

### State of the Semantic Web

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#### What will I talk about?

- The history of the Semantic Web goes back to several years now
- It is worth looking at what has been achieved, where we are, and where we might be going...

Let us look at some results first!

### The basics: RDF(S)

- We have a solid specification since 2004: well defined (formal) semantics, clear RDF/XML syntax
- Lots of tools are available. Are listed on W3C's wiki:
  - RDF programming environment for 14+ languages, including C, C++, Python, Java, Javascript, Ruby, PHP,... (no Cobol or Ada yet )!
  - 13+ Triple Stores, ie, database systems to store (sometimes huge!) datasets
  - converters to and from RDF
  - etc
- Some of the tools are Open Source, some are not; some are very mature, some are not : it is the usual picture of software tools, nothing special any more!
- Anybody can start developing RDF-based applications today

## The basics: RDF(S) (cont.)

- There are lots of tutorials, overviews, and books around
  - again, some of them good, some of them bad, just as with any other areas...
- Active developers' communities
- Large datasets are accumulating. E.g.:
  - IngentaConnect bibliographic metadata storage: over 200 million triplets
  - RDF access to Wikipedia: more than 27 million triplets
  - tracking the US Congress: data stored in RDF (around 25 million triplets)
  - RDFS/OWL Representation of Wordnet: also downloadable as 150MB of RDF/XML
  - "Département/canton/commune" structure of France published by the French Statistical Institute
  - Geonames Ontology and associated RDF data: 6 million (and growing) geographical features
- Some mesaures claim that there are over 10<sup>7</sup> Semantic Web documents... (ready to be integrated...)

# **Ontologies: OWL**

- This is also a stable specification since 2004
- Separate layers have beed defined, balancing expressibility vs. implementability (OWL-Lite, OWL-DL, OWL-Full)
  - quite a controversial issue, actually...
- Looking at the tool list on W3C's wiki again:
  - a number programming environments (in Java, Prolog, ...) include OWL reasoners
  - there are also stand-alone reasoners (downloadable or on the Web)
  - ontology editors come to the fore
- OWL-DL and OWL-Lite relies on Description Logic, ie, can use a large body of accumulated research knowledge

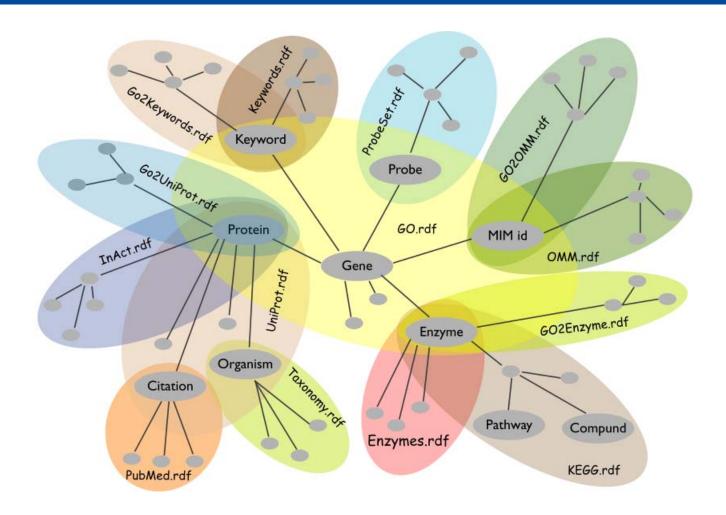
### Ontologies

- Large ontologies are being developed (converted from other formats or defined in OWL)
  - eClassOwl: eBusiness ontology for products and services, 75,000 classes and 5,500 properties
  - the Gene Ontology: to describe gene and gene product attributes in any organism
  - BioPAX, for biological pathway data
  - UniProt: protein sequence and annotation terminology and data

#### Vocabularies

- There are also a number "core vocabularies" (not necessarily OWL based)
  - SKOS Core: about knowledge systems
  - Dublin Core: about information resources, digital libraries, with extensions for rights, permissions, digital right management
  - FOAF: about people and their organizations
  - DOAP: on the descriptions of software projects
  - MusicBrainz: on the description of CDs, music tracks, ...
  - SIOC: Semantically-Interlinked Online Communities
  - vCard in RDF
  - ...
- One should *never* forget: ontologies/vocabularies must be shared and reused!

