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DataDirect Technologies to Present at Upcoming MySQL Events

MySQL Users and Attendees of the MySQL Conference & Expo 2008 to Benefit from DataDirect's Data Access and Data Integration Expertise

SANTA CLARA, Calif., Apr 03, 2008 (BUSINESS WIRE) -- DataDirect Technologies

WHAT: DataDirect Technologies (www.datadirect.com), the unparalleled leader in data connectivity and mainframe integration and an operating company of Progress Software Corporation (Nasdaq: PRGS), will present "Increase the Flexibility of MySQL-Based SOA Frameworks with a Data Access Layer," at the MySQL Conference & Expo taking place April 14-17 in Santa Clara, Calif. Additionally, DataDirect will participate in the MySQL hosted Web presentation, "Retrieving, Aggregating and Transforming Your MySQL Data Using XQuery and XML," scheduled for April 8.

WHO: Mike Frost, product manager for DataDirect will lead the efforts at the annual MySQL conference. His presentation will introduce a strategy for separating application logic from MySQL database logic and describe the benefits of a loosely coupled approach for all application and data access logic including reduced development time, simplified deployment and increased overall flexibility within an SOA framework. Mike will familiarize the audience with the concept of a data-access layer based on the emerging Service Data Objects (SDO) and Data Access Service (DAS) standards.

Carlo Innocenti, program manager of XML products for DataDirect will deliver the Webinar. "Retrieving, Aggregating and Transforming Your MySQL Data Using XQuery and XML." Attendees will learn how to query and retrieve data as XML from the MySQL database in a highly scalable and performant way. Carlo will illustrate how developers can aggregate MySQL data with XML documents, Web service results, EDI or with other non-XML formats. He will further explore how to use the DataDirect XQuery engine to perform update operations on a MySQL database including bulk-load operations that shred XML documents into one or more MySQL tables.

WHERE & WHEN: MySQL Conference & Expo 2008

Santa Clara, Calif. Expo Hall

Presentation: Increase the Flexibility of MySQL-Based SOA Frameworks with a Data Access Layer

Date, Time, and Location: Tuesday, April 15 at 11:55 a.m. in Ballroom H

DataDirect Technologies Exhibition Booth#: 204

MySQL Webinar: Retrieving, Aggregating and Transforming Your MySQL Data Using XQuery and XML

Date and Time: Tuesday, April 8 at 1:00 p.m. EST (10:00 a.m. PST)

Event Registration:

<http://www.mysql.com/news-and-events/web-seminars/display-115.html>

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