



## Check Out the Companies That Make ReadWriteWeb Possible

Written by Admin / May 23, 2010 10:25 AM

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### Medill School of Journalism

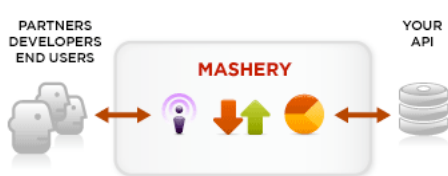
The [Medill School of Journalism](http://www.medill.northwestern.edu) (<http://www.medill.northwestern.edu>) at Northwestern University offers programs that combine the enduring skills and values of journalism with new techniques and knowledge that are essential to thrive in a digital world. You might have a passion for creating finely crafted prose, or for telling stories using visual tools. Maybe you are invigorated by the possibilities of [interactive publishing](http://www.medill.northwestern.edu/innovation/default.aspx) (<http://www.medill.northwestern.edu/innovation/default.aspx>), or by videography for the [small screen](http://www.medill.northwestern.edu/innovation/page.aspx?id=134783) (<http://www.medill.northwestern.edu/innovation/page.aspx?id=134783>). Maybe you are an [experienced professional](http://www.medill.northwestern.edu/journalism/grad/page.aspx?id=125579) (<http://www.medill.northwestern.edu/journalism/grad/page.aspx?id=125579>) looking to renew and retool your multimedia skills. You can find your niche in Medill's graduate journalism program.



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### Mashery



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[www.mashery.com](http://www.mashery.com) (<http://www.mashery.com>) is a platform for Web services, allowing companies to manage their APIs using Mashery's expertise. At the "Business of APIs" conference, Mashery CEO Oren Michels [explained to the audience](http://blog.mashery.com/2008/11/03/the-business-of-apis-mashery/) (<http://blog.mashery.com/2008/11/03/the-business-of-apis-mashery/>) that while APIs are a technology, their use is a business decision. He went on to say that Mashery has helped customers such as WhitePages.com, Thumbplay, Compete.com, and Calais. Check out the white paper ["Five steps to scaling your business development using Web services"](http://www.mashery.com/solution/downloads.html?id=2) (<http://www.mashery.com/solution/downloads.html?id=2>) to discover how you can use APIs for your business.

You can find out more about APIs and their business use at [www.mashery.com](http://www.mashery.com) (<http://d.ads.readwriteweb.com/ck.php?>)

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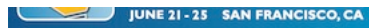
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### SemTech 2010



[SemTech 2010](http://www.SemTech2010.com) ([www.SemTech2010.com](http://www.SemTech2010.com)) is the world's largest, most authoritative conference on semantic technology. The programs covers semantics in enterprise computing, consumer applications, search, Linked Data and social networking. SemTech is the place where the entire



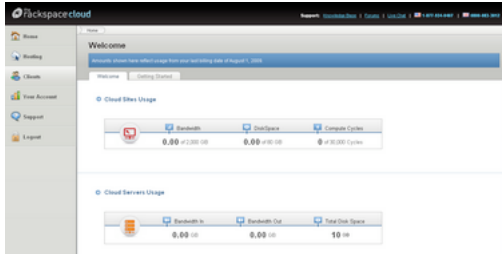
community gathers to do business - entrepreneurs and investors, researchers and product developers, marketers and customers.

This year we have in-depth focus on industry applications in Healthcare, Life Sciences, Open Government, Publishing, Finance and Advertising. Case studies will be provided by early adopters including Best Buy, Biogen, Blue Cross, Boeing, Cleveland Clinic, DoD, Group M, Merck, Nokia, Pearson, Pfizer, Salesforce.com, US Air Force, University of Texas and the World Bank. The full program is available at [www.SemTech2010.com](http://www.SemTech2010.com) (<http://www.SemTech2010.com>). The conference hashtag is #SemTech.

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## Rackspace



**Rackspace** (<http://bs.serving-sys.com/BurstingPipe/BannerRedirect.asp?FlightID=907322&Page=&PluID=0&Pos=1697>) is one of the world's largest hosting providers, but it's also competing in the cloud computing arena. Rackspace Cloud Hosting offers a suite of services which combines a scalable Web and application hosting platform (Cloud Sites) with a cloud storage solution (Cloud Files) and on demand server instances (Cloud Servers). The addition of **SliceHost** (<http://www.slicehost.com/rackspace>) a popular cloud computing and hosting provider and **JungleDisk**, a **favorite online backup service** ([http://www.readwriteweb.com/archives/free\\_online\\_storage\\_services.php](http://www.readwriteweb.com/archives/free_online_storage_services.php)) that supports Cloud files, makes the **Rackspace Cloud** (<http://cloud.rackspace.com/>) a powerful cloud hosting solution.

