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## **SemTech 2010 Announces Late Breaking Conference News**

*Recent additions to the leading semantic technology conference include presentations by Facebook, Wikipedia, ViewChange.org, & Amdocs, as well as a panel on recent semantic technology company acquisitions.*

Los Angeles, CA (June 16, 2010) – A number of late additions to the Semantic Technology Conference schedule are making this year's event the most anticipated and largest semantic technology event on record. The conference, set for June 21-25 at the Hilton in Union Square, San Francisco, expects over 1,200 attendees and over 200 presenters. Recent additions to the conference line up include the following:

David Recordon, Senior Open Programs Manager at Facebook will lead a session entitled "Facebook's Open Graph," a discussion of the company's new semantic protocol released earlier this year. "The Open Graph protocol enables any web page to become a rich object in a social graph," Recordon states in his session description. "It was created by Facebook but designed to be generally useful to anyone and as simple as copy and paste." Recordon will cover the design decisions that went into the creation of the Open Graph protocol and the choice Facebook made to use RDFa.

Trevor Parscal and Erik Moeller of the Wikimedia Foundation are set to present on "Wikipedia's Structured Data Challenge." Parscal, the Lead Front-End Developer of User Experience, and Moeller, Deputy Director of Wikimedia will discuss the possibilities revolving around the over 15 million articles in 265 languages on Wikipedia, the data in which is currently primarily "flat text." In their presentation description, Parscal and Moeller assert, "We have begun exploring smarter ways to manage templates inside Wikipedia, which could potentially be a foundation for further improvements to structured data in Wikipedia. In this presentation, we will discuss our thinking to-date, as well as some of the longer term challenges in managing structured data inside a massively collaborative, multilingual community."

Bill Guinn, CTO of Amdocs Product Enablers Business Unit, will present on cost-saving, revenue-building semantic technologies in the enterprise. His presentation, "The Next Generation Consumer Business – Semantic Real Time Intelligent Decision Automation," discusses new semantic technologies with huge implications to customer-centric business that rely on constant, accurate feedback from their customer bases - such as telecommunications, healthcare and financial services.

Hannah Eaves, Director of New Media at ViewChange.org--a project funded by the Bill & Melinda Gates Foundation--will give a presentation on "Semantic Web Tools for Video and Social Change." Eaves asserts, "Traditionally video has been seen as a black box for metadata, but this is changing with the emergence of captioning, translation and user tagging." Her presentation will focus on case studies of new semantic technologies that "are being used to enrich the video viewing experience."

A number of major company acquisitions in the semantic technology space have led to the addition of a panel to the SemTech lineup entitled, "Mergers & Acquisitions in SemTech." The panel will be led by Steve Bastasini of Semantic Universe and features senior executives from companies involved in prominent semantic acquisitions including Attensity, Oracle, Evri, and Menlo Ventures. The panel will look at specific mergers and acquisitions (M&As) such as Apple's acquisition of Siri, the virtual butler, and will discuss why these M&As were completed, the key business strategies involved, valuation drivers, and the trends for further M&A deals in the semantic space.

The M&A panel is followed by Pitch Slam, a rapid fire presentation of eight semantic technology start-ups which will be evaluated by a panel of judges. Pitch Slam is hosted by the Guidewire Group as part of their Innovate! 2010 program for start-up companies around the world.

To register for the conference and to see a full schedule please visit <http://semtech2010.semanticuniverse.com>

To register for media credentials please visit <http://semtech2010.semanticuniverse.com/press.htm>

#### 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 in one location. SemTech is owned and operated by Semantic Universe, the semantic community's trusted information resource. For more information please visit [SemanticUniverse.com](http://SemanticUniverse.com), email [info@semanticuniverse.com](mailto:info@semanticuniverse.com), or call (310) 337-2616.

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