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## Cambridge Semantics Executives and Customers to Present at 2010 Semantic Technology Conference

### Featured Users to Include Biogen Idec and Merck & Co.

BOSTON, MA--(Marketwire - June 9, 2010) - Cambridge Semantics ([www.cambridgesemantics.com](http://www.cambridgesemantics.com)) executives and customers will be among the featured speakers at this year's Semantic Technology Conference ([www.semtech2010.com](http://www.semtech2010.com)). Kicking off Monday, June 21<sup>st</sup> in San Francisco, the event brings together the most authoritative leaders in the semantic technology market to share the latest innovations and best practices.

Cambridge Semantics customer presenters include:

- **Biogen Idec:** Director of Decision Support, Research IT William Hayes discussing how to drive efficiencies across departments using semantic technology.
- **Merck & Co., Inc.:** Executive Director, KD/KM Worldwide Licensing and International Research Michael McGlashen addressing how semantic technology can link together many sources of business critical information.

Featured Cambridge Semantics executives include:

- Co-founder and CTO Sean Martin discussing how to take the tech out of semtech for business users. Sean will be highlighting the importance of hiding the technology and making it easy for consumers to use to promote wide spread adoption.
- Vice President of Technology and Standards Lee Feigenbaum addressing the enabling technology SPARQL. He will also be building an application using Cambridge Semantics technology in just 5 minutes during the lightning round presentation.
- Senior Product Manager Rob Gonzalez highlighting the use of semantic technology within excel-based functions. When expanded thru semantic, Excel becomes a vehicle for developing enterprise applications with capabilities never before possible.

To learn more about these sessions visit [www.semtech2010.com](http://www.semtech2010.com).

#### About Cambridge Semantics

Cambridge Semantics Anzo platform enables non-technical knowledge workers to rapidly create their own solutions to data aggregation, analysis, and reporting problems with minimal IT involvement. Using familiar tools such as Microsoft Excel and web-based reporting, new information sources, including those outside of traditional corporate IT systems, can be incorporated to address today's dynamic business needs without lengthy and expensive data integration projects. Business users at organizations such as Biogen, Inc., Book of Odds, and Merck & Co. are using the Anzo platform to drive efficiencies and generate new revenue opportunities. For more information about how Cambridge Semantics can empower your business visit [www.cambridgesemantics.com](http://www.cambridgesemantics.com).

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