# A mix of vocabularies/ontologies (from life sciences)...



#### Ontologies, Vocabularies

- Ontology and vocabulary *development* is still a complex task
- The W3C SW Best Practices and Deployment Working Group has developed some documents:
  - "Best Practice Recipes for Publishing RDF Vocabularies"
  - "Defining N-ary relations"
  - "Representing Classes As Property Values"
  - "Representing "value partitions" and "value sets""
  - "XML Schema Datatypes in RDF and OWL"

the work is continuing in the (new) SW Deployment Working Group

## Querying RDF: SPARQL

- Querying RDF graphs becomes essential
- SPARQL is almost here
  - query language based on graph patterns
  - there is also a protocol layer to use SPARQL over, eg, HTTP
  - hopefully a Recommendation end 2007
- There are a number of implementations already
- There are also SPARQL "endpoints" on the Web:
  - send a query and a reference to data over HTTP GET, receive the result in XML or JSON
  - applications may not need any direct RDF programming any more, just a SPARQL endpoint

### SPARQL as the *only* interface to RDF data?

■ http://www.sparql.org/sparql?query=... with the query: SELECT ?translator ?translationTitle ?originalTitle ?originalDate FROM <a href="http://.../TR">http://.../TR</a> and Translations.rdf> WHERE { ?trans rdf:type trans:Translation; trans:translationFrom ?orig; trans:translator [ contact:fullName ?translator ] dc:language ?translationTitle. dc:title ?orig rdf:type rec:REC; dc:date ?originalDate; dc:title ?originalTitle. ORDER BY ?translator ?originalDate

■ yields...

## A word of warning on SPARQL...

- It is *not* a Recommendation yet
- New issues may pop up at the last moment via reviews
  - a query language needs very precise semantics and that is not that easy @
- Some features *are* missing
  - control and/or description on the entailment regimes of the triple store (RDFS? OWL-DL? OWL-Lite?...)
  - modify the triple store
  - ...

postponed to a next version...

## Of course, not everything is so rosy...

- There are a number of issues, problems
  - how to get RDF data
  - missing functionalities: rules, "light" ontologies, fuzzy reasoning, necessity to review RDF and OWL,...
  - misconceptions, messaging problems
  - need for more applications, deployment, acceptance
  - etc

# How to get RDF data?

- Of course, one could create RDF data manually...
- ... but that is unrealistic on a large scale
- Goal is to generate RDF data automatically when possible and "fill in" by hand only when necessary

#### Data may be around already...

- Part of the (meta)data information is present in tools ... but thrown away at output
  - e.g., a business chart can be generated by a tool: it "knows" the structure, the classification, etc. of the chart, but, usually, this information is lost
- storing it in web data would be easy!
- "SW-aware" tools are around (even if you do not know it...), though more would be good:
  - Photoshop CS stores metadata in RDF in, say, jpg files (using XMP)
  - RSS1.0 feeds are generated by (almost) all blogging systems (a huge amount of RDF data!)

• ...

### Data may be extracted (a.k.a. "scraped")

- Different tools, services, etc, come around every day:
  - get RDF data associated with images, for example:
    - service to get RDF from flickr images (see example)
    - service to get RDF from XMP (see example)
  - XSLT scripts to retrieve microformat data from XHTML files
  - scripts to convert spreadsheets to RDF
  - etc
- Most of these tools are still individual "hacks", but show a general tendency

■ Hopefully more tools will emerge

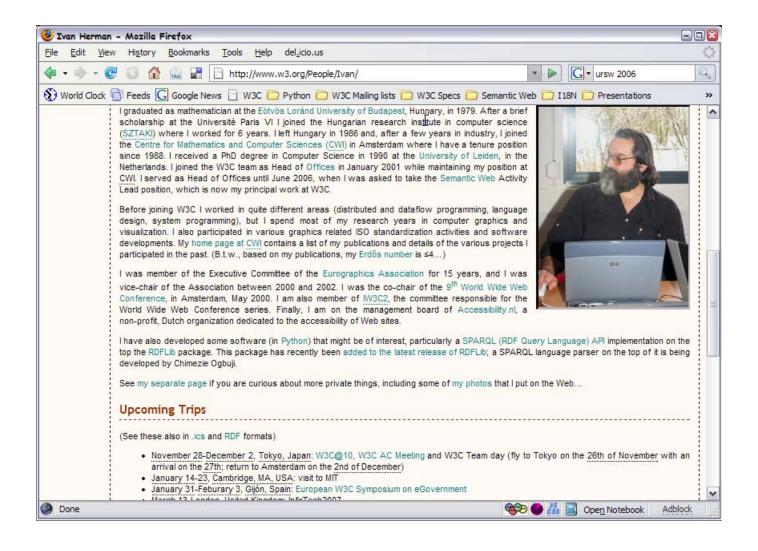
### Getting structured data to RDF: GRDDL

- GRDDL is a way to access structured data in XML/XHTML and turn it into RDF:
  - defines XML attributes to bind a suitable script to transform (part of) the data into RDF
    - o script is usually XSLT but not necessarily
    - o has a variant for XHTML
  - a "GRDDL Processor" runs the script and produces RDF on-the-fly
- A way to access existing structured data and "bring" it to RDF
  - a possible link to microformats

#### Getting structured data to RDF: RDFa

- RDFa (formerly RDF/A) extends XHTML with a set of attributes to *include* structured data into XHTML
  - an XHTML1 module is being defined
- Makes it easy to "bring" existing RDF vocabularies into XHTML
- Uses namespaces for an easy mix of terminologies
- It *can* be used with GRDDL but RDFa aware systems can manage it directly, too
  - no need to implement a separate transformation per vocabulary

