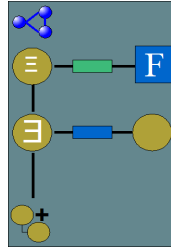


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For immediate release

FINANCE : DEMONSTRATION OF RISK FACTORS UNDER CONTROL

Breaking the conspiracy for ignorance

BRUGES, BELGIUM – Aug. 25, 2009 – Eddy Vanderlinden and Dean Allemang, internationally recognized leaders in financial informatics and semantic web technology, announce a one-day seminar on the application of semantic web technology to the finance industry, to be held on October 5th in Amsterdam. The seminar will demonstrate how the application of this breakthrough technology advances the state of the art of information management in the finance industry.

“The Semantic Web has provided a means for a wide range of stakeholders to control key risk factors in all aspects of financial product management” says Eddy Vanderlinden, Creator of the Financial Ontology. “This breakthrough technology makes it possible to share a thorough understanding of financial products, their production and risks.” The application of Semantic Web technology provides benefits to a wide range of key stakeholders:

- **Financial Institutions** gain an integrated tool for description and management of products and business processes, allowing all stakeholders role-specific access to the information they need. Additionally, they will realize a substantial reduction of the production costs.
- **Financial regulators** can express policies and directives in a clear and unambiguous manner, reducing errors of interpretation.
- **Operational and Financial Auditors** can get a full picture of a production and accounting situation while the meaning of any transaction is clear through its context.
- **Consumers of Financial Products**, including individual and institutional investors can get a clearer ‘line of sight’ regarding the value and risk profile. They benefit from stronger protection by being serviced through a knowledgeable supplier.

“Executives in every industry are telling their IT managers that applications have to respond more quickly to changing business needs,” says Dean Allemang, Chief Scientist at TopQuadrant Inc. “A new breed of application is needed to fill this gap – we call them *Dynamic Business Applications*.” Semantic Web technologies are proving to be a key enabler for dynamic business applications in a wide variety of industries, including government, pharmaceuticals, health care, and finance.

Seminar Details

October, 5th in Amsterdam.

Registration at: <http://fadyart.com/subscriptionform.html>

Cost for participation for the one-day seminar is (67,5 EUR), payable at the door.

In this one-day seminar, Mr. Vanderlinden and Dr. Allemang will provide a full picture of how Dynamic Business Applications based on the Financial Ontology provide a flexible and integrated view of financial products and processes, allowing all stakeholders to manage risk factors effectively in the current volatile economic climate. Mr. Vanderlinden will present a business case based on real problems and solutions in the financial industry. Dr. Allemang will describe how Semantic Technologies support these and other Dynamic Business Applications.

Related Semantic Web Training

In conjunction with the seminar, TopQuadrant is offering their popular TopMIND Semantic Web training course, including:

- an introduction to semantic technologies for business on October, 6th
- a hands-on training on Semantic Web technology for modellers, October 7 - 9

Registration, prices and detailed information can be found at

<http://www.topquadrant.com/training/intro.html>

About Eddy Vanderlinden

Eddy Vanderlinden graduated in economics with expert degree in accounting, further specializations in operational research and portfolio management.

At the age of 24 he was branch manager of a popular bank. He continued broadening his horizon in the fields of process management including multinational competence centre cooperation.

While project management (Prince 2 methodologies, and other) has been his main focus, he has also advised on, followed and assisted in the integration process of 8 mergers in the finance industry. Mr. Vanderlinden has worked in several countries in Europe. During his career, he set up a coordination centre (financial services) for the Finnish forest industry, has taught in college and is a regular invited speaker, often at Chambers of Commerce.

His primary motivation for introducing semantic web technology into the finance industry is what can be called “the conspiracy for ignorance” that he has experienced in different situations. Ignorance is used as an excuse, but is often an unrecognized reason for failure.

The underlying reasons are related to a lack of knowledge availability, expression, representation and accessibility. These circumstances prevent an implementation of the required knowledge. Well before the current worldwide crisis, Mr. Vanderlinden rang the alarm bell, sought and found solutions for these knowledge gaps. Today the direct link between knowledge, production and control is the breakthrough. More documentation is found on the website <http://fadyart.com/>

About Dean Allemang

Dean Allemang is Chief Scientist at TopQuadrant, Inc., the first company in the US to specialize in Semantic Web technologies and providers of the TopBraid Suite(tm), the world’s leading integrated platform for composing and deploying semantic web applications. Dean is co-author of the popular book, *Semantic Web for the Working Ontologist*, already in second printing and translated into Korean. He has been working in the field of semantic technology in the US and Europe for over 20 years. <http://topquadrant.com/company/mgmt.html#dean>

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On October, 5th, between 12:00 and 13:00 a **press conference** is scheduled. The strategy for application and further development of the finance ontology will be clarified and your questions will be answered.

Please register via the link <http://www.fadyart.com/subscriptionform.html>

If you’d like to schedule an interview, please e-mail Eddy at e.vanderlinden@fadyart.com, or Dean at dallemang@topquadrant.com.