT University
Mercury Solutions Centre	NTT Australia	Penny Computers	Roads & Traffic Authority
Merddin P/L		Perfect Logic P/L	Rosemary Shapiro Consulting
Meriton Apartments P/L		Perfectdata Computers	Ross Human Directions
Metropage P/L	Oakvale Capital	Perle Systems	Rosser Communications
MFB Products P/L	OAMPS Insurance Brokers Ltd	PeterHart	Royal Australian Air Force
Micro Electronics Softworks	Objective	Pfizer Australia	RSP
Micro Serv Consulting	Obsidian	PFT	RTA
Microsoft	Odyssey IT P/L	PGA Technology (Aust) P/L	
Microsoft NZ	OEiliad Digital Media	PHP Programmer	S G I
Milestone Solutions	Office of Govt ITC Dept of Public Works	Phrixus Technolgies	S Michael PTY LTD
Mirapoint	Office of State Revenue	Pillar Administration	S P A Technology P/L
Mitija Australia	Office of the Board of Studies	Pittman Consulting	S&L Pty Ltd
Mitsubishi Development P/L	Omnilab Group	Pixel ITT	SA Software Research P/L
Mobile Data Group	Omnilab Media Group	PLAN Australia	Saif Enterprise
MOD-2 Technologies	Open Channel Solutions	Platinum	SAP Australia
Monash University	Open Source Education	Polartechincs Ltd	Sauce Software
Montage Network Solutions	Open Source Law	Pole Depot Neighbourhood Centre	Savvis Australia P/L
Montero P/L	Open Source Systems SDN BHD	Powerhouse	SBA Music
Moody & Associates	Open Systems Consulting P/L	Powerlink Queensland	SBS Television
Mounties	OpenSkills	PowerSource Software P/L	Scada Systems Mgt
Mox Products	Operational Dynamics	PPPT	SCC IT
MS	Optima	PPS Internet	Schneider Electric
MSA	Optiver Australia P/L	Prestige Design & Production	School of EE&T UNSW
MSAMC	Optus	PriceWaterhouseCoopers	School of Safety Science
MSC	Optus Communication P/L	Primo Smallgoods	Scott McDonald PC Svcs
MSPL	Oracle Corporation	Progressive IT	SDS Pathology
MyISP Internet	Orand Electronics	Promina Group Ltd	Sensis
mypc.net.au	Orbit Australia Pty Ltd	Promina Insurance	Sensis MediaSmart
MySQL	Orchid Business Systems	Protogen Technologies	Seven Network Ltd
	Ord Minnett	Prussia.Net	SGI
	OrientBeach Online	PSA	Shernet Intergrated Services
	OSD P/L	Public Service Assoc. of NSW	Short Cut
	OSR		SIC
	OSS	Qantas Airways Ltd	Silverspan
	OTT	Qizical P/L	SingTel Optus P/L
	Outback Imaging	Queensland Airports Ltd	SIS P/L
	Outward Bound Australia	Queensland Alumina Ltd	Sky TV
	Oxfam	Queensland Transport	Smart Products
	Oz Frontiers Pty Ltd	Quinn Associates	SMH Online
	ozprey technical services	Quo Jure P/L	SNIA
			Software Improvements
			Sole Trader
	P R A Consulting & Svcs		Soltech Networks P/L
	Pacific Blue Gem	R P A H	Solutions First
	Pacific Communications	Rail Infrastructure Corporation	Solutions In A Box
	Pacific Islands Trade & Investment Comm	RailCorp NSW	Sophos P/L
	Pacific Lei P/L	RailCorp Property Unit	SOUL Converged Communications
		Ramin Communications P/L	Soush
		Ray Woodbury & Associates	

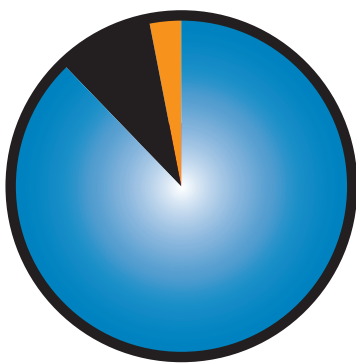
Visitors by Company Name (continued)

