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RIGHTSCOM LIMITED ACQUIRES ONTOLOGYX

Rightscom strengthens offerings with ontology for M2M communications

London – 01 Oct 2003 - Rightscom, the Digital Strategy consultancy has today announced that it has acquired Ontologyx. Ontologyx' primary asset is a powerful ontology (known as "Ontology X"), based on an extremely robust and flexible data model; this has been designed to provide a hub for the interoperability of meaning to support sophisticated machine-to-machine communication on the network.

The founder of Ontologyx, Godfrey Rust, who is a recognised international semantics expert, will join Rightscom as Chief Data Architect and will become a member of the Board of Rightscom Limited. Also joining Rightscom will be Technical Architect Paul Hatcher and Semantic Engineer Steffen Lindek, both of whom have been involved in the development of Ontologyx.

Rightscom has secured additional funding from a group of private investors for the acquisition and to fund the further development of Ontologyx services.

"This is a very exciting development for Rightscom," commented Gavin Barlas, the Commercial Director of Rightscom, "as it will allow us to offer our clients future-proofed metadata solutions directed specifically at multimedia content and rights management applications. In the longer term, we believe that Ontologyx will also have service related applications in other sectors such as healthcare and financial services."

Three launch clients for Ontologyx have already been secured and a public demonstration of its potential will be made at the forthcoming International Semantic Web Conference in Florida in October.

A progressive roll out of Ontologyx services will start in 2004.

For more information on Ontologyx, please visit www.ontologyx.com.

About Rightscom

Rightscom is a strategic consultancy for digital content. The company provides solutions for the management and trading of intellectual property assets in digital environments. It offers high-level consultancy on the operational, technical, commercial and regulatory processes needed for successful implementation of profitable content-rich digital commerce strategies.

With backgrounds in Rights Societies, as well as in the publishing, music and telecommunications industries, Rightscom's consultants have extensive expertise in rights network infrastructures, rights licensing, business modelling, metadata processes and Digital Rights Management technologies. Rightscom's consultants play prominent roles in international standards initiatives such as MPEG and OeBF, giving them unique insight into the issues that will determine the successful technologies of the future.

Rightscom's clients include major rights holder organisations, technology companies and service providers, as well as Government organisations and NGOs.

For more information on Rightscom, please visit www.rightscom.com