

(Subject line) What's the VERY latest in semantic technology?

SEMANTIC TECHNOLOGY: YOUR COMPLETE GUIDE TO THE NEW MARKETPLACE

While semantic technology has been a hot topic for over three years within the research, academic, and technical communities, we are currently in the middle of a major movement: the *commercialization* of semantic technologies. Realizing the potential that semantic applications have for enriching meaning and expanding our search and management capabilities, numerous organizations have begun implementing semantic technologies and are already realizing value in the form of streamlined operations, increased revenue, and diminished costs. As others take notice of this value, competitive businesses are seeking more and more information as to how *they* can benefit from these new solutions.

Suddenly, the marketplace is exploding with practical, semantic solutions, tools, products, and applications, as well as start-up companies devoted to creating business value from these technologies . . . *and* recognized industry players offering their own unique innovations.

But to most, this surge in new organizations and real-world technologies can be a bit overwhelming: How can businesses get all the information on who and what is new in the field of semantics and find out exactly how they can use it to their own greatest advantage?

The 2007 Semantic Technology Conference, May 20-24, in San Jose, California, is bringing together all of the very latest companies, applications, products, and technologies in the burgeoning field of semantic technology. Representatives from the leading organizations—new companies and established alike—are gathering to give attendees a comprehensive view of what is available in terms of new services and solutions . . . and in some instances, unveiling new products for the very first time!

With exhibitors including Oracle, Siderean Software, TopQuadrant, Fourth Code, and Metatomix—and more than 15 “Semantic Solutions” sessions—IT, data, business, and investment professionals gain a *comprehensive* picture of the very newest services and innovations hitting the market *right now*.

Highlights include:

Modus Operandi discusses its newest integration technology and services, developed to address complex information integration, and introduces their **Wave product**: responsible for bringing agility and reusability to a service-oriented architecture (SOA) data layer by adding semantic design time and runtime enhancements.

TopQuadrant uses real-world examples to explain their ontology-driven software development solution, the **TopBraid tool suite**. This technology provides an enterprise-level platform for developing and deploying semantic applications and includes both **TopBraid Composer**, the leading professional ontology modeling tool for Semantic Web languages, and the **TopBraid Live runtime server**.

JustSystems discusses the ideal of "universal semantics" and demonstrates their "**xfy**" **technology** which approximates this ideal. They explain how typical xfy applications support "WYWIWYG" ("What You Want Is What You Get") interfaces; web-service-based semantic mash-up; graceful integrations and interpretations of structured data and unstructured text; and semantically "self-aware" information environments.

Franz, Inc. demonstrates their next-generation technology, **AllegroGraph**. This latest technology for commercial-scale triple stores is the world's fastest and most scalable graph database with the ability to load, index, and store billions of RDF triples at a rate of 1.2 million triples per-minute on a single core CPU; achieve additional performance with parallel indexing on systems with multiple processors; and support RDFS++ reasoning, RDF-Prolog, and SPARQL with named graphs, thus offering a new way to manage business analytics in the areas where relational-technology fails.

Aduna Software discusses and demonstrates **Aduna AutoFocus**, a search tool designed to help users find information on their PCs, network disks, mailboxes, websites, and Aduna Metadata Server sources. They highlight its unique feature of presenting the search results using Cluster Maps, allowing users a birds-eye view of keyword combinations. Also discussed is AutoFocus' use of metadata facets, like author, file type, or thesauri, to help consumers formulate queries and give employees a superior way of finding (structured and unstructured) information in all kinds of enterprise data sources.

SaltLux presents audiences with 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, they present 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.

Ontoprise describes an automotive industry project aimed at reducing time to market and facilitating the growing built-to-order trend. They explain how ontologies can be used to describe the model for the behavior, which can be tested in reality, and how knowledge can be shared between different organizations and departments earlier in the development processes.

Data-Grid targets the venture capital industry and explains, that with a commercially viable Semantic Web still potentially 5-7 years away, how the standards that underpin Web 3.0 may be used today in implementing Web 2.0 applications. They specifically demonstrate a private database made available only to venture capitalists that contains information on all of the private financings done by venture capital firms.

Don't miss your chance to join over 130 speakers, more than 600 colleagues, industry-leading organizations, and the most buzzed about new start-ups as they guide you through today's growing commercial semantic marketplace.

See you there!

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