Spleonics	The KIX Group	Viva Australia
SQ IT Services	The Lido Group	Vodafone New Zealand
Squiz.net	The Merchant of Welby	VRM Knowledge
SS	The Oaks PS	
SSA Global	The Pagesmith	W Brown & Co
St George Regional Museum	The Resonance Group	WA Dept of Industry & Resources
St John Ambulance Aust (NSW)	The University of New South Wales	Warrior Enterprises P/L
St Pauls Grammer School	Things P/L	Water Research Laboratory
St Vincents & Mater Health Sydney	Thomson Legal & Regulatory	Website Managers
Standard Communications	Thrifty Car Rental (Australia)	Wesley Mission Sydney
Standard Communications P/L	Toblet	Westmead Hospital
Starccom Group P/L	Todaycorp	Westmead Millennium Inst
STARTOS IT	Tollerro	Westnet
State Rail Authority	Toll Fast	Westpac Banking Corporation
State Records NSW	Toowoomba City Council	Westpac Custodian Nominees Ltd
State Services Commission	Toshiba (Australia) P/L	Whatabout RFID
State Super Financial Svcs	Training Choice	WIN Television
Stoic Computing Systems Aust P/L	Transfield Services	Woolworths Ltd
Stralion P/L	Transylvania Computers P/L	WorkdWorking P/L
Stratech Consulting P/L	Treasury Corporation of Victoria	Workforce International
Strategic Data Management	Trimble	Woworth Ltd
Stu Fraser P/L	Trixan Pty Ltd	WSI TAFE
StudyLink	TSD	WWF-Australia
Sun Microsystems	Turboden SRL	WWW Machealth P/L
Superfex Design	TWIG Solutions	WWWalker Web Devt P/L
Swinburne Uni of Technology		
SWTE Australia	U T S	Yachtship Australia
Sydney Adventist Hospital	uAnywhere	Ying & Yang Trading Co
Sydney Computer Doctor	Ultra Networks	
Sydney Institute TAFE	Undercover wear	
Sydney SW Area Health Service	Unico Computer Systems	
Sydney Tech Bay High School	Unicom Systems	
Sydney University	Unified	
Sydney Water	Unique World	
Symantec Corporation	Unisys	ZD Net
Symmetric Solutions	Uniting Church Australia	Zeacom
Syntonic Corporation P/L	University of Canberra	Zenith Management Services
System Smiths	University of Melbourne	Zenucom
Systemed	University of New England	Zotech System
	University of New South Wales	
	University of Newcastle	
T Data P/L	University of Sydney	
Tabcorp Holding Ltd	University of Sydney Union	
TAFE - WSI (OTEN)	University of Technology	
TAFE NSW	University of Technology Sydney	
TAFE NSW Blacktown Campus	University of Western Sydney	
TAFE Sydney Institute	University of Wollongong	
Tagmotion	Unixpac P/L	
Tara Anglican School For Girls	UNSW	
TCN9	UNSW - NCHECR	
Techknowledgy Group	UOW	
Techno Geeks	UTS	
Technology Ten	UTS	
Techrite Solutions	UWS	
TEDIS		
Telstra Corp	Vanaja Systems	
Telstra Corporation P/L	Varian Medical Systems	
Telstra EES	Velseis	
Temperzone Australia P/L	Verifone Aus P/L	
Terabite	Veritech Corporation	
Text 100 Public Relations	VExpress Distribution	
Thales Underwater Systems P/L	Victa	
The ACR Group	Victims Services	
The Australian	Vicwok	
The Frame Group		

Visitor Analysis

A total of 2,100 attendees participated in the exhibition and conference over the three days. There was strong support from local visitors and a significant attendance from interstate as well as interest from internationals.