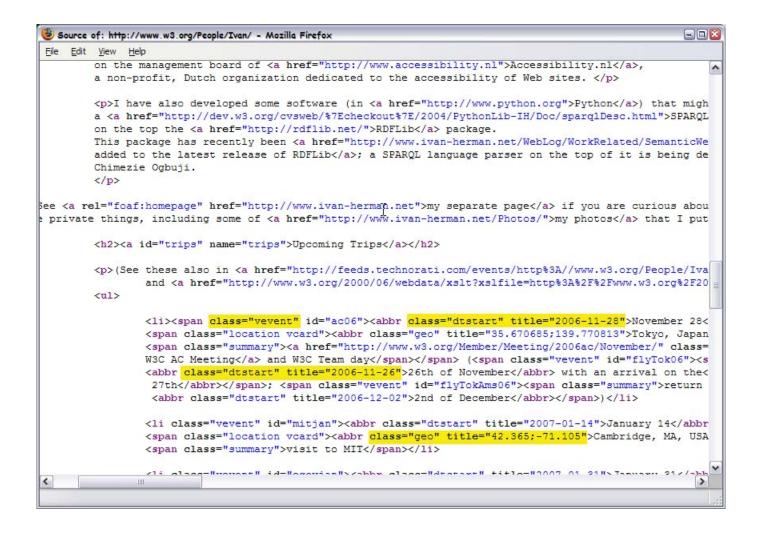
#### GRDDL & RDFa example: Ivan' home page...



#### ...marked up with GRDDL headers...

```
🐸 Source of: http://www.w3.org/People/Ivan/ - Mozilla Firefox
File Edit View Help
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-</pre>
<html xmlns="http://www.w3.org/1999/xhtml" lang="en"
      xmlns:foaf="http://xmlns.com/foaf/0.1/"
      xmlns:con="http://www.w3.org/2000/10/swap/pim/contact#"
      xmlns:wot="http://xmlns.com/wot/0.1/"
      xmlns:vcard="http://www.w3.org/2001/vcard-rdf/3.0#"
      xmlns:cal="http://www.w3.org/2002/12/cal/ical#"
      xmlns:rdfs="http://www.w3.org/2000/01/rdf-schema#"
      xmlns:rdf='http://www.w3.org/1999/02/22-rdf-syntax-ns#'
      xmlns:owl='http://www.w3.org/2002/07/owl#'
      xmlns:dc="http://purl.org/dc/elements/1.1/"
      xmlns:bio="http://purl.org/vocab/bio/0.1/">
        <head profile="http://www.w3.org/2003/g/data-view">
        <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
        <title>Ivan Herman</title>
        <link rel="stylesheet" type="text/css" href="StyleSheets/Private.css" />
        <link rel="meta" type="application/rdf+xml" title="FOAF" href="http://www.ivan-herman.net/foaf.]</pre>
        <script src='/2004/08/TalkFiles/popup.js' type='text/javascript'><!-- The popup script --></scri</pre>
        <link rel="transformation" href="http://www.w3.org/2002/12/cal/glean-hcal.xsl" />
        <link rel="transformation" href="http://www-sop.inria.fr/acacia/soft/RDFa2RDFXML.xs1"/>
        </head>
    <body xml:lang="en" lang="en">
        <div class="left">
                    <a href="/"><img src="http://www.w3.org/Icons/w3c home.png" alt="W3C Logo" /></a><br/>bi
       </div>
        <div class="right" id="me" role="foaf:Person">
           <link rel="owl:sameAs" href="http://www4.wiwiss.fu-berlin.de/dblp/resource/person/103481"/>
           <link rel="owl:sameAs" href="http://ivan-herman.net/Ivan Herman"/>
           <link rel="owl:sameAs" href="http://ivan-herman.net/foaf.rdf#me"/>
                   <h1 property="foaf:name">Ivan Herman</h1>
                   <img class="me" rel="foaf:depiction" src="http://www.cwi.nl/%7Eivan/AboutMe/Ivan.Herr</pre>
```

