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Moving Towards a Semantic Enterprise at SemTech 2010

By LIN CLARK | Published Jun 14, 2010

In one week in April, with three events in one city, the Web took a leap towards a new future — a [semantic future](#). The Semantic Technology conference next week will show information professionals just how to take hold of this future.

Web Developers View the Semantic Web

To kick the week off, microblogging giant Twitter announced on April 15 that it is taking its first step in turning Twitter into a "[platform for developers to innovate on top of](#) " with its [Annotations feature](#), a way of including rich metadata in tweets.

Four days later, the founder of the open source CMS Drupal ([news](#), [site](#)) [announced](#) that the hundreds of thousands of sites running Drupal will publish semantically annotated content with the release of Drupal 7.

And three days after that, Facebook CEO [Mark Zuckerberg announced](#) that the social networking megalith would be using the RDF-based [Open Graph Protocol](#) to semantically link sites to Facebook, turning the Web into one large graph to create a more social, more personalized space.

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Semantic Technologies in Your Organization

For those trying to figure out how to best make use of semantic technologies in their businesses, there is another event taking place next week in San Francisco — the [Semantic Technology conference](#), which positions itself the world's largest conference focusing on the application of semantic technology in business.

Through talks and hands on tutorials, information professionals in industries such as healthcare, finance, government and publishing will learn how to leverage these semantic technologies to streamline information processes and make their data easier to work with.

The Program at a Glance

The program kicks off on Monday, June 21 with *Semantics for the Rest of Us*, a gentle introduction to the Semantic Web with no coding experience necessary. Over the course of

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the next 4 days, attendees will hear from the researchers and implementers creating the standards; the program is a veritable who's who of those working in the field.

Attendees will also hear the in-the-trenches stories from developers at companies such as Facebook, Google, Best Buy and Nokia, who will discuss their experiences implementing these technologies. Dean Allemang and James Hendler, authors of the influential **Semantic Web for the Working Ontologist**, will give the first keynote, "[Semantic Web for the Working Enterprise](#) ," and David Siegel, author of **Pull: The Power of the Semantic Web to Transform Your Business**, will talk about looking at the business landscape from a 'pull' perspective.

The conference takes place from June 21-25 at the Moscone Center in San Francisco. More information is available at <http://semtech2010.semanticuniverse.com> .

Full Disclosure: *The author was a contributor to the RDF in Drupal 7 core initiative and will present a tutorial on Drupal at the Semantic Technology Conference.*

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About the Author

Lin Clark is a Masters Researcher at the [Digital Enterprise Research Institute](#) at NUI Galway. She is a core contributor to Drupal and is currently working on a [Google Summer of Code project](#) to make consuming and visualizing Semantic Web data easy, even for people who don't code.

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