

**Press release no. 2/2010**

October 4, 2010

**JAOO is now goto;**

The name of the JAOO software developer conference in Aarhus has been changed to GOTO Aarhus.

JAOO has grown and we need a name that conveys the breadth of topics and the 360° perspective that runs throughout our conference program today. That is why JAOO is renamed GOTO Aarhus.

JAOO began as a software conference focused primarily on Java and Object Orientated Languages and now after 14 years, the conference has evolved to cover new topics such as .Net, Open Source, Agile, Architecture and Design, Web, Cloud, New Languages and Processes.

Our new name goto; captures our concept of including the latest developments as they become relevant and interesting for the software development community. As we move to the future, GOTO conferences will always retain the same high level of industry leading speakers and program, networking opportunities and overall quality that attendees have come to expect with JAOO.

In May 2011, we will launch our first conference with the new name: GOTO Copenhagen. This conference is produced jointly by Trifork and DANSK IT and in October 2011, GOTO Aarhus (formerly known as JAOO) will take place October 9-14, 2011.

**For additional information or questions about the GOTO conferences in Aarhus and Copenhagen,** contact: Geeta Schmidt, [gsm@trifork.com](mailto:gsm@trifork.com).

ABOUT TRIFORK A/S - Since 1996, Trifork A/S, a Danish software consulting and conference company, has organized conferences for software developers, architects and project managers tracking the latest updates in the industry. With an international network of over 300 industry thought leaders, trendsetters and authors, Trifork produces JAOO and QCon conferences in UK, US and Australia. Trifork is a public company listed on NASDAQ/OMX under the listing TRIFOR.