#### ...and hCard microformat tags...



### ...yielding; ...

```
<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
         xmlns:dataview="http://www.w3.org/2003/g/data-view#"
         xml:base="http://www.w3.org/People/Ivan/">
   <c:Vcalendar xmlns:r="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
                xmlns:c="http://www.w3.org/2002/12/cal/icaltzd#"
                xmlns:h="http://www.w3.org/1999/xhtml">
      <c:prodid>-//connolly.w3.org//palmagent 0.6 (BETA)//EN</c:prodid>
      <c:version>2.0</c:version>
      <c:component>
         <c:Vevent r:about="#ac06">
            <summary xmlns="http://www.w3.org/2002/12/cal/icaltzd#" xml:lang="en'</pre>
                                 W3C AC Meeting and W3C Team day</summary>
            <dtstart xmlns="http://www.w3.org/2002/12/cal/icaltzd#"</pre>
                     r:datatype="http://www.w3.org/2001/XMLSchema#date">2006-11-2
            <dtend xmlns="http://www.w3.org/2002/12/cal/icaltzd#"</pre>
                   r:datatype="http://www.w3.org/2001/XMLSchema#date">2006-12-03
            <url xmlns="http://www.w3.org/2002/12/cal/icaltzd#"</pre>
                 r:resource="http://www.w3.org/Member/Meeting/2006ac/November/"/>
            <location xmlns="http://www.w3.org/2002/12/cal/icaltzd#" xml:lang="er</pre>
            <geo xmlns="http://www.w3.org/2002/12/cal/icaltzd#" r:parseType="Resc</pre>
               <r:first r:datatype="http://www.w3.org/2001/XMLSchema#double">35.6
               <r:rest r:parseType="Resource">
                  <r:first r:datatype="http://www.w3.org/2001/XMLSchema#double">1
                  <r:rest r:resource="http://www.w3.org/1999/02/22-rdf-syntax-ns;"</pre>
               </r:rest>
            </geo>
        </c:Vevent>
      </c:component>
```

(see the full file if interested...)

#### ...marked up with RDFa tags...

```
🐸 Source of: http://www.w3.org/People/Ivan/ - Mozilla Firefox
File Edit View Help
               <dd>My <a rel="wot:pubkeyAddress" href="http://www.cwi.nl/%7Eivan/AboutMe/pgpkey.html">G
               available on-line.</dd>
               <dt>FOAF:</dt>
               <dd>You can either extract a short FOAF information from this page using an
               <a href="http://torrez.us/services/rdfa/http://www.w3.org/People/Ivan/">RDFa service</a>
               of consult <a href="http://www.ivan-herman.net/foaf.rdf" rel="rdfs:seeAlso">my more comp
               <dt>Misc:</dt>
               <dd>I am often on the freenode #swig irc channel, usually using the nickname
               <span about="[ :p]" role="foaf:OnlineChatAccount">
               <link rev="foaf:holdsAccount" href="#me"/>
                '<span property="foaf:accountName">IvanHerman</span>' or 'ivan'
                <link href="http://www.freenode.net/irc servers.shtml" rel="foaf:accountServiceHomepage"</pre>
          </span>
          <br/>
               My URI (as a real person): <a href="http://www.ivan-herman.net/Ivan Herman"><code>http:/
       </d1>
       <h2><a id="bio" name="bio">Short CV</a></h2>
       <img class="me" src="http://www.ivan-herman.net/me2003.png" alt="Another picture at CWI" />
       I graduated as mathematician at the <a rel="foaf:schoolHomepage" href="http://www.elte.hu/">E
       in 1979. After a brief scholarship at the Université Paris  VI I joined the Hungarian resear
       science (<a href="http://www.sztaki.hu"><abbr title="Számítástechnikai és Automatizálási Kutatói
       6 years. I left Hungary in 1986 and, after a few years in industry, I joined the <a href="http:/
       Mathematics and Computer Sciences (<abbr title="Centrum voor Wiskunde en Informatica" lang="n1">
       Amsterdam where I have a tenure position since 1988. I received a PhD degree in Computer Science
       the <a href="http://www.leidenuniv.nl/">University of Leiden</a>, in the Netherlands.
       I joined the W3C team as Head of <a href="/Consortium/Offices">Offices</a> in January 2001 while
       maintaining my position at <abbr title="Centrum voor Wiskunde en Informatica" lang="nl">CWI</abb
       I served as Head of Offices until June 2006, when I was asked to take the
       <a href="http://www.w3.org/2001/sw/">Semantic Web</a> Activity Lead position. Which is now
                                                                                                       >
```

### ...yielding; ...

(see the full file if interested...)

### SPARQL-ing such data

■ http://www.sparql.org/sparql?query=...
with the query:

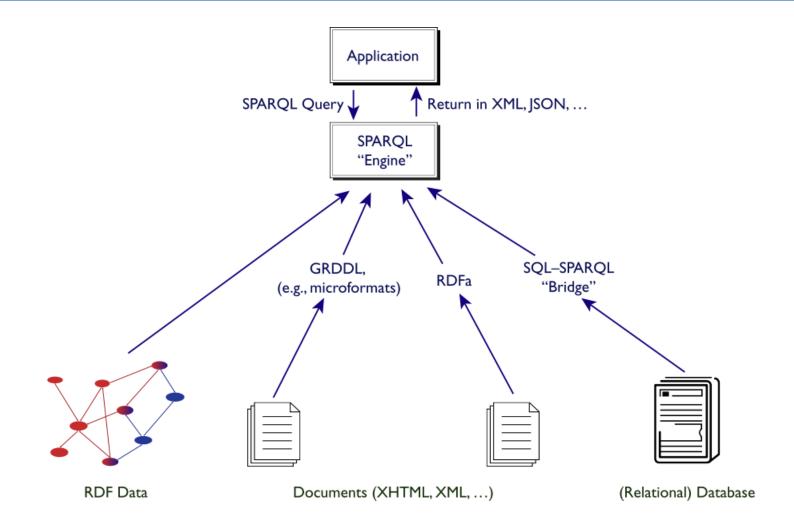
■ yields...

