



FOR IMMEDIATE RELEASE

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MEDIA ALERT

MySpace, Thomson Reuters, and Expert System Kick Off SemTech 2008 Daily Press & Analyst News/Buzz Briefings and RoundTables

Major Industry Announcements, Product Debuts, and Community Buzz to Take Place at the Global Leading Conference on the Commercialization of Semantic Technologies

Los Angeles, CA — 15 May 2008 — The Semantic Technology Conference (SemTech 2008) today announced a schedule of press briefings to be held 19-22 May at the Fairmont Hotel in San Jose, California. Now in its fourth year, the world's pre-eminent conference on the business of semantic technologies showcases the people, places, and products in the semantics industry across key markets and sectors.

SemTech 2008 Daily Press & Analyst News/Buzz Briefings and RoundTables will feature no fewer than 16 industry innovations to be announced by international market leaders, from Fortune 500s to innovative start ups, such as the Cleveland Clinic, Eli Lilly, Expert System, Franz, NETBREEZE, Ontoprise, Ontos, Pragati, the Stanford Center for Biomedical Informatics Research, Thomson Reuters, TopQuadrant, Zepheira, and more. Topics include breakthroughs in enterprise-wide application deployment and integration; data searching, sharing, and tracking; knowledge modeling solutions; information publishing and data provisioning; Open Source community Initiatives; and artificial intelligence functionality.

All briefings will be held in the SemTech Media/Press Room, located in the Hillsborough Room on the Ballroom Level of the Fairmont Hotel, unless noted otherwise. Please refer to the schedule below (subject to change; check with the SemTech press team onsite or on +1 617 921 8656 for any updates). The press room will be open to credentialed, registered members of the press from 8AM to 4PM each day of the conference. All press releases issued during SemTech will be published at <http://www.semantic-conference.com/> as they are announced.

When: Mon 19 May – 10.30AM: Thomson Reuters

11.00 AM: Franz
11.15AM: Expert System
11.30AM: Ontoprise

Tue 20 May – 10.30AM: TopQuadrant

11.00AM: NETBREEZE
11.15AM: Eli Lilly
11.30AM: Stanford Center for Biomedical Informatics Research

Wed 21 May – 10.30AM: Metatomix

11.00AM: Zepheira
11.30AM: Ontos
11.45AM: Saltlux
2.00PM: MySpace (conference session will take place in Regency Ballroom II)
2.45PM: Thetus (conference session will take place in the Club Regent room)



When (con't):

Thu 22 May – 10.30AM: Blue Shield of California
11.00AM: Pragati
11.15AM: Cleveland Clinic

Putting Semantics in Action: Now in its fourth year, SemTech 2008 is the world's largest annual gathering of users, technologists, publishers, developers, specialists, innovators, and entrepreneurs targeting comprehensive, real-world business applications using semantic technologies. As the industry's major conference on semantic technologies, SemTech attracts participants from across the globe, including delegates from Accenture, the American Cancer Society, Apple, AT&T, Barclays Global Investors, BBN, Blue Shield of California, Booz Allen Hamilton, Cisco Systems, Deutsche Telekom, Dow Jones, Eli Lilly, Elsevier, FedEx, Fujitsu, Hitachi, HP, IBM, Intuit, Kaiser Permanente, Lockheed Martin, Mayo Clinic, McDonald Bradley, Merck & Co., Microsoft, MIT, MITRE Corporation, NASA, Oracle, Pfizer, Procter & Gamble, Raytheon, RSA, SAP, Sierra Nevada Corporation, Stanford University, The Boeing Company, the Metropolitan Museum of Art, Thomson Reuters, the United States Army, Unisys, Vulcan Capital, and Wyeth.

Program: More than four dozen sessions showcase the strategic and commercial capabilities of semantic technologies in action. Highlights include tutorials, case studies, keynotes, and panels, as well as vertical industry focus areas and sidebars on financial services, healthcare, application development, government, and semantic SOA. SemTech 2008's globally-recognized speakers and faculty include experts from: Adobe Systems, BBN Technologies; Blue Shield of California; Build Software, LLC; Cleveland Clinic; Cycorp, Inc.; Digital Enterprise Research Institute (DERI); Digitas/Prodigious; DowJones Client Services; IBM; Garlik; GE Global Research; Guardian Life; Harland Financial Solutions; JP Morgan Chase Investment Bank; Kent State/Georgetown/World Bank; Mayo Clinic College of Medicine; Mission Critical IT; NATO - Allied Command Transformation; Oracle; Progeny Systems; Radar Networks; Rearden Commerce; Rensselaer Polytechnic Institute (RPI); Revelytix; Sabre Holdings; Sandpiper Software; Second Integral LLC; Semantic Arts Inc.; Stanford Center for Biomedical Informatics Research; Sun Microsystems; Talis; TopQuadrant; VivoMind Intelligence; WebBackplane; World Wide Web Consortium (W3C); XBRL International Inc.; Yahoo!; and Zepheira.

Media Registration: Members of the media and analyst community must register in advance to attend SemTech Daily Press & Analyst News/Buzz Briefings and RoundTables. On-site registration is available, as well as online at <http://www.regonline.com/Checkin.asp?EventId=165163&RegTypeID=105151> . For more information, including the full program schedule, visit <http://www.semantic-conference.com/> .

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