Visitor Origin

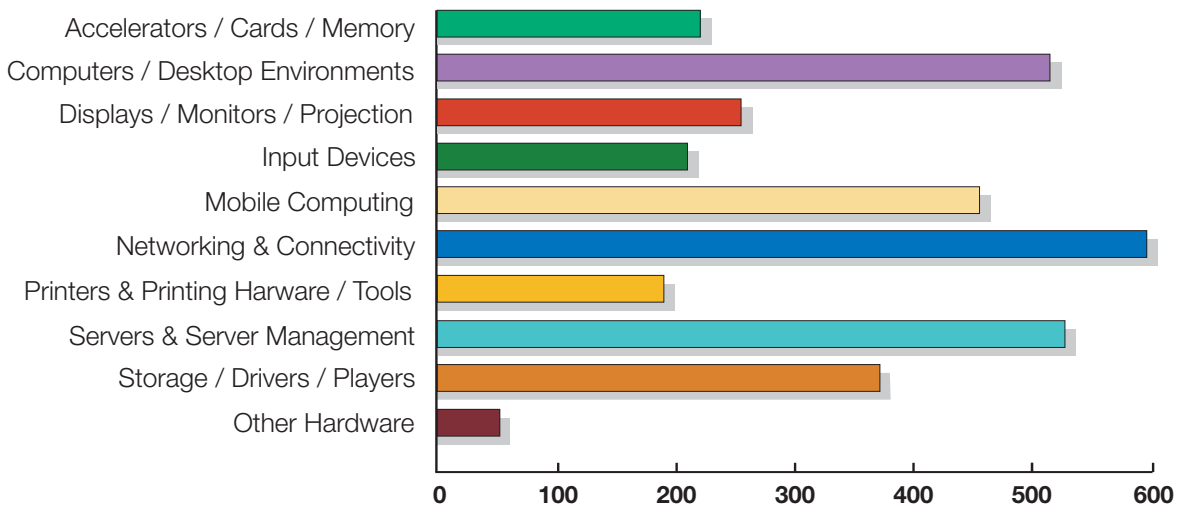


NSW	86%
Interstate	11%
Overseas	3%

International Representation

Fiji	New Zealand
France	Singapore
Germany	Taiwan
Italy	United Kingdom
Japan	USA
Malaysia	

Product Interest: Hardware & Peripherals



“We thought the conference was very useful and the sessions good. We are migrating to Suse and were pleased that Novell were on show. We would definately like to return next year.”

Boulderstone Hornibrook P/L

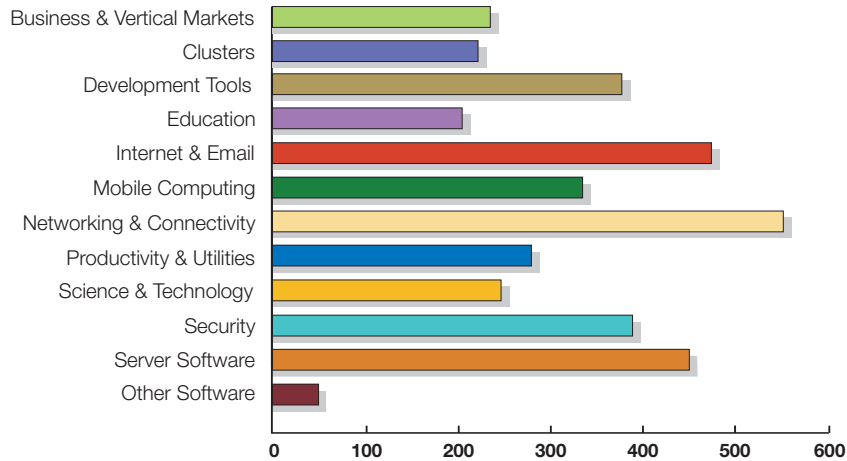
“I was surprised with the calibre of presenters and both myself and my boss got a lot out of the conference. Next year we would like to see birds of a feather sessions incorporated into the program.” **Boeing Australia**

Visitor Analysis (continued)

