Association for
Computing Machinery
Advancing Computing as a Science & Profession

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**ACM Applicative Conference Attracts Software Developers
from Leading Companies**

Tech Industry Innovators Convening June 1-2 in New York City

New York, NY, June 1, 2016 – The Association for Computing Machinery (ACM) is presenting Applicative 2016, its second annual conference geared to the unique challenges of software developers, in New York City on June 1-2. Applicative 2016 brings together practitioners and researchers to share the latest technologies and trends in computer programming. The conference includes two tracks: one for application developers and another for systems software developers. Applicative 2016 is taking place in the Eisner and Lubin Auditorium of New York University, 60 Washington Square South, New York City.

"Launching the Applicative conference last year was an exciting experiment," explains conference co-organizer George Neville-Neil. "We knew practitioners needed this kind of forum and wanted to provide a space for them to meet and exchange ideas. The response from our first conference was quite enthusiastic. We took what we learned from our first conference and applied those lessons to make this year's program even better. Our speakers are some of the tech industry's leading practitioners—speaking to the most recent trends in the field."

Highlights of the conference include two keynote addresses. Day One of the conference (June 1) culminates with a keynote address by Brendan Gregg, a Senior Performance Architect at Netflix, titled "System Methodology—Holistic Performance Analysis on Modern Systems." Gregg's discussion is designed to help developers think differently about their systems.

Day Two (June 2) of the conference gets underway with a presentation by Brad Green, an Engineering Director at Google, titled "Building Apps on Large Teams—Advantages of Being Inclusive." Green will discuss how Google uses Angular, an open source web application, to develop many of its products.

The Application Development Track
The Application Development track features speakers from leading companies discussing how they are applying new technologies to the products they deliver.

Timely topics such as reactive programming, single-page application frameworks, and approaches that help programmers build faster, more robust applications will be explored. In his

presentation "On Scaling React Applications," Stephan Parunashvili (Facebook) will discuss overcoming performance hurdles in coding front end applications. Later, Yasha Podewsa's (Hootsuite) "Let's Build a Service Oriented Data Pipeline" presentation will illustrate how data pipelines can be made simpler and more maintainable by splitting them into a series of tightly defined services.

Systems Software Track
The Systems Software Track will include presentations exploring topics that enable systems-level practitioners to build better software for the modern world. The speakers are involved in the design, implementation and support of novel technologies and low-level software supporting some of today's most demanding workloads.

Andi Kleen's (Intel) presentation "Mental Models for Modern Program Tuning" gives an overview of some useful mental models to tune programs for modern CPUs. Paul McKenney's (IBM) lecture "High Performance and Scalable Updates: The Issaquah Challenge" looks at the benefits of atomically moving groups of elements among a group of several different types of linked data structures, while still permitting lockless searches before, during, and after this atomic move.

For a full schedule of presentations and bios of speakers, visit http://applicative.acm.org/.

About ACM
ACM, the Association for Computing Machinery (www.acm.org), is the world's largest educational and scientific computing society, uniting computing educators, researchers and professionals to inspire dialogue, share resources and address the field's challenges. ACM strengthens the computing profession's collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence. ACM supports the professional growth of its members by providing opportunities for life-long learning, career development, and professional networking.

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