



Grant Butler Coomber promotes European Semantic Technology Conference

London, UK – 19th September 2008 – International technology PR agency Grant Butler Coomber is working with STI International on building the profile of the European Semantic Technology Conference (ESTC2008 www.estc2008.com) among English-language media.

GBC is working closely with Alexander Wahler, CEO of STI International and organiser of ESTC2008 and John Davies, who is chairing the conference and is Head of Next Generation Web Research at BT. The conference takes place in Vienna, Austria from the 24th to 26th September.

Now in its second year, the ESTC aims to put semantic technology higher up the European business agenda and foster greater commercial adoption of semantic technology in Europe. Semantic technology is one of the newest technologies and enables computers to recognise ideas and concepts. It has enormous potential in making software more adaptive, efficient and intelligent and has a wide variety of uses, in areas as diverse as aeroplane manufacturing, journalism and chemistry.

Daniel Couzens, GBC's associate board director, said: "ESTC brings together the best and the brightest in the European semantic technology community including researchers, vendors and users. A key message of the event is how the technology is coming out of the lab and into the enterprise where its impact will be profound and exciting".

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