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**Silver Creek Systems Describes Effective
Enterprise Data Usability Solution at the
2005 Semantic Technology Conference**

*CTO Ed Green to Address Semi-Structured Data Issues and the Vision and
Reality of the Connected Enterprise*

LOUISVILLE, Colo. – Feb. 15, 2005 – Silver Creek Systems, a provider of enterprise data usability solutions, will address the issue of semantics in semi-structured data and data incompatibility at the 2005 Semantic Technology Conference. The session will share new approaches and technologies being utilized to address data usability, particularly unstructured and semi-structured data, long believed an “unsolvable problem.”

Ed Green, Chief Technology Officer at Silver Creek Systems, will present the session “Semantic Discovery in Semi-Structured Data,” Wednesday, March 9. This session will describe real-world business problems caused by data incompatibility and the core techniques used by Silver Creek Systems to solve them and enable significant competitive advantage.

With more than 30 years of experience, Green is an industry veteran who has founded a number of successful technology companies including Green Acres Technology and GrafTek. Additionally, Green served as vice president of development and chief operating officer at Cadis, Inc.

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“The ability to discover semantic meaning at the record level in semi-structured data is a critical enabler for connecting business systems within and between enterprises,” said Green. “The integration of disparate data sources is a hot topic in large companies and understanding data semantics is the only practical and scalable way to provide a solution.”

Data incompatibility impacts all business systems – from supply-chain integration to business intelligence. Real-time semantic discovery and transformation can make data usable between systems resulting in improved software and business performance.

“There is a tendency to think of ‘data semantics’ as an academic topic,” continued Green, “but we have now reached the point that we are using these core capabilities to solve very significant business problems for some very large companies – problems that up until now had no practical solution.”

The 2005 Semantic Technology Conference will take place March 7-10 at the Stanford Court Hotel in San Francisco. For more information about this event visit www.semantic-conference.com

About Silver Creek Systems

Silver Creek Systems, based in Louisville, Colo., is a leading enterprise data usability solutions provider. Based on Data Refraction™ technology, the DataLens™ System from Silver Creek Systems resolves data incompatibility and delivers usable data for connecting the enterprise. From data standardization to item matching, attribute extraction to categorization and language translation, the DataLens™ System delivers a breakthrough in data usability to help improve business performance. For more information visit www.silvercreeksystems.com

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