

Expression of Interest
“the **WoT for the Fashion Shopping Apps**”
W3C Workshop on the Web of Things

B. Helena RODRIGUEZ
W3C Invited Expert
Multimodal Working Group

Romain STELANDRE / Joris BACO
Shopedia, SAS
55 rue La Boétie
75008 PARIS

b.helena@soixante-dix.com

contact@shopedia.fr

Shopedia SAS concentrates on the R&D of prospective web technologies. Focused on Signal Processing, Semantic Technologies and Fashion electronics, two of the key topics we focus on in our R&D activities are the user experience and wearable use cases.

In this context, Shopedia is currently working on the design of a Multimodal Platform of Services for the fashion market named “My Virtual Dressing”. This service-oriented platform is built using web technologies: the W3C’s MMI Architecture proposing an HTML5 modality for the graphical user interface; a decision engine modality; a semantically annotated database -with 1 million of fashion objects and exposed as a service-; a set of wearable modalities; a computer vision modality; and a set of modalities implemented on mobile devices.

We believe that our work addresses several aspects targeted by the WoT workshop. Our platform is a good example of how the web of devices, the web of data and the multimodal web can be assembled in an unique and innovative platform. This platform aims to facilitate the integration and interaction between heterogeneous wearable devices in order to innovate in the market of fashion services.

For example, one key feature in this platform is the Discovery & Registration module of the clothing service, which will allow the applications in a smart home to discover and bind to semantic web services exposed by the “virtual dressing”. This is made, by using the MMI Architecture over NFC and Zero-conf technologies. Another example is how smart clothes can become an important element for the extraction of meaning of contextual information for the coordination of interaction modalities. This contextual knowledge is the second key feature of our platform.

Finally, in the fashion domain, the need of a semantic alignment of heterogeneous data coming from a diversity of providers is evident (type of use, sizes, color codes, seasonality, categories of clothes, cleaning instructions, services). In our current work, 364 different fashion brands provide weekly, very heterogeneous data about fashion objects. Open standards describing the information about a wearable or a fashion electronic object to expose in an API, would significantly enhance the services and the data interoperability in the web of -fashionable- things. A common vocabulary for “intelligent clothes” is also an important need for which we already have a few proposals coming from our daily experience in this field.

To summarize, we believe that our participation on the W3C Workshop on the Web of Things will be a good opportunity for us to expose our use cases in order to enrich the discussion on some of the topics covered by the workshop.