# Linking to SQL

- A huge amount of data in Relational Databases
- Although tools exist, it is not feasible to *convert* that data into RDF
- Instead: SQL 

  RDF "bridges" are being developed:
  - a query to RDF data is transformed into SQL on-the-fly
  - the modalities are governed by small, local ontologies or rules
- An active area of development, on the radar screen of W3C!

# SPARQL as a unifying point?



## Missing features, functionalities...

- Everybody has a favorite item, ie, the list tends to infinite...
- W3C is a *standardization* body, and has to look at where a consensus can be found

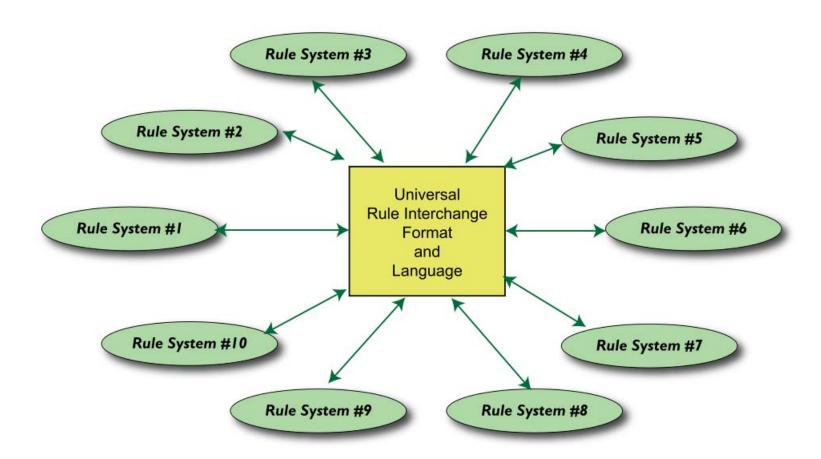
#### Rules

- OWL-DL and OWL-Lite are based on Description Logic; there are things that DL cannot express
  - a well known examples is Horn rules (eg, the "uncle" relationship):
    - $\circ$  (P<sub>1</sub>  $\wedge$  P<sub>2</sub>  $\wedge$  ...)  $\rightarrow$  C
    - o e.g.: for any «X», «Y» and «Z»: "if «Y» is a parent of «X», and «Z» is a brother of «Y» then «Z» is the uncle of «X»"
  - there are a number of attempts to combined these: RuleML, SWRL, cwm, ...
- There is also an increasing number of rule-based system that want to *interchange* rules
  - a new type of data (potentially) on the Web to be interchanged...

### Some typical use cases

- Negotiate eBusiness contracts across platforms: supply vendor-neutral representation of your business rules so that others may find you
- Describe privacy requirements and policies, and let clients "merge" those (e.g., when paying with a credit card)
- Medical decision support, combining rules on diagnoses, drug prescription conditions, etc,
- Extend RDFS (or OWL) with rule-based statements (e.g., the uncle example)

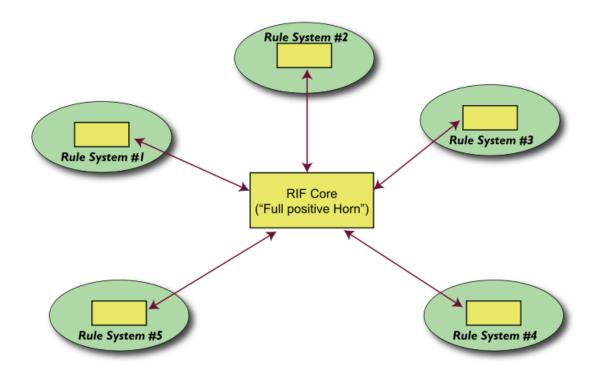
### In an ideal World...



#### In the real World...

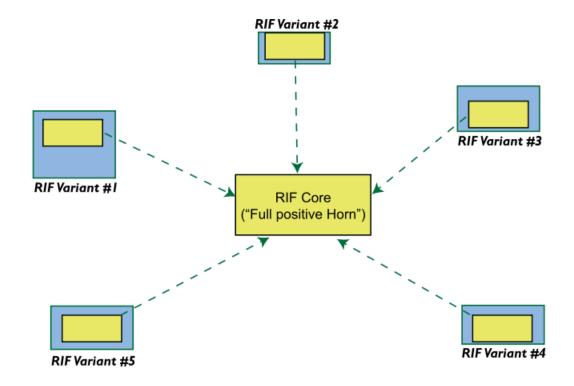
- Rule based systems can be *very* different
  - different rule semantics (based on various type of model theories, on proof systems, etc)
  - production rule systems, with procedural references, state transitions, etc

