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Press Release

Primal Launches Semantic Synthesis Platform

06.23.10, 12:01 AM EDT



BusinessWire - Live from the 2010 Semantic Technology

Conference, Primal today announced the Primal semantic synthesis platform and its newest product, Primal Pages. Delivered as software as a service, Primal's platform is targeted at content publishers with the objective of greatly expanding their digital footprint and improving engagement with their consumers, while significantly reducing costs. For consumers, the platform delivers a more personalized content experience that is based directly on their individual thoughts and intentions. Instead of having to sift through pages of content, Primal's software assistants automate this time consuming process, assembling and organizing relevant and timely information that is ultimately more usable and actionable.

In addition to the launch of the semantic synthesis platform, Primal introduced its newest offering, Pages. With Pages, users can now quickly generate an entire website using an unprecedentedly simple process based on topics they specify. These Primal Pages may then be explored, customized and shared with friends or the general public. Pages utilizes Primal's semantic synthesis technology that enables it do far more than simply facilitate content discovery. It allows the websites to be architected from the ground up, with the end-users as the ultimate architects. In real-time, it builds a structure of related topics around their interests and assembles information from sites like Wikipedia, Yahoo! and Flickr, delivering relevant and useful content in a centralized view.

"Semantic synthesis is the ability to create in real time a machine-readable expression of my intentions for content, so that computers can assemble the information to match those intentions at that very moment. Supported by our growing portfolio of patents, we've developed an intuitive technology that expresses a person's thoughts as a blueprint for computers. Using this

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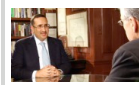
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blueprint, computers can act as personal assistants to work the Internet on the person's behalf," said Primal's Founder and Co-President, [Peter Sweeney](#), speaking live from the Semantic Technology Conference. "With the ability to automate content manufacturing, Primal greatly simplifies the process, enabling an entirely untapped group of non-technical people to quickly and easily publish their thoughts to the Web."

Primal's semantic synthesis technology addresses the challenges of scalability and personalization in knowledge representation for the consumer Internet. Using Primal's semantic synthesis technology, any individual or organization can become publishers and find a voice for their big ideas: Teachers will be able to seamlessly build a website of course materials for their students; hobbyists can create a one-stop, definitive source of information for their pastime; politicians can build hyper-local, targeted sites featuring local activities and news in support of their constituents; small businesses can provide information to support their products.

Primal is building a suite of products to make the Internet simpler and more productive for consumers. It includes the following offerings:

-- Primal Thought Networking: supercharges your thinking by remembering, organizing and connecting your ideas in your own machine-readable thought network. Your thought network can then be used as a blueprint for computer assistants, working on your behalf to assemble documents, search the Web and brainstorm new ideas.

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-- Primal Search: finds Web pages about your thoughts and filters results to support your ideas. It searches through many related keywords at once, and provides you with results that are more tailored to your needs.

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-- Primal Pages: lets you rapidly create, customize and share an entire Website on any subject you care about, just by indicating topics of interest.

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-- Primal Storm: your online brainstorming assistant. Just give Storm a few words to start and it'll suggest related ideas to expand your thoughts.

-- Primal Developer: brings the power of thought networking and semantic synthesis to developers' applications -- allowing them to create the next generation of intelligent [Web applications](#).

Peter Sweeney and Vice President of Development, Anne Hunt, will be speaking at the Semantic Technology Conference, taking place at San Francisco's Hilton Union Square, on Wednesday, June 23 at 10:15 a.m.

Join the Primal community at www.primal.com or

-- Facebook -- www.facebook.com/primalfbbook

-- Twitter -- www.twitter.com/primaltweets

-- YouTube -- www.youtube.com/primalchannel

About Primal

Founded in 2005 by Peter Sweeney, Primal is based in Waterloo, Ontario Canada. The company provides consumers, publishers and developers with a suite of personalized content and knowledge management products based on its proprietary semantic synthesis platform. Primal enables a more convenient and productive online experience, driven by the thoughts and intentions of individual users. To learn more about Primal and to experience its thought networking products, please visit www.primal.com.

SOURCE: Primal

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