



**Media Contact:**  
Barbara Reichert  
Reichert Communications, LLC  
415-248-0230 ext. 7012  
barbara@reichertcom.com

***For Immediate Release***

## **First Semantic Web Programming Book to Include AllegroGraph RDFStore QuickStart**

***Technology Author Mark Watson Publishes Free, Open Content for  
Programmers Interested in Building Web 3.0 Apps***

**SAN FRANCISCO, Calif. — 2010 Semantic Technology Conference — June 21, 2010 —** [Franz, Inc.](#), the leading supplier of Graph Database technology for the [Semantic Web](#), today announced that a QuickStart guide for building Semantic Web applications with its [AllegroGraph RDFStore 4.0](#) is included in a new book entitled '[Practical Semantic Web and Linked Data Applications](#).' The book is written by [Mark Watson](#), an experienced software development consultant who has published over a dozen books about technology.

*Practical Semantic Web and Linked Data Applications* is a hands-on tutorial for professional programmers who are interested in building Semantic Web and [Linked Data](#) applications. The book is designed to provide knowledge of how to effectively use [RDF](#) data stores, such as AllegroGraph 4.0, with [SPARQL](#) queries through actual programming examples. Author Mark Watson has made the book available as free, open content that can be downloaded as a PDF file or ordered in printed format from Lulu at <http://tinyurl.com/semanticprogrammingbook>.

"I have been enthusiastic about the Semantic Web for almost a decade - but at the same time, I've been frustrated at the slow adoption of this technology, which offers unprecedented advantages for data integration, search and analytics," said Mark Watson. "My hope is that my new book will provide a practical introduction to Semantic programming using interesting examples."

"Mark brings Semantic technology down-to-earth by providing a step-by-step guide for working with RDF, building SPARQL queries and reasoning in triple stores," said Dr. Jans Aasman, CEO of Franz, Inc. "We hope this hands-on book will dispel some of the mystery around using Semantic technology and inspire more companies to experience the exciting benefits – such as real-time geolocation identification – that Semantic technology and AllegroGraph can uniquely deliver."

"AllegroGraph was the obvious choice for the RDF store in this book," added Watson. "It is easy to set up, simple to use and performs very well. I expect many readers will be surprised to experience the rare combination of innovation, power and ease-of-use that AllegroGraph brings to Semantic application development."

### **About AllegroGraph**

AllegroGraph RDFStore 4.0 is a modern high-performance database that continues to raise the bar in Web 3.0 database scalability. Disk-based storage allows the database to scale to billions of triples while maintaining superior performance. AllegroGraph provides users an event-based view of their datasets. Events are broadly defined as things that have particular type (i.e. financial



transactions, events in time), a number of actors (payee, payer), a start time, an end time and a location. AllegroGraph can be used to reason about types of events; link to events, companies and people through social networking algorithms; and link to events and places through a user-friendly layer of temporal reasoning rules. Event analysis is further enhanced with a geospatial engine that is as fast as specialized spatial databases.

Franz CEO, Dr. Jans Aasman, will discuss the capabilities of AllegroGraph 4.0 during two speeches entitled *Enterprise Requirements for Graph Databases – Your Best NoSQL Choices* and *Exploring Schema Spaces in Linked Open Data* at the [2010 Semantic Technology Conference](#) in San Francisco, California.

#### **About Franz Inc.**

Franz's semantic technology solutions help bring Web 3.0 ideas to reality. The company is the leading supplier of commercial, persistent and scalable RDF Graph Database products. [AllegroGraph RDFStore](#) is a high-performance database capable of storing and querying [billions of RDF statements](#). The product provides solutions for customers to combine unstructured and structured data using W3C standard RDF for creating new Web 3.0 applications as well as identifying new opportunities for Business Intelligence in the Enterprise. AllegroGraph's Activity Recognition package provides a powerful means to aggregate and analyze data about individual and organizational behaviors, preferences, relationships, plus spatial and temporal linkages between individuals and groups. Franz customers include Fortune 500 companies in the government, life sciences and telecommunications industries. For more information, visit [www.franz.com](http://www.franz.com).

#### **About Mark Watson**

Mark Watson is the author of 16 published books on Artificial Intelligence, Java, Ruby, Common LISP, C++, Linux, Scheme and Windows. He also provides software development consulting services and specializes in Ruby, Artificial Intelligence, Cloud Computing, Search technology, Semantic Web and Linked Data, alternative JVM languages and Common Lisp and Scheme. For information about all of Mark's published books, projects and consulting services, visit [www.markwatson.com](http://www.markwatson.com).

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