**Explore Rackspace** (<http://bs.serving-sys.com/BurstingPipe/BannerRedirect.asp?FlightID=907322&Page=&PluID=0&Pos=1697>) 's hosting and cloud computing solutions.

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## Sourcebits

**Sourcebits** (<http://www.sourcebits.com/rw>) designs made to order applications and games for iPhone, iPad, Android, Blackberry, Mac OS X, and the Web. Established in 2006 with offices in the U.S. and India, we have incredible capacity, employing over 200 expert designers and engineers working round the clock on in-house and client projects. We are passionate technophiles with a relentless drive to stay ahead of the curve on emerging technologies and design trends.

**Sourcebits** (<http://www.sourcebits.com/rw>) is an industry leader in advanced software, Web portal and graphic design. We leverage proficiencies in the iPhone and Android SDKs, BlackBerry JDE, WebOS, Facebook APIs, OpenGL, state of the art CMS and MVC, Adobe AIR, Flex and Flash, HTML5, and advanced CSS to produce innovative, inspiring designs for almost any publishing platform. We take pride in being one of the most creative and forward-looking software development companies in the world.



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## Clickatell



Clickatell has over **22,000 customers** ([http://www.clickatell.com/success\\_stories.php](http://www.clickatell.com/success_stories.php)) utilizing our service from small mom & pop outfits to large Fortune 500 companies including Avaya, Oracle, Shell, Barclays, BP, CNN, BBC and more. Here's why you should trust us to mobilize your business: Our **SMS gateway** ([http://www.clickatell.com/products/sms\\_gateway.php](http://www.clickatell.com/products/sms_gateway.php)) offers you wider **coverage** ([http://www.clickatell.com/pricing/basic\\_coverage.php](http://www.clickatell.com/pricing/basic_coverage.php)) than any other SMS provider delivering messages to 600 network operators in 200 countries. Our gateway is not limited to SMS text messaging. You can also send a number of other message types including Ringtones, VCards, Binary, EMS,

Unicode, Flash SMS, WAP Push, and more.

Clickatell offers you direct connectivity to its core SMS gateway platform via a number of APIs (application programming interfaces) including; **HTTP** ([http://www.clickatell.com/central/login.php?prod\\_id=2](http://www.clickatell.com/central/login.php?prod_id=2)) (internet post), **SMPP** ([http://www.clickatell.com/central/login.php?prod\\_id=11](http://www.clickatell.com/central/login.php?prod_id=11)), **FTP** ([http://www.clickatell.com/central/login.php?prod\\_id=7](http://www.clickatell.com/central/login.php?prod_id=7)), **XML** ([http://www.clickatell.com/central/login.php?prod\\_id=13](http://www.clickatell.com/central/login.php?prod_id=13)), **SMTP** ([http://www.clickatell.com/central/login.php?prod\\_id=9](http://www.clickatell.com/central/login.php?prod_id=9)) (email to SMS), **SOAP** ([http://www.clickatell.com/central/login.php?prod\\_id=14](http://www.clickatell.com/central/login.php?prod_id=14)) and **COM Object** ([http://www.clickatell.com/central/login.php?prod\\_id=12](http://www.clickatell.com/central/login.php?prod_id=12)). Each API has full documentation with sample code where applicable. Learn more about Clickatell [here](http://www.clickatell.com/) (<http://www.clickatell.com/>).

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## Conduit

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The Conduit platform opens a new world of content sharing. Your site visitors can add your content right to their browser by clicking on a branded **2go** (<http://www.conduit.com/Marketplace/2go.aspx>) **button** (<http://www.conduit.com/Marketplace/2go.aspx>) that you place on your site. You can also share your content in the **Conduit Marketplace** (<http://www.conduit.com/Marketplace/Get-Content.aspx>), where all the publishers and users in the Conduit network can grab it.

The platform has been adopted by major brands such as Fox News, iWin, Major League Baseball, TechCrunch, and Travelocity, as well as thousands of small and medium organizations in 120 countries.

If you would like to Conduit your website, go to [www.conduit.com](http://www.conduit.com) (<http://www.conduit.com/>).

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## Alcatel-Lucent



Alcatel-Lucent, one of the largest innovation powerhouses in the communications industry, is turning the network into a powerful platform for developers.