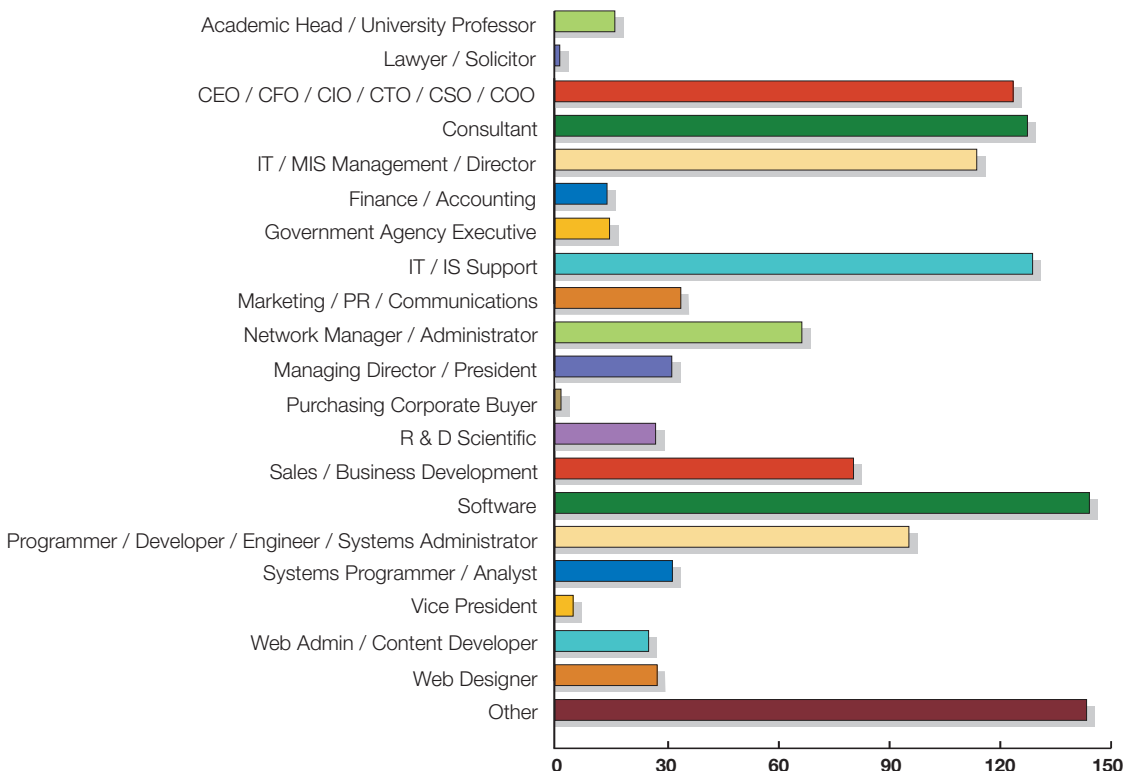
“Great to have an Australian Linux conference available aimed at the corporate/
Government market. Keep up the good work!” De Bortoli Wines

“I’m here for the business sessions. Good to see and hear about certain topics in particular
open source and business and examples of what companies are actually doing with open source.”
Velseis

Product Interest: Software



What is your job function?



Visitor Analysis (continued)

