

Changing Paradigms, Presenting Opportunities

18 January 2006 • San Jose, CA

Hosted by Adobe Systems Inc.

Changing Paradigms for Stock Analysts and Investors: Learn how XBRL can make your analysis of company filings more efficient by spending more time doing analysis and less time gathering data.

Presenting Opportunities to Software Product Managers: Learn the market potential and the opportunities for increasing your user base by adding XBRL functionality to your products.

Hear keynote presentations from Corey Booth, the CIO of the Securities and Exchange Commission, Jerry Russoman, the Deputy CIO of the Federal Deposit Insurance Corporation, and Tim Bray of Sun Microsystems, the co-Editor of the XML specification.

Join us for a free conference on how XBRL is being used today and the opportunities it presents for tomorrow. The event will be held in San Jose, CA on 18 January 2006, hosted by Adobe Systems Inc. Registration starts at 7:30 a.m. and a networking reception follows the event.

XBRL, the Extensible Business Reporting Language, is an XML-based language used to describe business reporting information. XBRL is used for internal financial reporting and for quarterly and annual financial reports and regulatory filings. Consumers of XBRL information include internal management, external regulatory agencies, analysts and investors, and others who need to receive financial information in a timely manner and with more detail and possibility of reuse and automated processing and analysis than is currently possible using traditional paper-based or electronic reporting methods. The Securities and Exchange Commission recently established a Voluntary Filing Program to allow public companies to submit their filings in XBRL along with their official ASCII text or HTML.

The program will start with a general plenary session with speakers from US government agencies on the use of XBRL for regulatory filings. The plenary will be followed by two parallel tracks, one for software product managers, and another for stock analysts and investors.

- In the morning Plenary, Corey Booth, CIO of the Securities and Exchange Commissions, will discuss the SEC Voluntary Filing Program and how the SEC expects to benefit from XBRL. Jerry Russomano, Deputy CIO of the Federal Deposit Insurance Corporation will discuss how the FDIC is using XBRL today to increase the efficiency of regulatory oversight of public companies and banks. Tim Bray of Sun Microsystems, co-editor of the XML specification, will speak about the future and potential of intelligent financial data.
- Increasingly complex business reporting requirements and increasing costs of processing and analyzing report information have led many analysts to reduce the number of companies they follow, leading to less information available for investors. Presenters in the Stock Analyst/Investor Track, including Louis M Thompson, President and CEO, National Investor Relations Institute, and Elmer Huh, Executive Director, Morgan Stanley, will explain the role XBRL can play in increasing transparency in business information. By adding intelligence to financial data the processing and analysis of that data can be automated, allowing the analyst to create more accurate, timely reports in a more efficient and cost-effective manner.
- With regulatory agencies expressing more interest in XBRL for business filings, demand for XBRL functionality in financial software packages is increasing. Presenters in the Software Product Manager Track, including Margo Fitzpatrick of Booz Allen Hamilton, Rob Blake of Rivet Software, Tim Mathews of Ipedo, and software product managers from XBRL vendors will discuss market potential and case studies of vendors who have already decided to provide XBRL support. The track will also include a panel on challenges and opportunities covering publishing, rendering, use in the general ledger, integration and validation. XBRL technical experts will discuss what functionality is required in an XBRL-compliant software product.

TIME	SESSION
Wednesday, 18 January 2006	
7:30am – 8:30am	Registration and Breakfast, Adobe East Tower lobby
8:30am – 10:30am	Plenary
11:00am – 12:30pm	XBRL for software product managers
	XBRL for stock analysts/investors
12:30pm – 1:30pm	Lunch
1:30pm – 4:30pm	XBRL for software product managers (cont.)
	XBRL for stock analysts/investors (cont.)
4:30pm – 6:00pm	Networking Reception

Please join us for a networking reception following the program where you'll have the opportunity to enjoy wine and hors d'oeuvres and speak one-on-one with the presenters and other XBRL experts.

This event is organized by XBRL-US, the US jurisdiction of the XBRL International consortium, an organization with over 350 member organizations worldwide who are working to develop and promote the adoption of XBRL. The meeting will be hosted by Adobe Systems at their headquarters in San Jose, CA.

Conference Location

The meeting will be held in the East Tower of Adobe Systems Inc. in downtown San Jose, CA, at 321 Park Ave. Entrances to Adobe parking are located in the West Tower at 345 Park Ave, and the Almaden Tower on Almaden Ave. A map and directions to the Adobe facility may be found at <http://www.adobe.com/aboutadobe/pdfs/sjmap.pdf>. This map also shows nearby hotels.

For those flying in, Adobe is less than ten minutes away from the San Jose airport (SJC). Other airports in the area are San Francisco (SFO) and Oakland (OAK).

Registration

Name _____

Title _____

Company _____

Email _____

I will attend the Software Track Analyst Track

I will be parking a car at Adobe

To register for the event please submit the following information to xbrlus@xbrl.org or via fax to 607-697-0420.