(Subject line) EXPERTS KNOW that semantic technology is…

(Main body of the e-mail)

Here, happening, and hurriedly making itself a necessary component of any organization seeking to stay current and competitive!

HOW EXPERTS AND INDUSTRY LEADERS ARE USING SEMANTIC TECHNOLOGY (TODAY!) TO REALIZE BUSINESS VALUE

Almost since that first "www" was typed, the IT community has been buzzing with curiosity as to what will be the NEXT big development in terms of the Internet and our ability to access and use information.

With Web 1.0 behind us, and now racing ahead through the tail end of Web 2.0, experts across the globe have come together to identify the Semantic Web (or Web 3.0) as the next phase of the Internet's development.

But . . . in the case of semantic technologies, unfortunately, "next" actually means "now," as the leading organizations are already employing these technologies to derive increased value from their corporate data, search and integration capabilities.

Feeling left behind?   Don't. Because the good news is actually twofold.

First of all, according to the pioneers in semantic technology, "A little goes a long way." Companies are reaping great informational, organizational, and financial rewards by using basic semantic capabilities in applications to find, share, and integrate organizational information more easily and effectively.

According to all the evidence, using the slow, methodical approach of building stepping stones and working towards a semantically enabled structure is a perfectly reasonable strategy and far safer than sitting back and waiting . . . eventually struggling to play catch up when your competitors have surpassed you.

Secondly, industry professionals now have the unique opportunity to learn from experts and peers: hundreds of developers, entrepreneurs, researchers, and practitioners who are currently offering and implementing these new technologies, software, and services.

The 2007 Semantic Technology Conference, May 20-24, in San Jose, California, boasts keynote panelists representing the organizations that are building the future of the semantic technology industry.

Get intimate access to detailed accounts and case studies of how the industry's leaders are succeeding with semantics:

- Recently profiled in IT Week, TechDigest, and MIT Technology Review among many others, UK-based firm, **Garlik**, is providing services to monitor fraud and give consumers power and control over their personal information. **CEO Tom Ilube** (formerly of the London Stock Exchange, Cap Gemini, Goldman Sachs, BA, and PricewaterhouseCoopers) explains how Garlik is using semantically enabled applications and building an integrated system that is semantic-ready,

because, as Ilub explains, "It would be difficult to shift over (later) if we built our system in the traditional way using relational databases."

- With pioneering efforts hailed in The New York Times, **Metaweb Technologies CTO, John Giannandrea** (formerly of Tellme Networks and Netscape/AOL) details how his latest effort will help develop the Semantic Web, giving rise to software agents that automate many functions now performed manually in front of a Web browser . . . And how you can use it to your advantage.

- In a candid conversation with entrepreneurs and investors, **Nova Spivak, CEO and Founder of Radar Networks** lets audiences in on how his organization is developing a new Web-based online service that will bring the power of the Intelligent Web to consumers. Already causing a media buzz in publications such as Entrepreneur Magazine, PC Magazine, the San Francisco Chronicle, and MIT Technology Review, this development is slated for commercial release later this year. At the Semantic Technology Conference, attendees can catch the "wave" before the release of what Spivak describes as something different than Google, something that is "a different strategy . . . a game-changing one."

Additional keynote panelists include Robert Shimp of Oracle, Dave Beckett of Yahoo! Inc., Richard Mark Soley of Object Management Group, Nicholas El Baze of Partech International, Bradley Allen of Siderean Software, Mark Greaves of Vulcan Inc., and panel moderator Mills Davis of Project 10X.

DON'T GET LEFT BEHIND!

Click here for more information on how you can stay current and competitive by implementing basic semantic technologies at your organization!

The NEXT phase is NOW!

Click here to register for the 2007 Semantic Technology Conference now: