



FOR IMMEDIATE RELEASE

Contact: Gretchen Hydo
Chatterbox PR Ink
Los Angeles, California
Tel: (818) 203-6060
Email: Gretchen@Chatterboxprink.com

Semantifi Named Winner of SemTech Start-Up Competition

At SemTech 2010, Semantifi and seven other top qualifiers will also be participating in Innovate!2010, a global competition that identifies top technology, media and communications start-ups.

Los Angeles, CA (June 14, 2010) – On June 7 [Semantifi](#) was named winner of the [Semantic Universe](#) and [Vator.tv SemTech Start-Up Competition](#). The competition seeks to identify and recognize promising start-ups in the Semantic Technology field. It consists of two rounds, the first of which is based on a popular vote where the top 15 contestants are chosen to move forward. During round two, an interdisciplinary panel of judges rated the finalists on their competitive and technological advantages, management team, commercial viability, utilization of semantic technology, and innovation.

Semantifi is an open and free semantic search platform to search structured data on the Web. Unlike Google or Bing, Semantifi can index and search structured data to show presentation-ready tables and charts in real-time even from very large databases. Semantifi is truly unique in allowing the community to configure datasets for search and publish them as "Search Apps," search engines customized with knowledge specific to the datasets. Semantifi envisions that millions of community built Search Apps, not two or three general purpose keyword search engines, will power search of structured data or Deep Web Search.

“The Semtech 2010 conference and start-up contest will greatly help us build awareness in the semantic web community,” Shree Pargada, Semantifi CEO said.

“www.semantifi.com is a search platform where members of the community can build and share Search Apps, making any dataset searchable. The recognition for Semantifi.com as the most promising semantic start-up is priceless!”

Semantifi received a prize package from SemTech worth \$12,000 consisting of a 30-minute speaking slot at the official 2010 SemTech Program (valued at \$3,500), one full conference pass for SemTech 2010 (valued at \$1,795), and a 2011 Silver Sponsorship package (priced at \$7,000).

A Second Competition

Additionally, Semantifi and seven other top contenders from the SemTech Competition have qualified as semi-finalists in the Innovate!2010 competition. As part of this

competition, SemTech 2010 will host Mike Sigal, Co-founder and President of Guidewire Group, in conjunction with Innovative!2010 on Thursday, June 24 from 3:30 - 5:45. The eight semantic semi-finalists will compete in a “Pitch Slam” at the SemTech conference for a chance to become a finalist in Guidewire Group’s Innovate!100, a list of 100 up-and-coming technology, media and communications startups from around the world.

The Innovate!2010 Pitch Slam is a fast-paced, 5-minute format designed to quickly tease out a company’s market opportunity, unique differentiation, and execution against plans. Judges evaluate the start-ups using Guidewire Group’s proprietary G/Score methodology.

The Pitch Slam entrants can be seen in the Start Up Alley of the exhibit floor and include: Semantifi, salsaDev, playence, hypios, TipTop Technologies Inc., Smartlogic, zAgile, and Gnowsis.

SemTech represents a full spectrum of business, government, and consumer activity taking place within the field of semantic technology and brings together the most practical and advanced solutions in the industry. SemTech will take place June 21-25, 2010 at the San Francisco Hilton in Union Square.

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

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

About Semantic Universe

Semantic Universe is the semantic community’s trusted information resource. Semantic Universe owns and operates the Semantic Technology Conference. The SemTech Conference is the world's largest conference on semantic technologies, and 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 at one location. For more information about Semantic Universe or SemTech 2010, visit SemanticUniverse.com, email info@semanticuniverse.com, or call (310) 337-2616.