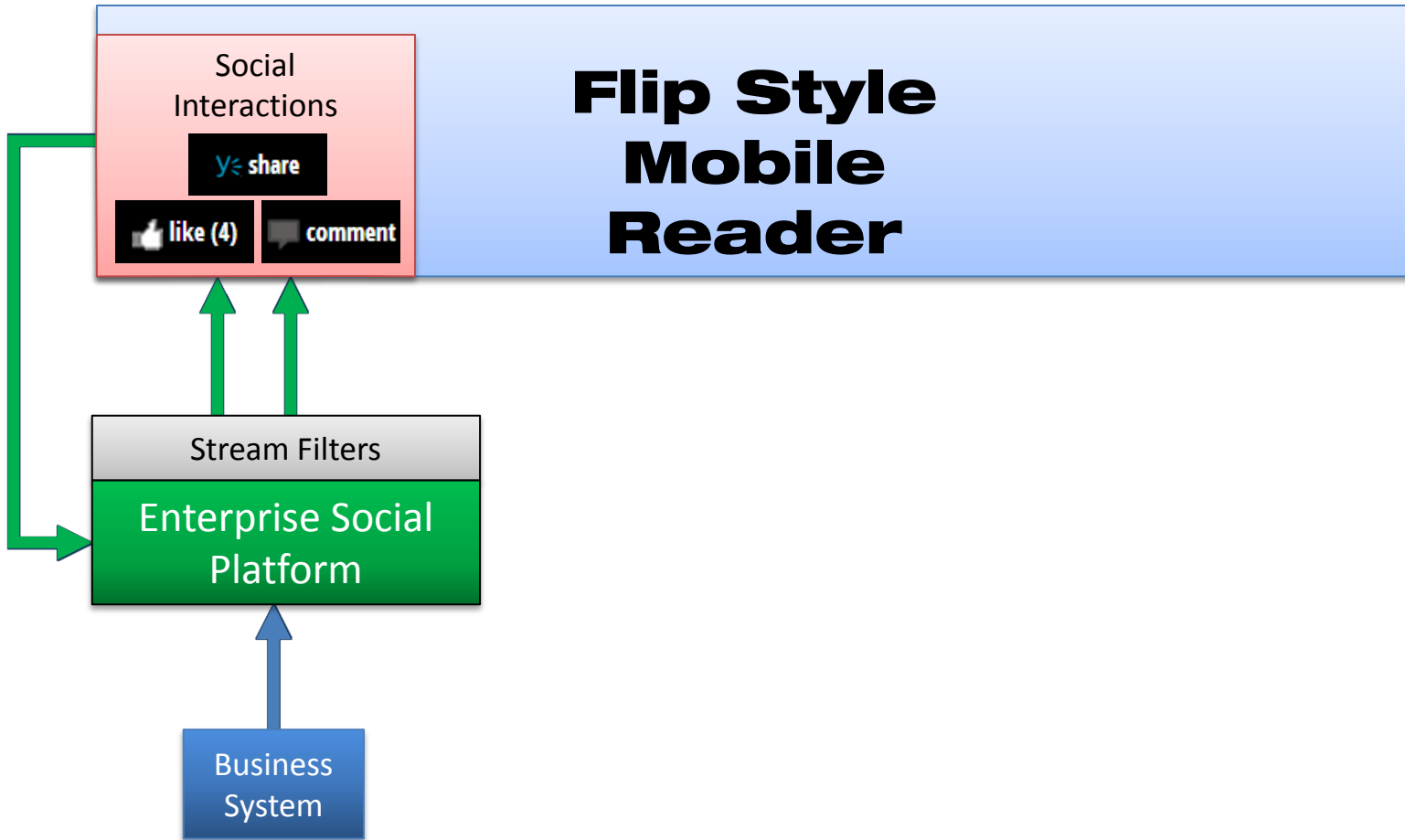


The need for a PubSubHub, and how social plays into this need

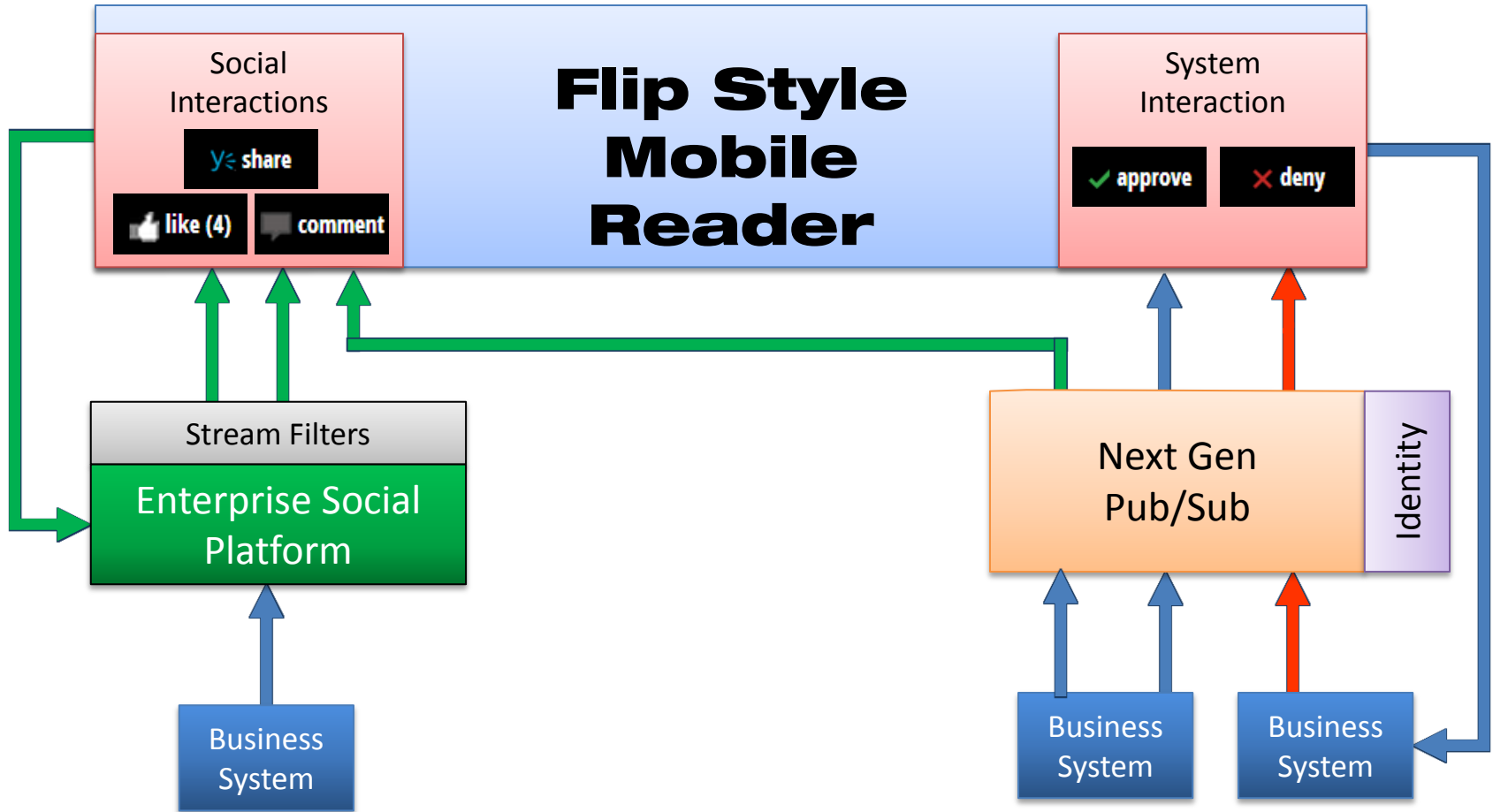
Edward Krebs, Ford Motor Company

A PubSubHub , in the simple form, is an application or mechanism, a hub, that allows publishers to send information, and subscribers to connect with the subset of information being published.

In a next generation PubSubHub, there is need to also provide interaction methods around the content, either social or transactional (or both).



Information Consumption



Business System Integration

