



## **Semagix' CIRAS - a 'Trend-Setting Product of 2003'; Recognition of Innovation in Knowledge Management**

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ATHENS, Ga. and LONDON--(BUSINESS WIRE)--July 21, 2003--CIRAS, the Anti-Money Laundering application from technology company, Semagix Inc, has been selected as one of Knowledge Management World Magazine's 'Trend-Setting Products of 2003'.

The magazine's editorial board selected the Semagix Customer Identification and Risk Assessment (CIRAS) application as the year's Trend-Setting Product in the Records Management category. The annual KMWorld feature is designed to reflect innovation and market leadership in the Knowledge Management industry.

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CIRAS uses Semagix' patented 'Semantic Enhancement Technology' to allow financial institutions to easily and quickly cross-reference customer information against a vast array of data, comparing names with lists of shareholders and contractual information, as well as key corporate records and details of known criminal activity.

This approach results in better qualified Suspicious Activity Reports (SARs) that come with more detailed supporting information, allowing financial institutions to focus anti-fraud resources where they are needed most.

Hugh McKellar, Executive Editor of KMWorld Magazine, commented: "Semagix has distinguished itself in a number of technology arenas, and its CIRAS solution exemplifies how sophisticated software can solve serious problems."

Semagix Chief Executive, Larry Levy, said: "This is a real honour for Semagix. Suspicious financial activity is very much on the increase, and it's great that a key Knowledge Management publication for professionals the world over has recognised our continued dedication to the 'Know Your Customer' element of fraud prevention. Semagix is committed to the further development of the CIRAS product to reflect the rapidly evolving needs of the financial services sector."

## ABOUT SEMAGIX

Semagix has developed patented, semantics-based enterprise information integration (SEII) and knowledge discovery technologies. Using its semantic metadata approach, Semagix lets enterprise customers integrate and extract insights from their structured and unstructured information assets in order to conceive and develop smarter business processes and applications. The Semagix approach has proven itself in solutions as diverse as airline passenger risk-assessment for airports, anti-money laundering systems for the financial services and legal sectors, and repertoire management and analysis applications for the Media and Entertainment sector.

Semagix is headquartered in London, England with U.S. offices in Athens, Georgia, New York and Washington, DC. More information can be found at [www.semagix.com](http://www.semagix.com) or by emailing [sales@semagix.com](mailto:sales@semagix.com).

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