



Hostworks to join Senior IT Executives at the Prestigious Australian CIO Summit 2010, hosted by marcus evans Summits

July 26th, 2010

marcus evans Summits, is pleased to announce **Hostworks** as a Sponsor at the **9th annual Australian CIO Summit**, on the 2 – 4 August 2010, taking place at the RACV Royal Pines, Gold Coast, Brisbane, Australia.

With an increasingly challenging operating environment, the CIO faces multiple battles to ensure organisational competitiveness and sustainability. With technology advancing to new heights, greater possibilities emerge to change how businesses are run. A highly acclaimed event, the 9th Annual Australian CIO Summit 2010 is a premium forum addressing the top priorities of the modern CIO.

Since its inception in 1999, **Hostworks** has provided innovative services and solutions to many of the most critical online and digital media environments for Australia's leading organisations, including major Australian broadcasters and corporate media. **Hostworks** continues to invest in new technology and services to ensure our customers a greater capability to meet their business demands and customer expectations including an enhanced end user experience, improved content delivery, automated internal business processes, the ability to scale capacity up and down and improved cost certainty. **Hostworks** have also joined forces with Inference Communications to deliver the next generation of interactive voice application 'as a service'. The development and implementation of our Natural Language Speech Recognition Service (NLSR) has worked to bring convergence of content and customer interaction for clients including Australia Post. **Hostworks** NLSR eclipses all other computer-based speech services available today in terms of responsiveness, intuitive use and flexibility. This product takes advantage of Inference's core technology, which is the result of many years research into AI (artificial intelligence), initially conducted by the Telstra Research Laboratories, and applied to the area of speaker independent speech recognition.

For more information on this company please visit their homepage:
www.hostworks.com.au | <http://www.inferencecommunications.com>

Hostworks representatives will have a number of pre-scheduled meetings. This selection process ensures that the attendees consist only of senior-level IT executives from the leading organisations throughout Australia and New Zealand. Attendees representing all major industries will include: Chief Information Officers; Chief Technology Officers; Vice Presidents of Information Technology / Information Systems and Directors of Information Technology / Information Systems.

The Australian CIO Summit, attendees will follow a personalised agenda designed to maximise their limited time and to effectively meet their business needs and interests. The keynote speakers include: **Glenn McGrath**, Former International Cricketer; **Adam Neat**, Head of Strategy & Architecture, Asia Pacific, Europe & America, **ANZ**; **Bernie Brooks**, CEO, **Myer**; **Hugh Banister**, CIO, **Santos** and **Rob Livingstone**, CIO, **Ricoh ANZ**.

Lilly Pavlou, Senior Marketing Manager EMEA & APAC of **marcus evans** Summits commented, "We are proud to stage Australia's premium CIO event. The Australia CIO Summit 2010 brings together the best of the best IT practitioners from leading organisations across a diverse range of industries. The involvement and support of our prestigious sponsors, delegates and speakers helps ensure our success."

Please note that the Australian CIO Summit is a closed business event.

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marcus evans Summits (www.marcusevans.com), produces high level business platforms for the world's leading decision makers. These dynamic and innovative forums initiate and develop business relationships one to one between director and C-level practitioners from the world's most influential organisations and with leading product and service suppliers. **marcus evans** Summits guarantee an exclusive format which enables participants to achieve the maximum amount of business and knowledge interaction over a three day event in a stimulating environment.

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