

Case Studies Demonstrate Real-World Business Application of Semantic Technologies and the Semantic Web

The annual Semantic Technology Conference confirms the business value of semantic technology and the Semantic Web with the addition of 24 real-world case studies. With the field of semantic technology currently a \$2 billion-per-year market and projected to grow to over \$50 billion by the year 2010, global leaders are uniting to detail their personal experiences using these innovations to generate revenue, save time, improve knowledge management, and reduce costs.

San Jose, CA ([PRWeb](#)) April 17, 2007 -- Wilshire Conferences, Inc. announces the 24 case studies to be featured at the 3rd annual [Semantic Technology Conference](#), May 20-24, at the Fairmont San Jose in San Jose, California. This year's event is both the largest event ever dedicated to the business of semantic technologies as well as the most comprehensive offering of first-hand customer experience accounts.

Pioneers such as Raytheon, Intuit, Time Inc., US Air Force, Cleveland Clinic, MetLife, and Stanford University, among others, explain exactly how semantic technology has moved from the research phase to real world: how the Semantic Web is being built using metadata, XML microformats, and the W3C standards RDF and OWL, as well as how the newest technologies and applications--including SOA, ontologies, semantic integration, semantic queries, natural language extraction, and semantic wikis--are comprising this new semantically-enabled web and how these new capabilities are changing the face of information search, management, and integration.

With all signs pointing to the standardization of semantic technologies, the question becomes not so much about "WILL business start incorporating these advances?" but rather "HOW will they go about making the upgrades?"

Tony Shaw, President of Wilshire Conferences, feels that one of the most exciting aspects of this year's event is the quantity and quality of the case study participants and the opportunity to learn from these organizations at the forefront of the semantic movement. "There are some truly amazing tales out there of how organizations are implementing these solutions. It is fortunate for today's businesses that rather than risking their own resources while aiming to implement semantically-enabled systems, companies such as Time Inc. and MetLife are offering to educate them. Other companies can reap the benefit of learning from a company such as Time or Raytheon or Cleveland Clinic as far as what has worked, what hasn't, and what is the best way to go about these changes."

In addition to the 24 case study presentations, the [Semantic Technology Conference](#) features over 130 expert speakers, two keynote panels, more than 600 attendees, and a comprehensive presence of exhibitors unveiling the latest semantic product innovations.

For more information about the world's largest and most authoritative conference on the commercialization of semantic technology, please visit the [conference website](#).

About Wilshire Conferences:

[Wilshire Conferences, Inc.](#), headquartered in Los Angeles, California, sponsors and organizes educational conferences for information technology professionals, primarily in the areas of data management and application development. Wilshire Conferences enables industry leaders, professional peers, and technology experts to



interact and share best practices on the most effective ways to implement IT.

More 2007 programs from Wilshire Conferences include:

- * Data Governance Conference, June 25-28, San Francisco, CA
- * Service Oriented Architectures for Data Management (SOA), August 21-23, San Francisco, CA
- * Information and Data Quality Conference (IDQ), September 24-28, Las Vegas, NV

Please visit the Wilshire Conferences website for a description of these educational conferences or to sign up to receive announcements of future events.

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