



VIDEO AVAILABLE: Fresh News and First-hand Perspectives from Frisco and Web 2.0 Expo, courtesy NewsBlaze

For Immediate Release

SAN FRANCISCO, Calif./EWORLDWIRE/April 23, 2008 --- Bringing his bags to the City by the Bay, NewsBlaze Chairman Alan Gray is letting his feet - and his fingers - do the walking and talking, by delivering up-to-date insight into the goings-on at the Web 2.0 Expo at the Moscone Center. For several days in other words, San Francisco, recognized more for love for ecology rather than for modern technology, has become the real capital of the virtual world.

The annual event which will run through Friday, April 25, is organized by the Internet industry and dedicated to improving the Web. The most innovative and successful Internet industry figures and companies present examples of business models, development paradigms, and design strategies to enable mainstream businesses.

Web 2.0 Expo pairs together computer geeks and Wall Street businessmen, and by appearances, both audiences seem to enjoy the experience. Janetti Chon, who draws her experience from the two worlds, says, "The conference allows a dynamic and ir-replicable gathering of amazing people from across the globe to share intelligence, collaborate on ideas and connect with like-minded thinking." Chon is well-suited to provide commentary, with an impressive career spanning various communications companies as well as national giant JP Morgan Chase. She now runs a blog on Web 2.0 Expo San Francisco.

Others who share Chon's passion for the Internet are many, and it's the numbers that speak louder than words, as organizers estimate the number of visitors may rise past one thousand.

Companies and individuals that already target the Internet or are planning to do so in the nearby future compose the familiar brands Adobe Systems, IBM, Microsoft, MySpace, Nokia, Vodafone, Yahoo!, Inc., and even Walt Disney Company. The latter will give an hour-long presentation on Thursday about its latest developments such as its upgraded Web sites, Disney.com and Family.com.

Attending all events would be a remarkable feat for anyone, since organizers have prepared a hectic schedule with dozens of showcases and presentations happening every hour on the hour. To help visitors properly organize their day, the Expo agenda is divided into four groupings: education, tradeshow, networking, and launch pad. The first two are to familiarize attendees with knowledge and expertise around creating the next generation Web, and to introduce them to providers of tools, technology, services and infrastructure. Networking and Launch Pad have been created for companies and individuals who are looking to expand their businesses.

Along with business strategists, developers, managers, and entrepreneurs, the doors of Web 2.0 Expo are wide open for anyone eager to learn how the intricate and often tortuous Web is woven by Internet professionals.

Far from the virtual reality but at the top of minds of experts in healthcare, genetics, finance and politics, the Expo is involved in drawing attention to the very real problems of the world outside computer screens, and the gathering will host a meeting with this goal. Organizers have positioned Web 2.0 as a forum which harnesses "collective intelligence to a bias toward Open systems - the Web's greatest inventions are, at their core, social movements."

NewsBlaze is an acclaimed Internet source of the freshest information and opinion. Alan Gray, the chairman of NewsBlaze, thrives on providing an enthusiastic online readership with the news of highest quality.

For more information about NewsBlaze or to schedule an interview with Alan Gray, contact Krzys Wasilewski at krzys.wasilewski@yahoo.com.

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