### RIF "core": only partial interchange



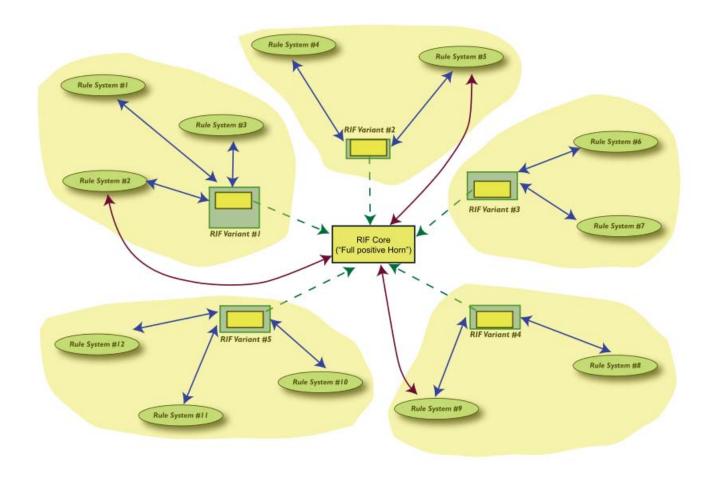
- Specification of the "core" is the first step
- It also forms a logic language to be used, eg, with OWL, RDF, XML data, ...

### RIF "variants"



Possible variants: F-logic, production rules, fuzzy logic systems, ...; none of these have been finalized yet

### Role of variants



# "Light" ontologies

- For a number of applications RDFS is not enough, but even OWL Lite is too much
- There may be a need for a "light" version of OWL, just a few extra possibilities v.a.v. RDFS
- There are a number of proposals, papers, prototypes around: RDFS++, OWL Feather, pD\*,...
  - pD\*, for example, has property characterization (symmetric, transitive, inverse), class and property equivalence, and property restrictions with some or all values
- This might consolidate in the coming years

### Revisions of RDF and OWL?

- Such specifications have their own life
- Missing features come up, errors show up
- There will probably be a next version at some point

#### Revision of the RDF model?

- Some restrictions in RDF may be unnecessary (bNodes as predicates, literals as subject,...)
- Issue of "named graph": possibility to give a URI to a set of triplets and make statements on those
- Syntax issues in RDF/XML (eg, QNames in properties)
- Alternative XML serializations?
- Add a time tag to statements? A probability value? A measure of "fuzzyness"?
- Internationalization issues with literals (how do I set "bidi" writing?)

These are just ideas floating around...

# Revision of OWL? (OWL 1.1)

- There is a group working on this (outside W3C for now)
- Small additions to the current OWL:
  - "qualified cardinality restrictions" (i.e., "class instance must have two black cats")
  - disjoint properties
  - reflexive, irreflexive properties
  - property composition
  - own datatype constructs instead of complex XML Schema datatypes
  - "light" ontologies (called "tracable fragments")
  - some syntactic sugar (eg, disjoint union)
  - ...
- At this moment not yet decided how, if, and when this would become a W3C document

### Other items...

- Fuzzy logic
  - look at alternatives of Description Logic based on fuzzy logic
  - alternatively, extend RDF(S) with fuzzy notions
- Probabilistic statements
  - have an OWL class membership with a specific probability
  - combine reasoners with Bayesian networks
- Security, trust, provenance
  - combining cryptographic techniques with the RDF model, sign a portion of the graph, etc
- Ontology merging, alignment, term equivalences, versioning, development, ...
- etc

(Need a new PhD topic?)

## A major problem: messaging

- Some of the messaging on Semantic Web has gone terribly wrong . See these statements:
  - "the Semantic Web is a reincarnation of Artificial Intelligence on the Web"
  - "it relies on giant, centrally controlled ontologies for "meaning" (as opposed to a democratic, bottom–up control of terms)"
  - "one has to add metadata to all Web pages, convert all relational databases, and XML data to use the Semantic Web"
  - "it is just an ugly application of XML"
  - "one has to learn formal logic, knowledge representation techniques, description logic, etc, to use it"
  - "it is, essentially, an academic project, of no interest for industry"

• ...

■ Some simple messages should come to the fore!

### RDF # RDF/XML!

- RDF is a model, and RDF/XML is only one possible serialization thereof
  - lots of people prefer, for example, Turtle
  - a good percentage of the tools have Turtle parsers, too!
- The model is, after all, simple: interchange format for Web resources. That is it 🥯!

## RDF ≠ RDF/XML! (cont.)

- RDF/XML is indeed a very complex serialization format
- Certainly not the nicest possible XML application
  - good to know that it was created when XML was not yet final...
- Again: it is only syntactic sugar!
- One has to emphasize: RDF is *not* an XML application!

# RDF is not *that* complex...

- Of course, the formal semantics of RDF *is* complex
- But the average user should not care, it is all "under the hood"
  - how many users of SQL have ever read its formal semantics?
  - it is not much simpler than RDF...
- *People should "think" in terms of graphs*, the rest is syntactic sugar!

