

The Semantic Technology Conference Boasts Industry Leader First-Hand Accounts, Confirming the Relevance of Semantic Web Technologies

2nd Annual Conference focuses on the commercialization of emerging Semantic Web Technologies

SAN JOSE, Calif. -- February XX, 2006 – The Semantic Technology Conference (SemTech 2006), the leading conference on Semantic Technology in the U.S. today, promises to, once and for all, obliterate any doubts as to the relevance of Semantic Technologies in today's enterprise. Scheduled to convene on March 6-9, 2006 at the Fairmont Hotel in San Jose, California, SemTech 2006 reveals pertinent case studies detailing the successful commercial implementation of such ontologies by numerous industry pioneers across a spectrum of divergent disciplines.

Featured organizations include:

- **GE Global Research** will illustrate, from conceptualization to design and implementation, how a component-based ontological framework standardized and organized vast amounts of operational information for a water and process technology company. Session will conclude with lessons learned and prospective realms for future study.
- **Time, Inc.** will explain how a media giant met the challenge of successfully working with a variety of websites, all with varying functional and editorial needs, while still sharing core concepts used to classify content and satisfying the particular creative and business needs of each title client.
- **BellSouth** will address the question, "Does the consumer of information have a role in taxonomy creation?" and describe how a Fortune 500 company has pioneered user-based taxonomies and cultivated an understanding of how consumer behavior can effect the process of taxonomy design and implementation.

Other case study contributors will include **Cleveland Clinic, Sierra Nevada, National Institutes of Health, Raytheon, Boeing, Northrop Grumman, The Walt Disney Company, and General Motors.**

SemTech 2006 will serve as an assemblage of industry leaders—customers, developers, vendors, entrepreneurs, and researchers—a place for IT business executives to learn how to meet the challenges of creating and resolving meaning within the software of today's enterprise, not to mention a place to network with likeminded colleagues, and a forum for the experts to pass along the most up-to-the-minute information regarding the commercialization of Semantic Technologies.

Semantics is quickly emerging as THE hot industry sector of the decade, and for good reason. According to XXXXX of XXXXX, Semantic Technology is " . . . a \$2 billion per year market and projected to grow to over \$50 billion by the year 2010, with leading analysts

estimating that 35-65% of our System Integration costs are due to Semantic issues." With this type of revenue at stake, SemTech 2006 is a must for any industry professional

challenged with making systems more productive, by making the meaning of information more explicit, and thus, more easily comprehended by computers.

Tony Shaw, president of Wilshire Conferences, the organization responsible for producing the four-day conference, perhaps most succinctly sums up the goal of SemTech 2006. "If you can dedicate just a few days to get up to speed with all the new advances in this pervasive technology," says Shaw, "we guarantee that you will leave with not only essential information on how to resolve your organizational software challenges, in effect allowing you to function more efficiently, but also, quite likely, having established some mutually-beneficial and long-lasting professional and peer relationships."

Conference Sessions

Speakers at SemTech 2006 include such acclaimed keynotes as James Hendler, from the University of Maryland and Ora Lassila, of Nokia Research Center; Deborah McGuinness, of Stanford University; and Mills Davis, of Project 10X as well as other respected innovators such as Eric Miller, the Semantic Web activity lead for the W3C (World Wide Web Consortium); Doug Lenat, founder of Cycorp; and Dave McComb, author of the book "*Semantics in Business Systems*."

With more than 80 different sessions, SemTech 2006 has something for everyone – from basic non-technical business sessions on *Semantics in Perspective* to more technical discussions on *Semantics in GRID Computing*, *Semantic Web Services*, and specific industry ontologies.

SemTech 2006 is co-sponsored by major industry players including Oracle and Cerebra. Oracle, the world's largest enterprise software organization, is responsible for equipping businesses and governments around the globe with the tools needed to most effectively utilize their business systems. Cerebra leads the way in technology innovation and driving standards in the application and commercialization of semantic technology to unify data, content, and policy across organizations.

For more information or to register for this event, please visit www.semantic-technology.com.

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