



Profium announces availability of its semantic technology-based News Solution in the United States

Semantic solution for magazine publishing also debuts at
Semantic Technology Conference in San Jose

For Immediate Release

Contacts:

Profium Ltd.

United States

John P. Carlisle, Vice President, Marketing & Sales

Phone (925) 407-2067, Fax (925) 407-4701

john.carlisle@profium.com

Finland

Janne Saarela, CEO

Lars Sonckin kaari 12

FI-02600 Espoo Finland

Phone +358 (0)9 855 98 000, Fax +358 (0)9 855 98 002

janne.saarela@profium.com

Agence France Presse

United States

Gilles Tarot

Southern Railway Building

1500 K Street, NW, Suite 600

Washington DC 20005

Phone: 1 (202) 289-0700 Fax 1 (202) 414-0525

France

Daniel Oudet

Agence France Presse

13 place de la Bourse

75002 Paris

Tel.: +33 01.40.41.46.46

SAN JOSE, CA, May 21, 2008 — Profium Ltd., an internationally recognized pioneer in the area of the Semantic Web, announced at the Semantic Technology Conference in San Jose the availability of Profium News Solution, a cross-platform and end-to-end solution for multimedia news management and

delivery. Also at the conference, Profium showed publicly for the first time their semantic solution for magazine publishing, Profium Media Solution.

Profium News Solution leverages the latest in Semantic Web technologies to enable news organizations to deliver real time multimedia news in formats personalized for their clients' needs. It can be used as an end-to-end system or integrated with existing editorial systems or digital archives. The editorial system supports standardized metadata for all multimedia content, including text, photographs, audio, video and data files. Profium News Solution is based on an open system architecture and supports industry standards such as NewsML, NITF, RDF metadata and OWL.

Profium Media Solution provides a new way to manage and distribute rich digital content. Taking advantage of the latest semantic technologies, Media Solution enables an agile publishing approach to the reuse and repurposing of digital content for magazine and cross media publishing. Content metadata is stored in a standardized RDF (Resource Description Framework) format in a central database, enabling publishers to efficiently and flexibly deliver digital content in a cost effective manner.

Dr. Janne Saarela, CEO of Profium, demonstrated both Profium News Solution and Profium Media Solution at the Semantic Technology Conference this week in San Jose, California. "Profium is excited to be entering the U.S. market with Profium News Solution and Profium Media Solution. Both these products are powered by our Profium Metadata Server, which has been proven by customers to be a powerful solution for managing rich digital content using Semantic Web technologies. We are pleased that Agence France Presse has adopted Profium News Solution for use by their multimedia desks worldwide, enabling them to deliver personalized, real-time content to their customers."

According to Gilles Tarot, Sales and Marketing Director for Agence France Presse North America, "Profium's News Solution has greatly increased both the productivity and the flexibility of our news delivery. Profium's solution supports full semantic metadata which enables us to provide up-to-the second news to our customers in any format or language they choose. For example, if a customer needs Web-ready updates from the Olympics in China for the duration of the games, we can easily accommodate that client's needs with output that matches the look and feel of their Web site. This capability enables our customers to count on us to be at the cutting edge of not only news coverage but the latest Web and multimedia developments."

The Semantic Technology Conference is being held May 18-22 at the Fairmont Hotel in San Jose, California. The fourth annual conference is presented by the Wilshire Semantic Universe, a joint venture of Wilshire Conferences, Inc. and Semantic Arts, Inc.

Profium delivers software solutions for rich digital content management by leveraging the latest Semantic Web technologies. Profium's software solutions serve the news and media publishing industries,

providing for multimedia archiving, centralized metadata management and cross-media publishing. Founded in 1996, Profium is headquartered in Finland with North American operations located in California. Profium is a member of W3C (World Wide Web Consortium), the main international standards organization for the World Wide Web, and plays an active role in developing new standards for the industry.

###