

MACWORLD 2010: HOT SHEET

February 9 – 13, 2010 Moscone Center, San Francisco, CA

AN ALL-INCLUSIVE LIST OF THE HOTTEST THINGS TO SEE AND DO AT MACWORLD 2010. OPEN TO ALL REGISTERED ATTENDEES.

EXPO HALL – SEE, TEST, BUY

THE LARGEST COLLECTION OF

APPLE-RELATED PRODUCTS ON THE PLANET-ON SALE FOR 3 DAYS ONLY

SEE THE LATEST PRODUCTS AND COOLEST ACCESSORIES FROM MICROSOFT, SHURE, VMWARE, DR. BOTT, OTHER WORLD COMPUTING, IBM, TOMTOM, LIVESCRIBE, MACSPEECH, XEROX, BOINX, ROGUE AMOEBA AND MORE.

THURSDAY, 2/11	12:00PM – 6:00PM
FRIDAY, 2/12	10:00AM – 6:00PM
SATURDAY, 2/13	10:00AM – 6:00PM

MOBILE APP SHOWCASE - BOOTH #1366

THE LARGEST COLLECTION OF MOBILE APPS UNDER ONE ROOF -
TEST DRIVE THE HOTTEST APPS
CONNECT DIRECTLY WITH THE APP DEVELOPERS
LEARN HOW TO DEVELOP AND MARKET YOUR OWN APPS

A SAMPLING OF EXHIBITING COMPANIES INCLUDE 3D IPHONE, APP CUBBY, BYTE SQUARED, CASUAL DISTRACTION GAMES, DECODE ENTERTAINMENT, FLIXOFT, FROG DESIGN, WHOSHERE, PATTERNMUSIC, PEEKEEZ AND MANY MORE

SPECIAL GUEST APPEARANCES

★ **WARP 11** ★ AMERICA'S PREMIER SCI-FI ROCK BAND
FRIDAY, 2/12 2:00PM - 3:00PM ROOM #134, NORTH HALL

★ **ROGER MCGUINN** ★ FOUNDER OF THE BYRDS
FRIDAY, 2/12 2:00PM - 3:00PM ROOM #134, NORTH HALL

★ **SCOTT KURTZ** ★ MAC-PRODUCED WEB COMIC
FRIDAY, 2/12 12:45PM-1:15PM MACWORLD MAIN STAGE BOOTH # 878

iMACWORLD: THE OFFICIAL EVENT APP

DOWNLOAD iMACWORLD FROM THE APP STORE FOR FREE!
PUT THE MACWORLD EXHIBITOR LIST,
FLOOR MAPS AND CONFERENCE GUIDE IN THE PALM OF YOUR HAND!

FEATURE PRESENTATIONS

LATE NIGHT WITH DAVID POGUE, NEW YORK TIMES' COLUMNIST

THURSDAY, 2/11 9:00AM – 10:00AM

ROOM #134 NORTH HALL

MACWORLD DEMO: BEST OF SHOW – THE HOTTEST NEW-TO-MARKET PRODUCTS UNVEILED

THURSDAY, 2/11 11:00AM – 12:00PM

ROOM #134 NORTH HALL

Q&A WITH KEVIN SMITH, FILM MAKER AND DIRECTOR OF CLERKS, CHASING AMY, JAY AND SILENT BOB

THURSDAY, 2/11 2:00PM – 3:00PM

ROOM #134 NORTH HALL

THE PHOTOSHOP 20TH ANNIVERSARY – DAVID BIEDNY, MULTIMEDIA EXPERT

THURSDAY, 2/11 4:30PM – 5:30PM

ROOM #134 NORTH HALL

REVOLUTION FROM THE REST OF US – GUY KAWASAKI, TECHNOLOGY GURU, CO-FOUNDER OF ALLTOP.COM

FRIDAY, 2/12 9:00AM – 10:00AM

ROOM #134 NORTH HALL

MACWORLD LIVE! WITH LEO LAPORTE, THIS WEEK IN TECH

FRIDAY, 2/12 2:00PM – 3:00PM

ROOM #134 NORTH HALL

THE GRUBER 10: APPLE'S TOP ISSUES – JOHN GRUBER, "DARING FIREBALL" PUBLISHER

FRIDAY, 2/12 4:30PM – 5:30PM

ROOM #134 NORTH HALL

MACWORLD PRESENTS: BT! SATURDAY, 2/13 10:00AM – 11:00AM

ROOM #134 NORTH HALL

MACWORLD 2010 SPECIAL IPAD EVENT JASON SNELL, VICE PRESIDENT & EDITORIAL DIRECTOR, MAC PUBLISHING, LLC SATURDAY 2/13 1:00 PM - 2:00 PM

ROOM #134 NORTH HALL

MACWORLD MUSIC STUDIO - BOOTH #1654

SEE LIVE MUSIC PERFORMANCES ENTER TO WIN A CUSTOM, GIBSON LES PAUL GUITAR

BERKLEE COLLEGE OF MUSIC PROVIDES INSTRUCTION, DEMONSTRATIONS, PERFORMANCES AND TRAINING ON HOW TO USE THE MAC TO BRING YOUR MUSICAL VISIONS TO LIFE - LEARN ALL ABOUT PERFORMANCE, EDUCATION, RECORDING, REHEARSAL, SONGWRITING AND MORE IN THIS HOT AREA!

MACWORLD MAIN STAGE - BOOTH #878

HEAR LIVE PODCASTS FROM THE SHOW FLOOR
MAC GEEK GAB, MYMAC, ANGRY MAC BASTARDS,
MACROUNDTABLE, MAC POWER USERS AND MORE

THURSDAY, 2/11 THROUGH SATURDAY, 2/13

DAILY SCHEDULE ON WWW.MACWORLDEXPO.COM/MAINSTAGE

MACWORLD MAGAZINE: BEST OF SHOW AWARDS
THURSDAY, 2/11 1:45PM - 2:15PM
FRIDAY, 2/12 11:45AM - 12:30PM
SATURDAY, 2/13 11:45AM - 12:15PM

THE YEAR WITH NO MEDIA – ANDY IHNATKO,
CHICAGO SUN TIMES COLUMNIST
THURSDAY, 2/11 2:30PM - 3:00PM

MAC PUNDIT SHOWDOWN - PHILIP MICHAELS,
MACWORLD.COM EXECUTIVE EDITOR
FRIDAY, 2/12 10:30AM - 11:30AM

APPLE AND THE 21ST AND A HALF CENTURY -
A COMEDIC JOURNEY THROUGH APPLE'S HISTORY
FRIDAY, 2/12 2:15 PM - 2:45 PM

THE RUSSELL BROWN SHOW:
PHOTOSHOP TIPS AND TECHNIQUES
THIS SESSION HAS MOVED TO THE MUSIC STUDIO
SATURDAY, 2/13 11:45PM-1:00PM

AN IDG WORLD EXPO EVENT
VISIT MACWORLDEXPO.COM FOR A COMPLETE LISTING OF ALL SCHEDULES.
ALL SCHEDULES AND SPEAKERS ARE SUBJECT TO CHANGE.