



Avi Abelow  
Ruder Finn Israel  
for Linguistic Agents  
+972-54-467-6950  
[avi.abelow@ruderfinn.co.il](mailto:avi.abelow@ruderfinn.co.il)

**For Immediate Release**

COMPUTERWORLD NAMES LINGUISTIC AGENTS TECHNOLOGY  
WINNER OF 2007 HORIZON AWARD

Jerusalem-based Software Company Receives Prestigious Award for *Streaming Logic* ;  
Hewlett-Packard and Stanford University among list of 10 global winners.

JERUSALEM, Israel - August 20, 2007 - Linguistic Agents Ltd., one of the industry pioneers in advanced linguistic understanding, today announced that IDG's *Computerworld* has selected The Company's *Streaming Logic* technology as a winner of its Computerworld Horizon Award for innovative technologies. Linguistic Agents' technology was chosen because it enables machines to understand and act upon human language based on a computer implementation of Nanosyntax (Nanosyntax is a ground-breaking approach that combines several recent innovations in theoretical linguistics).

The Computerworld Horizon Award honors the developers of important new enterprise technologies that have recently entered the marketplace, and informs readers of cutting-edge technologies that are "on the horizon." Streaming Logic was evaluated by an independent panel of information technology experts. The award places Linguistic Agents alongside an exclusive group including Hewlett Packard, Stanford University and previous Horizon Award winners, some of which are the biggest and most successful companies in the world, including IBM Almaden Research, Nice Systems, Microsoft Research and Duet, a combined effort of SAP AG and Microsoft Corp.

"The high caliber of submissions to the Horizon Awards confirms that the innovation and creativity continue to be driving forces in the world economy," said Don Tennant, editor in chief of Computerworld. "Linguistic Agents joins a select group of organizations leading the industry in developing new technologies that will benefit enterprises in the future."

"*Streaming Logic* is the layer of linguistic understanding designed to make software more intuitive. We are honored to have such a prestigious publication recognize the great potential of our product in a wide variety of markets," said Sasson Margaliot, founder and chief executive officer of Linguistic Agents.

The Horizon Award winners are profiled in a special report in the August 20 issue of Computerworld.

**About the Horizon Awards**

The Computerworld Horizon awards were established in 2005 to inform readers of the most cutting-edge technologies that are "on the horizon" from research labs and private companies. The program is accompanied by an eight-page special report in Computerworld magazine and online at <http://www.computerworld.com/horizon> .

### **About Linguistic Agents**

Linguistic Agents Ltd., is a leader and pioneer in advanced linguistic understanding. Its advanced linguistic parsing technology transforms natural language statements, commands and questions into clear formal representations of meaning. The company's technology is based on the most recent breakthroughs in the field of theoretical linguistics. Linguistic Agents is headquartered in Jerusalem, Israel. Further information is available at [www.linguisticagents.com](http://www.linguisticagents.com).

### **About International Data Group (IDG)**

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.

IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 900 IDC analysts in more than 90 countries provide global, regional, and local expertise on technology and industry opportunities and trends.

Additional information about IDG, a privately held company, is available at <http://www.idg.com>

###