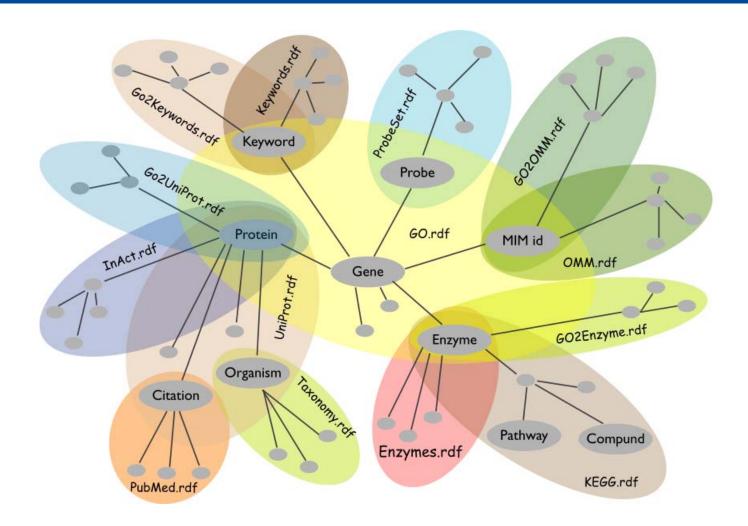
# Semantic Web ≠ Ontologies on the Web!

- Formal ontologies (like OWL) are important, but use them *only when necessary* 
  - you can be a perfectly decent citizen of the Semantic Web if you do not use Ontologies, not even RDFS...
  - remember the "light ontologies" issue?

# SW Ontologies ≠ some *central*, big ontology!

- The "ethos" of the Semantic Web is on *sharing*, ie, sharing ontologies (small or large)
- A huge, central ontology would be unmanageable
- OWL includes statements for versioning, for equivalence and disjointness of terms
  - a revision of those may be necessary, but the goal is clear
- The practice:
  - SW applications using ontologies always mix large number of ontologies and vocabularies (FOAF, DC, and others)
  - the real advantage comes from this mix: that is also how new relationships may be discovered

# Remember?



### Semantic Web ≠ an academic research only!

- SW has indeed a strong foundation in research results
- But remember:
  - (1) the Web was born at CERN...
  - (2) ... was first picked up by high energy physicists...
  - (3) ...then by academia at large...
  - (4) ...then by small businesses and start-ups...
  - (5) "big business" came only later!
- network effect kicked in early...
- Semantic Web is now at #4, and moving to #5!

## May start with small communities

- The needs of a deployment application area:
  - have serious problem or opportunity
  - have the intellectual interest to pick up new things
  - have motivation to fix the problem
  - its data connects to other application areas
  - have an influence as a showcase for others
- The high energy physics community played this role for the Web in the 90's

# Some RDF deployment areas

	Library metadata	Defense	Life sciences
Problem to solve?	single-domain integration	WAS SALIOUS data	yes, connections among genetics, proteomics, clinical trials, regulatory,
Willingness to adopt?	yes: OCLC push and Dublin Core initiative	yes: funded early DAML (OWL) work	yes: intellectual level high, much modeling done already.
Motivation	light	strong	very strong
Links to	other library data	phone calls records, etc	chemistry, regulatory, medical, etc

# Some RDF deployment areas (cont)

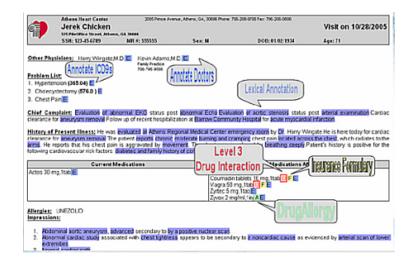
- These are just examples
- Others are coming to the fore: eGovernment, energy sector (oil industry), financial services,...
- Health care and life science sector is now very active
  - also at W3C, in the form of an Interest Group

# The "corporate" landscape is moving

- Major companies offer (or will offer) Semantic Web tools or systems using Semantic Web: Adobe, Oracle, IBM, HP, Software AG, webMethods, Northrop Gruman, Altova,...
- Some of the names of active participants in W3C SW related groups: ILOG, HP, Agfa, SRI International, Fair Isaac Corp., Oracle, Boeing, IBM, Chevron, Siemens, Nokia, Merck, Pfizer, AstraZeneca, Sun, Citigroup,...
- "Corporate Semantic Web" listed as major technology by Gartner in 2006
- The Semantic Technology Conference series also attract lots of participants
  - speakers in 2006: from IBM, Cisco, BellSouth, GE, Walt Disney, Nokia, Oracle, ...
  - not all referring to Semantic Web (eg, RDF, OWL,...) but semantics in general
  - but they might come around!

### Applications are not always very complex...

- Eg: simple semantic annotations of patients' data greatly enhances communications among doctors
- What is needed: some simple ontologies, an RDFa/microformat type editing environment
- Simple but powerful!

