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RADIAN6 PARTNERS WITH OPENAMPLIFY TO BRING NEW UNDERSTANDING AND INSIGHTS TO SOCIAL MEDIA

World leader in social media monitoring chooses OpenAmplify's powerful meaning-based semantic analysis capabilities for launch of Radian6 Insights Platform

Annapolis, MD and London, UK: April 11th 2011 – [OpenAmplify](http://www.OpenAmplify.com) (www.OpenAmplify.com), The Meaning Platform, today announced details of its pioneering partnership with Radian6 that is set to reshape the social media monitoring landscape through the launch of the Radian6 Insights Platform.

The Radian6 Insights Platform takes Radian6's market-leading social media monitoring platform and combines it with some of the world's most innovative data partners to create a dynamic analysis solution for thousands of customers. OpenAmplify has been chosen as a launch partner thanks to its unique ability to extract the precise meaning from content found online and report on the themes, topics, sentiment, actions and intentions contained in the conversation.

"As the first social media monitoring company to actively integrate external data providers in an end-customer analysis solution, Radian6 has brought a fresh and creative new approach to delivering actionable insights for the industry," explained Mark Redgrave, CEO, OpenAmplify. "This partnership has been great fun to develop and the results will blow people away."

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 making, trend analysis and deriving meaningful intelligence from raw information. OpenAmplify also has a unique CRM Insight that supports better customer engagement by automatically filtering and tagging individual comments into actionable categories, such as 'Comment', 'Engage', 'Support', 'Contain', 'Enquiry' or 'Rescue'.

"With our launch of Radian6 Insights, we have created a unique platform and ecosystem combining the world's best insights technologies. Together, we have amassed the largest index of semantically enriched social data in the world," said Marcel Lebrun, CEO of Radian6. "We are pleased to be able to partner with OpenAmplify to provide our users with essential layers of insight."

Available as a highly scalable API, OpenAmplify 'reads' all content and automatically extracts the themes, topics, sentiment, actions and intentions from the text. It then presents this information as a series of 'Insights' in the Radian6 Insights Platform, which can be interrogated by the user. For example, if there are 20,000 comments that mention a particular product, OpenAmplify can instantly show:

- The main interest categories within the conversation
- The actual topics that were most discussed
- The individual sentiment towards those topics
- Precisely what the author 'liked' or 'disliked' in the text
- What things the author is 'advocating' or not
- What items the author was planning to 'buy', 'sell', 'go' or 'choose'

"The Insights Platform is brilliant because end users can filter and combine whatever data they want in almost limitless combinations. This makes it very intuitive, powerful, and flexible," added OpenAmplify's Mark Redgrave. "Radian6 is breaking new ground

here. This program marks a major step forward in social media monitoring, and is exactly what customers have been waiting for.”

About OpenAmplify

OpenAmplify (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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