With the launch of the **Alcatel-Lucent Developer Platform** (<http://www.openapiservice.com>), the company provides service providers and enterprises with tools that enable third-party developers to build, test, manage and distribute applications across networks, including television, broadband

Internet and mobile. Alcatel-Lucent's introduction of a radical new business model combines network APIs with other third-party APIs, and opens revenue sharing opportunities to support developers in their pre-revenue wallets and provides an additional revenue channel for service providers.

The developer platform is part of a larger push by the company to combine the trusted capabilities of service providers with the speed and innovation of the Web.

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## Awareness

Awareness builds social marketing software for marketers leveraging multiple social channels to engage with customers, build their brand, and increase revenues. Built upon Awareness' expertise deploying more than 200 communities and social media projects for the world's biggest brands including Sony, JetBlue, Kodak, ASOS.com and AIRMiles, **The Awareness Social Marketing Hub**



(<http://www.awarenessnetworks.com/what/hub.asp>) is the first enterprise-grade application for marketers struggling with the social media chaos of managing multiple social channels. With the Awareness Social Marketing Hub, marketers are now able to publish, manage and measure across all their social channels from one central location using advanced built-in permissioning, workflow and audit controls. Check out our short informative **videos** (<http://www.awarenessnetworks.com/why-the-hub>) to learn more about The Hub.

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## Streaming Media East



Now in its 13th year, **Streaming Media East** (<http://www.streamingmedia.com/east>) is the number-one place to see, learn, and discuss what is taking place with all forms of online video business models and technology. Content owners, viral video creators, online marketers, enterprise corporations, broadcast professionals, ad agencies, educators, and others all come to **Streaming Media East** (<http://www.streamingmedia.com/east>) to see and hear the latest online video technology but, more

importantly, to discuss the business models that are coming of age.

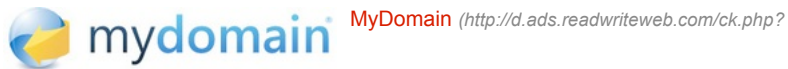
Streaming Media East, held May 11-12 at the Hilton New York, combines cutting-edge **exhibitors** (<http://www.streamingmedia.com/Conferences/East2010/exhibitors.aspx>) and **intensive conference sessions** (<http://www.streamingmedia.com/Conferences/East2010/program.aspx>), giving you the chance to hear and see the best and the brightest minds in the online video industry - **at the podium** (<http://www.streamingmedia.com/Conferences/East2010/speakerList.aspx>), in the **Exhibit Hall** (<http://www.streamingmedia.com/Conferences/East2010/exhibitors.aspx>), and among the attendees.

Register online at [www.StreamingMedia.com/East](http://www.StreamingMedia.com/East) (<http://www.streamingmedia.com/East>) and use code RWW for a free Exhibit Hall Pass.

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### MyDomain.com



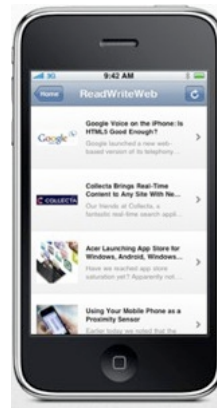
oaparams=2\_\_bannerid=33\_\_zoneid=2\_\_cb=3547232b7f\_\_r\_id=daf9ce9633ad93a4b1f3a5ebde3ffc83\_\_r\_ts=ksgbvz\_\_oadest=http%3A%2F%2Fwww.mydomain.com%2F%3Fcampn%3DRRW is a leading ICANN-accredited provider of **domain name registration** (http://d.ads.readwriteweb.com/ck.php?) oaparams=2\_\_bannerid=33\_\_zoneid=2\_\_cb=3547232b7f\_\_r\_id=daf9ce9633ad93a4b1f3a5ebde3ffc83\_\_r\_ts=ksgbvz\_\_oadest=http%3A%2F%2Fwww.mydomain.com%2F%3Fcampn%3DRRW and online business solutions. For over 10 years, MyDomain has offered low-cost domain names and free domain services including complete DNS management. Today, sub-\$10 domains without the constant upsells you'll find at some competitors are the norm at MyDomain. MyDomain's complete range of solutions include Web hosting and VPS hosting, email, SSL Certificates and more.

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### Toopia

**Nicolas Koenig** (http://www.toopia.com) is the developer who made our beautiful iPhone app a reality. He runs an iPhone development shop from the Netherlands called **Toopia** (http://www.toopia.com) . Toopia also created the Thermometer iPhone app, which enables your iPhone or iPod touch to get the current temperature based on your location. The RWW app lets you read us on the go, follow us on Twitter, share stories on Facebook and Twitter, and browse at your leisure using Read it Later and Instapaper. **Download the ReadWriteWeb iPhone application here** (http://www.readwriteweb.com/iphone) .

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