

2nd Annual Semantic Technology Conference Announces Late Breaking News Sessions

Conference boasts timely topics, customer case studies, and expert speakers, highlighting the relevance of emerging Semantic Web Technologies

SAN JOSE, Calif. -- February XX, 2006 – With already over 500 registrants to date, The Semantic Technology Conference (SemTech 2006), announced its much-anticipated Late Breaking News Sessions. Focused on today's utmost pertinent and influential issues, the conference proves to have its hand on the pulse of the IT industry and confirms its place as the leading conference on Semantic Technology in the U.S.

Late Breaking News Sessions to include:

- **Dr. Gary Ng**, of **Cerebra**, will provide, using both theory *and* specific use cases, a working introduction to Semantic Web logics, including the logical foundations of RDF and OWL as well as Cerebra's experiences utilizing the language within production applications.
- **Sima Yazdani**, of **Cisco Systems**, will provide a practitioner's view of how enterprise taxonomies can serve to function as a stepping-stone toward Knowledge Networking.
- **Carl Mattocks** will describe **MetLife's** development and implementation of an Ontology that fulfills IT service management practice.
- **Lee Stroupe** will illustrate how **Blue Cross Blue Shield of Tennessee** is working with Webify to discover a technology solution that will improve payer-provider connections and unify fragmented claims systems through the establishment of a common language.
- **Masaki Itagaki**, of **Microsoft**, will address the very relevant issue of conceptual duplications and how Microsoft is using syntactical analysis of description text to create semantic similarity between divergent descriptions for the same or related concept.

Other Late Breaking News Sessions and presenters will include:

- "Delivering Business Agility via SOA at Juniper Networks using Semantic Integration Technology"—Pano Anthos, Pantero and Alan Boehme, Juniper Networks.
- "Case Study: Deploying an Ontology-Based Enterprise Information Integration Solution at the USAF 45th Space Wing"—Kent Bimson, Bimson Consulting and Richard Sirmons, US Air Force.
- "Semantic Web for Large Scale Integration of Scientific Data"—Peter Fox, High Altitude Observatory/NCAR and James Benedict, McGuinness Associates.
- "Semantic Web for the Front and Back Office II: swORDFish and the Open Source Community Initiative"—John Robert Gardner, Sun Microsystems.
- "Semantic Wikis for Information Management (SWIM)"—Conor Shankey, Visual Knowledge.

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.

"To me, the advent of our Late Breaking News Sessions is further proof of the undeniably fluid nature of Semantic Technology as a whole," states Tony Shaw, president of Wilshire Conferences, the organization responsible for producing the four-day conference. "Due to this constantly-advancing and evolving nature of the IT industry, its standards, and practices, we make it a highest priority to stay continuously abreast of the most up-to-the-minute developments and incorporate them into our program. Even between the conference's inception and initial planning phases, ten, twelve months out, so much can change in the industry, which is why it is crucial to leave oneself open to incorporating this new material. For those who may have attended the conference last year, I think they will be surprised at the amount of completely fresh information at this year's event."

Additional Sessions and Speakers

Previously announced speakers at SemTech 2006 include such significant 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 industry leaders such as Dave Reynolds and Ian Dickinson, of Hewlett-Packard Laboratories; Erik Hennum, Dan Chang, and Rex Gardner, of IBM; Bradley Allen, of Siderean Software; Richard Lee, of Booz Allen Hamilton; Hal Abelson and Ben Adida, of MIT; and Paul Vincent and John Cribbs, of Fair Isaac.

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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