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SIIA Content Division News
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SIIA Announces 2010 Information Industry Summit Previews Companies

Early Stage Digital Content Firms to Present in New York January 26-27

WASHINGTON, DC (January 6, 2010) -- Nine companies in the digital content industry have been selected by the Software and Information Industry Association (SIIA) to present their products and services at the upcoming SIIA Information Industry Summit in New York, January 26-27. All of the firms selected are early-stage businesses that offer content or content technology products and are poised for growth.

"We believe this year's line-up of Previews firms demonstrate all of the qualities that point toward success, including ingenuity and resonance within the content and technology industries," noted Ed Keating, Vice President of SIIA's Content Division.

During SIIA Previews sessions held throughout the Information Industry Summit, CEOs from the following early-stage content creators, aggregators and technology vendors will highlight the innovations that have made them successful.

This year's SIIA Information Industry Summit Previews presenting companies are as follows:

- Boardroom Insiders uses public source data to build deep and insightful profiles of senior executives at major companies nationwide. A feed monitoring system enables continuous updating of profiles, ensuring they reflect the most current news about companies and executives.

- Brand Thunder offers an easy-to-install browser add-on, through which users transform their web-browser into an immersive experience. These custom-browser experiences feature themes with content, official logos, colors, images and style, plus functionality that extend browser's capabilities.

- DeepDyve is the largest online rental service for scientific, technical and medical research with over 30 million articles from thousands of authoritative journals. For as little as $0.99, users can rent and read the full-text of countless articles from DeepDyve's vast collection of prestigious content.

- HaraBara is building HaraBara GreenBase™, an essential information resource with a comprehensive, in-depth way to access actionable information related to green, sustainable, environmentally-oriented products, company actions, technology, research, engineering and government developments.

- HearPlanet turns your cell phone into a multimedia guide to the world. The platform enables aggregation and creation of media and delivers it to mobile phones. HearPlanet focuses on audio content, making it the perfect solution for driving, sightseeing, museum going or any time you want information without distraction or slowing down.

- NetProspex has built a database of crowd-sourced business contacts, overlaid with a central authority technology system to determine and maintain quality. Manual tele-verification makes NetProspex's B2B contact database the most accurate resource for user-generated contact information.

- ORLive is the leading destination for medical and surgical video. The company provides over 100 medical device manufacturers and hospitals the opportunity to engage with their customers, enhance, and extend their brand via a trusted and reliable branded communications channel.

- Parse.ly is a service and a platform for personalized content recommendations. Users tell Parse.ly what they care about, and our system matches their interest profile against thousands of online news and blog articles.

- Snac Inc. is a mobile software and services company that has developed and deployed into Beta a mobile widget service that helps companies connect more frequently, quickly and effectively with their mobile consumers.

Many of the selected companies were identified with the support of Vator.tv, an online showcase for emerging companies. Vator.tv uses a crowd sourcing approach to choose companies for its various competitions. Members of the Vator.tv community chose Rentcycle -- the central marketplace for renting anything online -- as their favorite in the SIIA competition.

In addition to SIIA Previews presentations, the Information Industry Summit will feature sessions that will help hundreds of executives from digital content providers, aggregators and syndicators overcome post-recession hurdles and identify growth opportunities.

Many leading information industry innovators are confirmed to speak at the Summit, including New Yorker columnist Ken Auletta, author of the recently released *Googled: The End of the World As We Know It*, and one of the leading thinkers on the future of news media.

For more information or to register for the conference, media should contact Beth Dozier at bethdozier@rational360.com. Members of the media may also register online at: http://www.siia.net/IIS/2010/press.asp.

WHO: Software & Information Industry Association (SIIA)
WHAT: SIIA Information Industry Summit
WHEN: 26-27 January 2010
WHERE: Cipriani 42nd Street, New York

For SIIA Information Industry Summit information, please visit: www.InformationIndustrySummit.net.

About SIIA
The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit www.siia.net

About the SIIA Content Division
SIIA's Content Division provides a forum for companies that publish and distribute online content, or offer technologies and services that facilitate the licensing, presentation, and distribution of digital information products. The division works with its members to develop effective approaches to emerging issues and to produce deliverables of special interest to the membership. For more information, visit, www.siia.net/content.

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