

Hershey Center for Applied Research

Hershey Center for Applied Research Supports Acceleration of Scientific Research and Development

2008 MAY 19 -- Simon Revell, Manager of Enterprise 2.0 Technology Development at Pfizer (NYSE:PFE), will discuss how Web 2.0 social software can be leveraged to stimulate the advancement of science and technology through business development and research synergies. Revell is recognized internationally for his work in developing 'enterprise 2.0 technologies' within Pfizer, including work on the Pfizer-wide wiki, 'Pfizerpedia,' as well as development of standards and guidelines for internal collaboration around the use of blogging and RSS, a family of Web feed formats used to publish frequently updated content such as blog entries, news headlines and podcasts.

Revell's remarks will be delivered on Wednesday, May 14 from 10am to noon at the Hershey Center for Applied Research (HCAR) located at 1214 Research Blvd. in Hershey, PA. His keynote address will set the stage for the launch of the HCAR KnowledgeMesh(TM), a cutting-edge social networking and scientific mapping online community that will drive research and development in the life sciences and high technology sectors. Individuals interested in registering can sign up by visiting <http://www.hersheyresearch.com/>.

"The HCAR KnowledgeMesh will facilitate quality interactions between industry, academia, government, investors, workforce and support organizations that are located around the globe," said Laura Butcher, executive director of HCAR. "Through the HCAR KnowledgeMesh, the research park will operate as a concierge to these critical business services and research resources thereby accelerating the growth and success of our resident and partner organizations."

The HCAR KnowledgeMesh is being developed and supported by Intelmarx, LLC, a software solutions and services company whose primary market is non-profit organizations and higher education institutions.

In conjunction with the HCAR KnowledgeMesh launch, a grand opening tour of the HCAR Technology Suites will follow, with poster presentations from leading scientists, including their individual views on the benefits of building the KnowledgeMesh.

"The HCAR Technology Suites are the best place to grow your early-stage company because they provide flexible, short-term space as well as access to academic-based resources, including equipment, and business services that serve to lower product development costs, accelerate technology commercialization, and shorten time-to-market," said Butcher. The HCAR Technology Suites are being supported by the Life Sciences Greenhouse of Central PA, an organization that was formed to provide start-up money and business support services to early-stage life sciences companies.

Keywords: Hershey Center for Applied Research, Pfizer, Pharmaceutical Business, Pharmaceutical Company.

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