

leveraging a rich understanding of the relationships between different themes and concepts to access, manage, and act on the items in the locker to present relevant content and services. Additionally, the panel will address user privacy and control issues and opportunities in regards to real time context such as role, intent, and location.

For more information about David Siegel or to purchase his books, visit www.thepowerofpull.com

To hear Siegel speak at SemTech 2010, register for the conference at www.SemTech2010.com

To request press credentials, please visit <http://semtech2010.semanticuniverse.com/press.htm>

About Siegel Pull, Siegel's fourth book about the Web, is the culmination of ten years of research and hundreds of interviews. It contains Siegel's vision for the future and examines how the semantic web will change the rules completely, wiping out much of what we use today and replacing it with much more productive tools. The book highlights upcoming shifts in manufacturing, supply chain, retail, real estate, financial markets, healthcare, law, marketing, search, advertising, transportation, shipping, tax collection, and more.

In 1995 Siegel wrote his first best-selling book about the Internet titled, Creating Killer Web Sites, which remains Amazon.com's longest-running number-one bestseller. Siegel has also authored Secrets of Successful Web Sites, Creating Killer Web Sites II, Futurize Your Enterprise, and his newest book, Pull. Siegel has been lecturing and speaking about the Web since 1995, and about the semantic web since 1998. He has delivered over 100 speeches on the Internet and business. Since 2000, Siegel has been an active angel investor, advisor, and board member. He is chairman of LTR.com, based in New York City, and Primoris Brick and Paver company in Phnom Penh, Cambodia.

About SemTech SemTech is the world's largest conference on semantic technologies. It is the only event focused on the commercialization of semantic technologies, bringing the most recognized names, knowledge, leadership, and innovation in the semantic community together at one location. SemTech is owned and operated by Semantic Universe--the semantic community's trusted information resource. For more information please visit SemanticUniverse.com, email [info\(at\)semanticuniverse\(dot\)com](mailto:info@semanticuniverse.com), or call (310) 337-2616.

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