



## REAL-TIME ANALYSIS OF MASSIVE AMOUNTS OF DATA

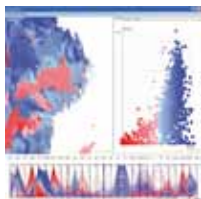
Today, in many spheres of human activity, massive amounts of data are collected and stored. As the volumes of data available to lawmakers, civil servants, business people and scientists increase, their effective use becomes more challenging. Simply keeping up to date with the flood of data, using standard tools for data analysis and management, is fraught with difficulty.



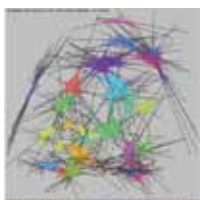
Visual analytics seeks to provide people with a better overview of massive amounts of data. The goal of visual analytics is to enable effective analysis of such data immediately, that is, in real time through interactive visual analysis interfaces. Visual analytics simplifies analysis and empowers individuals to take control of the process, regardless of their proficiency.



This workshop looks on different application areas that increasingly use visual analytics to solve the data challenges of their field. Renowned experts in these areas present new trends in data analysis and explain the benefits with hands-on business and use cases.



Participation fee: 160 Euros. Congress materials, food and drinks are included.



## WEDNESDAY, 20 JANUARY 2010

12:00 a.m. Arrival and Lunch

1:00 p.m. Welcome Address

*Matthias Unbescheiden, Fraunhofer IGD*

1:05 p.m. Visual Analytics – Opportunities and Challenges

*Keynote from Daniel Keim, University of Konstanz*

2:00 p.m. Business Intelligence I

*Visual Analytics and Business Intelligence*

*Jörn Kohlhammer, Fraunhofer IGD*

*Semantic Visualization@SAP*

*Christophe Favart, SAP Business Objects*

*The Role of Design in Applied Visual Analytics*

*Connor Upton, Intel Ireland*

3:45 p.m. Coffee Break

4:00 p.m. Business Intelligence II

*Visual Patent Analysis*

*Steffen Koch, University of Stuttgart*

*Visual Analytics for Decision Automation Applications*

*Thomas Baudel, IBM France*

*Visualization meets Business Intelligence:*

*Opportunities and Challenges*

*Erik-Jan van der Linden,*

*Magnaview*



6:30 p.m. Social Event



## THURSDAY, 21 JANUARY 2010

8:30 a.m. Safety and Security

*Security Applications of Visual Analytics*

*Joe Parry, i2*

*Future Intelligence Analytics:*

*Collaboration, Processing and Visualisation*

*Vera Kamp, Plath GmbH*

*Network Analysis*

*Marc Dacier, Symantec*

*(requested)*

10:15 a.m. Coffee Break

10:45 a.m. Media Technologies

*Visual Analytics for Media Technologies*

*Wolfgang Kienreich, KnowCenter Graz*

*Efficient Access to Content and Knowledge*

*Bertelsmann-WissenMedia*

*Relevant Content: The Basis for Media Analysis*

*APA-Defacto*

12:45 a.m. Conclusion

1:00 a.m. Lunch and Departure

*Updates to the program can be found at*

*[www.analytics-day.de](http://www.analytics-day.de)*



# REPLY CARD

WORKSHOP



I will participate in the 5<sup>th</sup> Analytics Day – VisMaster Industry Day 2010 – on January 20-21, 2010.

- Yes, I will take part in the workshop.
- No, I will not be able to participate in the workshop.

Please return by mail or fax to +49 6151 155-199.

You can also register on the Internet at [www.analytics-day.de](http://www.analytics-day.de).

If you have any questions, please contact Mr. Detlef Wehner  
(email: [analytics-day@igd.fraunhofer.de](mailto:analytics-day@igd.fraunhofer.de), phone: +49 6151 155-441).

**5<sup>TH</sup> ANALYTICS DAY**  
**VISMASTER INDUSTRY DAY 2010**  
SCIENCE MEETS BUSINESS  
FRAUNHOFER IGD DARMSTADT  
**20-21 JANUARY 2010**

Fraunhofer Institute for  
Computer Graphics Research IGD  
Fraunhoferstrasse 5  
64283 Darmstadt  
GERMANY

**REPLY CARD**  
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