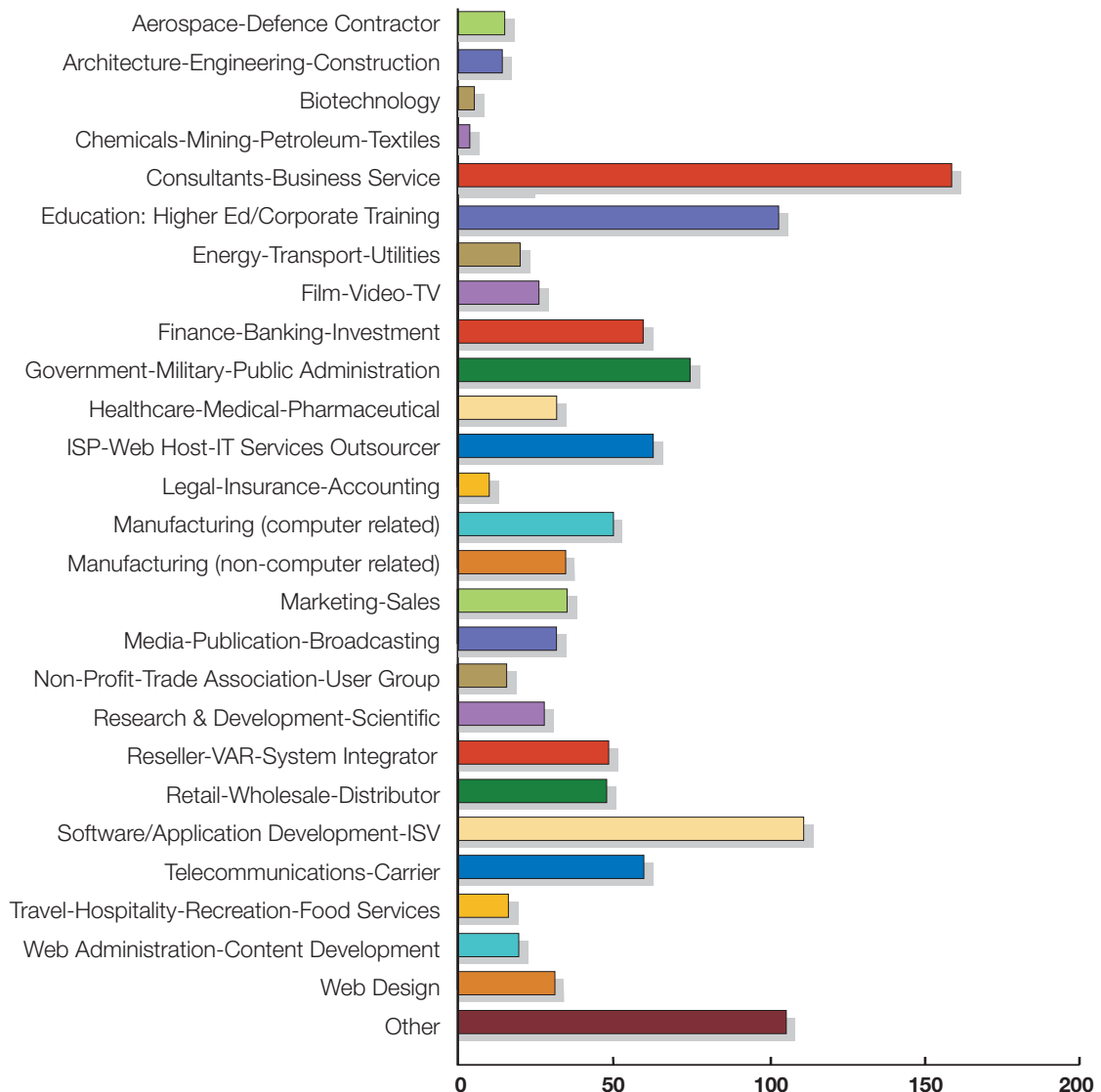
“Tutorials are excellent, documentation good. Les Bell made time for us to ask questions. Referred us to his web site and said that we can contact him anytime”. Reserve Bank of Australia

“I hope that the exhibition will grow to be the best”. Electronic Prototypes P/L

“Glad so many big names in open source were there”. WWWalker Web Devt P/L

“I Thought the expo was good, mainly went to check out hardware suppliers as it is difficult to know who is in this space and the expo did a great job in putting these people on display.” Braetec

What is your business or industry?

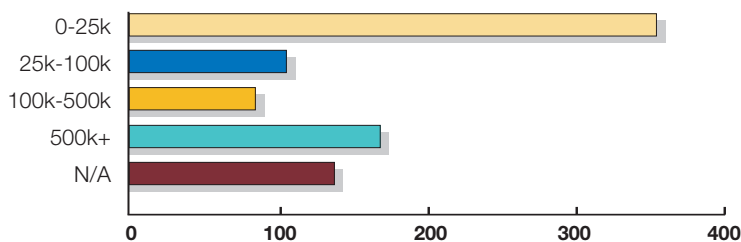


Visitor Analysis (continued)

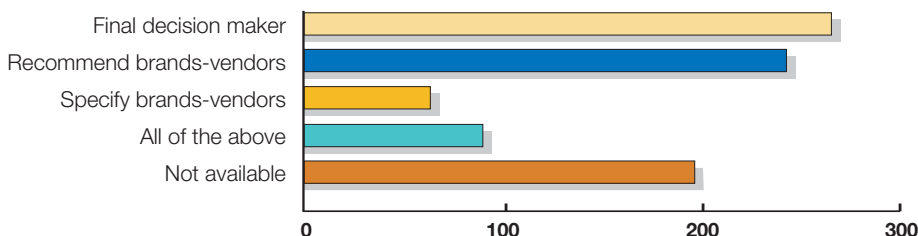
"Linuxworld was an excellent event that really caters to the needs of the business and Government community. We ran the Linux Australia stand, which was to show off the Australian Open Source community and how community, business and Government can work together. We were really happy with the constant stream of people coming to the Linux Australia stand and will certainly be there next year!" **Linux Australia**