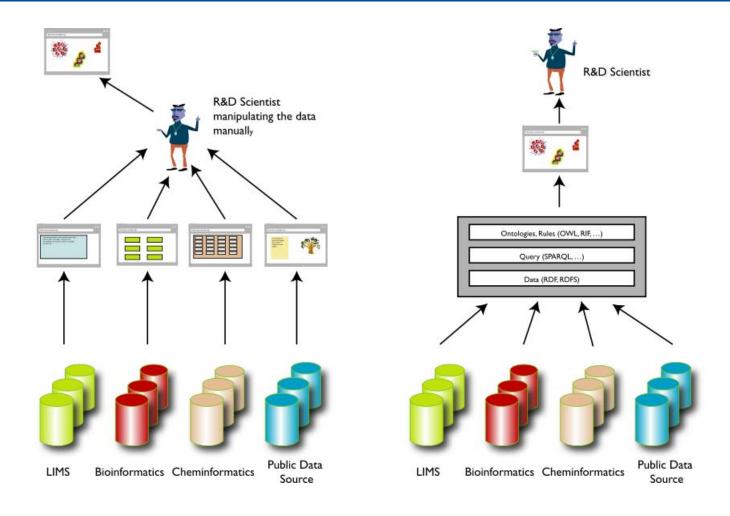


# Data integration

- Data integration comes to the fore as one of *the* SW Application areas
- Very important for large application areas (life sciences, energy sector, eGovernment, financial institutions), as well as everyday applications (eg, reconciliation of calendar data)
- Life sciences example:
  - data in different labs...
  - data aimed at scientists, managers, clinical trial participants...
  - large scale public ontologies (genes, proteins, antibodies, ...)
  - different formats (databases, spreadsheets, XML data, XHTML pages)

• etc

# Life Sciences (cont.)

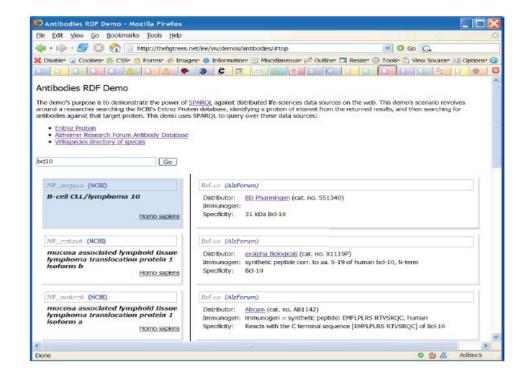


# General approach

- 1. Map the various data onto RDF
  - assign URI-s to your data
  - "mapping" may mean on-the-fly SPARQL to SQL conversion, "scraping", etc
- 2. Merge the resulting RDF graphs (with a possible help of ontologies, rules, etc, to combine the terms)
- 3. Start making queries on the whole!
- Remember the role of SPARQL?

## Example: antibodies demo

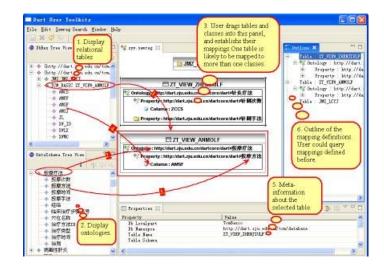
- Scenario: find the known antibodies for a protein in a specific species
- Combine ("scrape"...) three different data sources
- Use SPARQL as an integration tool (see also demo online)



### There has been lots of R&D

- Boeing, MITRE Corp., Elsevier, EU Projects like Sculpteur and Artiste, national projects like MuseoSuomi, DartGrid, ...
- Developments are under way at various places in the area
- A general question: can /access your (RDF) data directly?





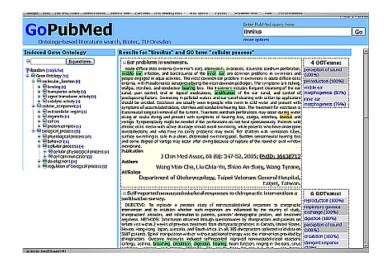
### **Portals**

- Vodafone's Live Mobile Portal
  - search application (e.g. ringtone, game, picture) using RDF
    - o page views per download decreased 50%
    - o ringtone up 20% in 2 months
- A number of other portal examples: Sun's White Paper Collections and System Handbook collections; Nokia's S60 support portal; Harper's Online magazine linking items via an internal ontology; Oracle's virtual press room; Opera's community site, Yahoo! Food...
- A general question again: can /access your (RDF) data directly?



# Improved Search via Ontology: GoPubMed

- Improved search on top of pubmed.org
  - search results are ranked using the specialized ontologies
  - extra search terms are generated and terms are highlighted
- Importance of *domain specific ontologies* for search improvement



# Other Application Areas Come to the Fore

- Knowledge management
- Business intelligence
- Linking virtual communities
- Management of multimedia data (e.g., video and image depositories)
- Content adaptation and labeling (e.g., for mobile usage)

■ etc

# Thank you for your attention!

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http://www.w3.org/2007/Talks/0223-Bangalore\_IH/

in XHTML and PDF formats; the XHTML version has active links that you can follow