(Subject line) How can you keep up with rapid semantic developments?

Semantic Technology Conference Meets the Challenge of Rapid Developments with Late Breaking News Sessions

The field of semantic technology is advancing at an astonishing rate. Only a couple short years ago, few outside the research and academic communities had even *heard* the term "semantic technology," let alone understood its commercial possibilities or the implications it would have for redefining meaning and expanding search and management capabilities. Projected to expand to 25 times its current worth within the next three years as more organizations realize business value from these technologies, this commercial success has led to an even stronger demand for new semantic innovations. Developers, start-up companies, and industry leaders are answering the call by introducing new applications, products, and solutions at an increasingly rapid rate.

With new developments on a seemingly daily basis, IT, data, business, and investment professionals alike are finding it hard to keep up. The fourth annual Semantic Technology Conference is addressing this challenge, providing professionals with the most current and comprehensive picture of this ever-expanding field, by keeping a close eye on the newest offerings and trends.

Less than three weeks out, this year's event, held at the Fairmont, San Jose, continues to add new sessions, case studies, speakers, information, and products to its already jam-packed program. As new semantic developments come to light, Late Breaking News sessions are being added accordingly.

Recent case study additions include:

Related Search using Semantics: A Case Study from CNET

Tim Musgrove, Founder and CEO of start-up TextDigger, Inc., presents preliminary results of a case study—jointly conducted with CNET—aimed at overcoming the cold start problem on related searches. Results of three approaches to generating related searches (CF alone, semantics alone, and CF and semantics combined) are presented with regard to coverage, impressions, and click-throughs.

Garlik: Betting the Ranch on Semantic Web Technology

Tom Ilube, CEO at Garlik, shares his journey towards putting power and control back into the hands of consumers in the field of personal information and identity management: How and why he raised nearly $20 million of venture capital investment (and "bet the ranch") to launch a large scale, consumer business based on Semantic Web technologies; what was the logic behind the decision to adopt, as yet unproven, Semantic Web technology at the heart of this new venture; and what have been the real, practical challenges of taking a set of Semantic Web ideas and turning these into a secure infrastructure based on robust Semantic Web technology.

The Roadmap from SOA to Semantic SOA

Thiru Thangarathinam, Enterprise Architect at Intel, discusses the implications of semantic, service oriented architecture (SOA) and Intel's roadmap in moving from SOA to semantic SOA, wherein the services are based on ontologies—with runtime invocation and inference playing a key role.

Semantic Mashup: A Pragmatic Approach for Information Integration at NASA

Andrew Schain, Chief Technology Officer at NASA Headquarters, presents a live demo, lessons learned, and expanded strategies applicable to other organizations and leads an open discussion regarding how NASA's Office of the Chief Engineer is successfully using semantic technologies to integrate information across four separate databases. Schain details how—working with Semantic Web R&D firm Clark & Parsia LLC—they have developed an RDF data browser called JSpace, which, when used in combination with these databases, creates an environment called POPS (people, organizations, projects and skills) . . . *and* how POPS is being used as a tool for exploring complex information spaces in ways that make sense.

Deploying Semantic Technologies for Digital Publishing: A Case Study from Logos Bible Software

Sean Boisen, Senior Information Architect at Logos Research Systems, presents an example of what it takes to move a real-world, knowledge-intensive application into a Semantic Web framework: Logos Research Systems' effort to build a semantic knowledgebase encompassing general background information about entities and relationships from the Bible. He explains how this Bible Knowledgebase (BK) will be used to support knowledge discovery and visualization in both desktop and web-server configurations for Logos' products and provide an integration framework for their substantial digital library (more than 7000 titles from over 100 different publishers).

Other late-breaking additions include:

Protégé Community of Practice

Natasha Noy, Senior Research Scientist at Stanford University—together with Tania Tudorache and Tim Redmond, Researchers at Stanford University—leads a session catering to current Protégé users: These CoP leaders will answer consumer questions, provide insight into the new capabilities coming in future tool versions, and facilitate the sharing of peer knowledge regarding advanced applications, tips, tricks, workarounds, and other user secrets.

Semantic Technology for Next Generation Telecommunication Service

Tony Lee, CEO of Saltlux, discusses a new semantic-based mobile service model and middleware system for developing a new generation of telecommunications applications and services, which have innovative and intelligent functions. In particular, he presents a social network-based mobile service model, an intelligent home-network service model, and several real-world demonstrations to help telecommunications companies deal with today's strong competition by expanding service buying power through personalization, context awareness, and service adaptation.

Adobe's Extensible Metadata Platform

Gunar Penikis, Sr. Product Manager at Adobe Systems, explains how Adobe's XMP technology is functioning as a catalyst for engaging standards communities, partners, and developers across the ecosystem and enabling more interactive experiences with digital media such as tagging digital photos, interoperability with asset management systems, non-destructive editing, and digital rights expression.

Applications of Analogical Reasoning

John Sowa, Co-founder of VivoMind Intelligence, Inc., discusses the benefits of analogy as an alternative to pattern matching and deduction: He explains how it is a more robust and flexible method (that can find patterns in the data) and how it can be used to derive, modify, or realign formal axioms and ontologies. He also highlights other applications including context-sensitive help facilities, case-based reasoning, and the extraction of an implicit ontology from a mass of legacy software and documentation.

These sessions are just the latest included in the more than 130 tutorial, semantic solution, case study, community of practice, panel, and conference sessions making this year's Semantic Technology Conference the foremost place for business, data, technology, and investment professionals to learn about the commercialization of semantic technology.

See you there!

CLICK HERE TO REGISTER

CLICK HERE FOR A COMPLETE CONFERENCE AGENDA