"Cyclades was very pleased to be part of the inaugural LinuxWorld Conference and Expo in 2006. The event was extremely well organised, with AES staff being on-hand and extremely helpful both pre and post-event. However, the reason you exhibit is to reach your target audience and we were very pleased with the quality and the numbers of visitors who attended the Expo. We certainly expect new customers as a result." **Cyclades**

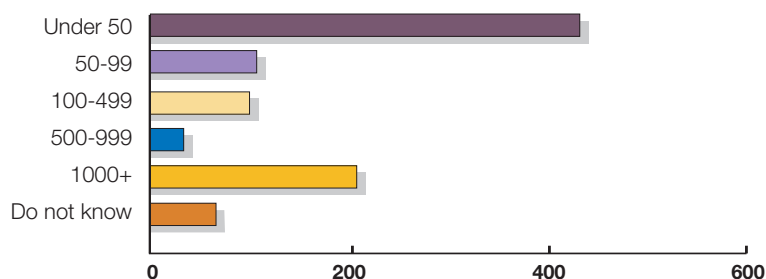
What is your company's IT budget?



What is your purchasing role?



What is your company size?



Visitor Analysis (continued)

“The conference was excellent, very educational, it was very enlightening. As an organisation we are currently evaluating open source and as a result of the conference I have come away with an overload of information and have met lots of fantastic people with a completely different profile to other conferences. I would have liked to have also heard from industry gurus such as Bill Robinson from DeBortolli, however I have made contact with him and am speaking direct - if you hold the conference in Melbourne we will send a lot more people to it. Very well worth attending.” Feltex Australia

“I'm in an advisory role and found the conference very beneficial, I'm not a linux guru but I got the answers I needed to be able to move forward. Will definitely attend next year”
Department of Defence

“I found conference very useful, only attended government day as we are actively considering whether open source fits into our application space and were glad to hear of how others are using. Would definitely attend a government day next year.”
Department of the Environment & Heritage



Exhibitor Analysis

“LinuxWorld 2006 was a very well run conference that as Gold Sponsor, Oracle saw great value in being a part of.” Oracle Australia

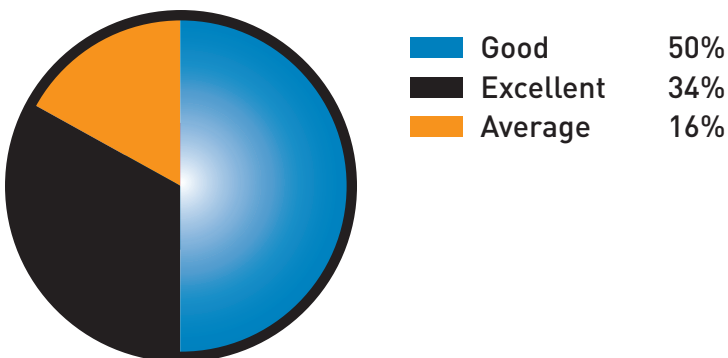
“We thought the show was great. The diversity of attendees as well as represented industries was really good.” Red Hat

“Working with the LinuxWorld organisers: AES, was a breeze. They were flexible and always willing to look at ways to maximise Novell’s sponsorship of the event. The exhibition was considered successful by Novell generating quality leads.” Novell

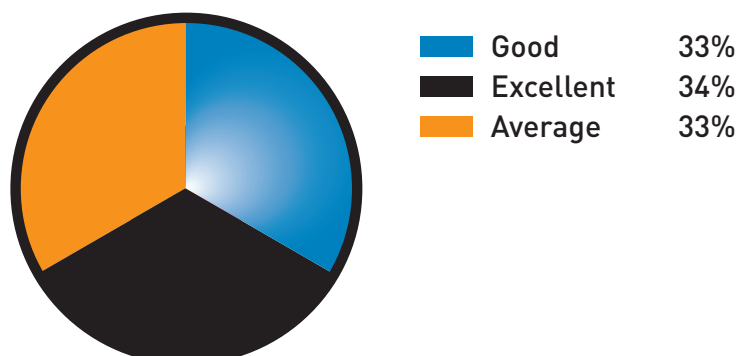
“LinuxWorld proved to be a great launching pad for Fujitsu Supported PostgreSQL. Our booth traffic was consistently high throughout the entire three days, and, more importantly, the attendees were exactly the kind of audience we seek for our support training and consultancy services.” Fujitsu

“LinuxWorld proved to be a great success for Hewlett Packard and as Major sponsor we certainly saw the value in it. The traffic on our stand and the quality of the visitors was high throughout the entire three days and we were happy to be part of the first time event in Australia.” Hewlett Packard

How would you rate the success of your participation in the exhibition?



How would you rate the quality of visitors attending the show?



Exhibitor Analysis (continued)

“We think you guys did a fantastic job and great effort! Thank you for your help in getting Mambo there. We will look forward to working with you next year again!” Mambo Community

“We came to LinuxWorld hoping to be able to secure business from four corporate organisations and by lunchtime of the first day we had already secured three of the four. By the end of the show we saw everyone we wanted to and more. Great event, thanks” Babel

“LinuxWorld has been a great success for Squiz, which allowed us to showcase our flagship product (MySource Matrix content management system) to many new punters looking for a world class CMS....” Squiz.net

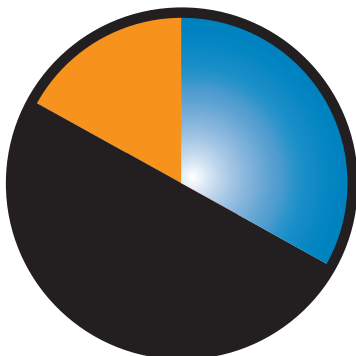
“A great venue for local businesses with open source solutions to meet new prospective users from federal and state government departments. The visitors are pre qualified and they come to LinuxWorld because they are specifically interested in Linux/open solutions” OpenGear

What were your major objectives for exhibiting?



Brand build	10%
Conduct market research	10%
Do business with other exhibitors	5%
Educate visitors	10%
Generate immediate on-site sales	5%
Generate sales leads	15%
Increase sales to current customers	5%
Increase/maintain awareness of company/products	15%
Launch/promote a new product	15%
Network	10%

How would you rate the Exhibition & Conference Management?



Average	34%
Excellent	50%
Good	16%

Public Relations & Media

The event attracted significant media attention with coverage in daily press, trade press, industry newsletters and web based news services. Media coverage of the event has a multiplier effect for all participants as it broadens awareness of the open source services and solutions on show well outside the bounds of the exhibition and conference floor and into the broader community.



The Sydney Morning Herald



Electronic Media

ITWire

www.builderAU.com.au

www.zdnet.com.au

Cnet

CIO Government Website

MIS E-newsletter

www.linuxworld.com.au

Trade Publications

Information Age

CIO Magazine

ComputerWorld

Linux Magazine

MIS Magazine

Press

SMH - Next

IT Australian

Canberra Times

IT Australian Feature

Direct Mail

IDG IT Contacts

ComputerWorld

CIO & Computerworld

Marketbase

Top 100 Australian Companies

House Lists

Telemarketing

For press releases and media generated before, during and after the event go to:

<http://www.linuxworldexpo.com.au/press.asp>

Product Excellence Awards

LinuxWorld Conference & Expo congratulates the following companies for their contribution to open solutions and recognises them in the categories below.

We would also like to thank our judges BuilderAu, CNet and OSIA.

1. Best Open Source Solution

Winner

Mambo Communities
Product: Mambo Open Source Content Management System

Runner Up

Lateral Minds
Product: Alfresco: The Open Source alternative for enterprise content management

2. Best Application Development Platform or Tool

Winner

Dedicated Systems Australia
Product: Wind River Workbench (Linux edition)

Runner up

Revelation Software
Product: OpenInsight for Linux (OIL)

3. Most Innovative Hardware Solution

Winner

Opengear
Product: SD4000 Secure Device Server

Runner up

Custom Technology Australia
Product: IGEL Thin Clients

4. Best Integration Solution

Winner

Bakbone Software
Product: NetVault: Replicator

Runners up

Custom Technology Australia
Product: NoMachine

Novell
Product: ZENworks

5. Best of Show: Total Industry Solution

Winner

Novell
Product: Open Enterprise Server SP2

Runners up

Custom Technology Australia
Product: Scalix

Sybase
Product: Adaptive Server Enterprise 15 for Linux



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27-29 March, 2007
Sydney Convention & Exhibition Centre
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