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## **OPENAMPLIFY ASKS SEMTECH VISITORS "READY? LET'S GO."**

*Hot on the heels of high-profile partnership announcements with Radian6, Kantar Video and Millward Brown, OpenAmplify highlights real world application of Semantic technology at SemTech 2011*

**Annapolis, MD and San Francisco, CA: June 7<sup>th</sup> 2011** – Today, OpenAmplify, The Meaning Platform, has launched its "Ready? Let's Go." campaign, calling on the digital media industry to move beyond talking about the potential for semantic technology and start harnessing it.

Experiencing powerful growth since January, the company has seen its technology be incorporated into Radian6's market-leading Insights platform, underpin WPP agency Kantar Video's Videolytics platform and provide rich analysis and segmentation to qualitative responses for WPP-owned global research agency Millward Brown. Working with the very best brands and partners like these, OpenAmplify is leading the charge to prove the business value of semantic insights in the real world.

OpenAmplify's unique patented Natural Language Processing technology not only automatically extracts the precise meaning from text on the Web - identifying themes, topics, sentiment and actions being expressed in real-time online conversations - but also recognises individuals' actions and intent. Knowing what people intend to do before they do it, gives content owners real advantage in terms of better managing and monetizing their users. Over the past six months alone OpenAmplify has accurately identified close to 50 million intent signals for clients from across social media.

"The time has come for companies who play in the semantic space to step up to the plate and start developing solutions that deliver broad and quantifiable value for customers. Single data points like sentiment are simply not enough: customers are motivated by far more complex criteria. For the past few years there has been a growing groundswell of interest in the technology and this year we're starting to see brands and some of the leading digital players backing up their talk with investment," explained Mike Petit, Founder and CIO, OpenAmplify.

"People now 'get' semantic technology and they're ready to move forward and unlock the true value of the Web. OpenAmplify's question to everyone in digital media is: Are you ready? Because we are. We're doing it. And when you're ready to make the investment, we'll be there to support you."

### **Semantics and Social CRM: Panel discussion**

On Wednesday 8<sup>th</sup> June (09:45AM -10:35 AM) at SemTech Mike Petit, Co-founder and CIO, OpenAmplify is chairing a panel featuring market leaders [Radian6](#) and [Bestbuy](#). The session will explore how semantic technology can help companies practicing Social CRM to achieve the Holy Grail - Aggregation of the thousands of conversations and comments that come their way and drawing insight, while enabling them to respond to individual cases and make customers and prospects feel valued.

### **Key milestones for OpenAmplify in 2011, so far:**

- **Launch partner for the new [Radian6](#) Insights Platform:**  
Rapid innovation and strong collaboration between Radian6 and OpenAmplify have resulted in a sophisticated and scalable solution that gives clients a deeper understanding of the meaning of conversations online and helps with decision



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making, trend analysis and deriving meaningful intelligence from raw information.

- **Partnered with [Kantar Video](#) to create the first platform to track and analyze social video reactions wherever a video is posted**  
OpenAmplify integrated with Kantar Video's Videolytics platform giving marketers the ability to not only track video wherever and however it is posted, but to automatically analyze the social discussion around the video including sentiment, topics being discussed and the actions viewers are considering.
- **Partnered with [Millward Brown](#) to unlock sentiment in survey research**  
Millward Brown teamed up with OpenAmplify to provide brands with a deeper understanding of what respondents really mean in their answers to surveys. Leveraging OpenAmplify's technology means Millward Brown can analyse verbatim data and automatically distinguish what is being said about a product, service, or brand is negative, positive or neutral.
- **Accurately identified close to 50 million intention signals for clients from social media since January**
- **Surpassed 3,600 developers for the [OpenAmplify developer community](#)**

#### **About OpenAmplify**

OpenAmplify ([www.OpenAmplify.com](http://www.OpenAmplify.com)) is The Meaning Platform - a semantic Web service that brings human understanding to content. OpenAmplify uses patented Natural Language Processing technology, mimicking the human process of language understanding to identify the significant topics, brands, people, perspectives, emotions, intentions, actions and timescales contained in online text. The Web service returns the meaning in English-language content in usable and actionable data structures including XML and RDF, thereby enabling other solutions providers to create value, profit and grow.

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