



TWC

Tetherless World Constellation

Web 3.0 emerges...

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[@jahendler](#) (twitter)



SEMANTIC WEB & LINKED DATA
BUSINESS STRATEGIES



JupitermediaEvents

October 16-17, 2008 • Santa Clara, CA

ellation

The Next Generation Web



Web 3.0



Semantic Web



Linked Data

Web 3.0 Conference & Expo is focused on bringing together the key proponents and components delivering the promise of next generation *web applications, technologies and business utilization.*

Web 3.0 showcases in case-study format, the explosive, game-changing promise and disruptive opportunities as they develop in order to help the entire community realize the promise of Web 3.0.

Semantic Web takes that hyper-data and enriches it with meaning through semantic web standards, technologies and strategies, and ultimately leads to the next generation Web.

Linked Data brings traditional hyperlinks and today's "web of documents" into the era of an interconnected, standards-based "web of linked data".

Applications, Technologies and Business Utilization



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NEWS

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Facebook's Graph API: The Future Of Semantic Web?

Posted by [Dilip Krishnan](#) on Apr 24, 2010

Community [SOA](#) Topics [REST](#) Tags [Social Networking](#) , [Semantic Web](#) , [Facebook](#)

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"There are two important themes behind everything we're delivering today," says Bret Taylor, head of Facebook's platform products [in the facebook developer blog](#), about the recent announcements at the f8 conference in San Francisco. Facebook introduced Open Graph protocol, and the Graph API as the next evolution in the Facebook platform.

First, the Web is moving to a model based on the connections between people and all the things they care about. Second, this connections-based Web is well on its way to being built and providing value to both users and developers — the underlying graph of connections just needs to be mapped in a way that makes it easy to use and interoperable.

Facebook introduced three new components of Facebook Platform two of which the Open Graph protocol, and the Graph API. The API provides access to Facebook objects like people, photos, events etc. and the connections between them like friends, tags, shared content etc. via a uniform and consistent URI to access the representation. Every object can be accessed using the the URL <https://graph.facebook.com/ID>, where ID stands for the unique ID for the object in the social graph. Every connection (CONNECTION_TYPE) that the facebook object supports can be examined using the URL https://graph.facebook.com/ID/CONNECTION_TYPE.



Semantic Web 2010



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The New York Times **Technology**

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

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  Warren Brown
Founder of CakeLove,
and recipient of Dell's
IT Makeover.

Ultra-secure Dell re
Protect your data with the
team of Dell, Intel® and Tr

[TakeYourOwnPath.com](#)

How Best Buy Is Using The Semantic Web

By RICHARD MACMANUS of [ReadWriteWeb](#)
Published: July 1, 2010

Yesterday we wrote about the increasing usage of [Semantic Web technologies by large commercial companies](#) like Facebook, Google and Best Buy. The [Semantic Web](#) is a Web of added meaning, which ultimately enables smarter and more personalized web apps to be built. In this post we explore how a leading U.S. retailer, [Best Buy](#), is using a Semantic Web markup language called RDFa to add semantics to its webpages.

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CONVICTION
Watch The Trailer

More News From ReadWriteWeb

- [Why We Check In: The Reasons People Use Location-Based Social Networks](#)
- [Google's Semantic Web Push: Rich Snippets Usage Growing](#)
- [How to Jailbreak iOS 4.0 for iPhone 3G](#)
- [Can Augmented Reality Help Save the Planet?](#)
- [From Your Mouth to a Thousand Ears, New Apps Make Mobile Podcasting Easy](#)

[Technologies](#)

This is not just an academic exercise for Best Buy. As we will see, semantic technology has already led to increased traffic and better service to its customers. We spoke to [Jay Myers](#), Lead Web Development Engineer at BestBuy.com, to find out how.

ReadWriteWeb's Guide to The Semantic Web:

1. [It's All Semantics: Open Data, Linked Data & The Semantic Web](#)
2. [The State of Linked Data in 2010](#)
3. [Top 10 Semantic Web Products of 2009](#)
4. [ReadWriteWeb Interview With Tim Berners-Lee](#)
5. [Semantic Web Patterns: A Guide to Semantic](#)

Myers told us that the primary goal of using semantic technologies was to increase the visibility of its products and services. And with data such as store name, address, store hours and GEO data being marked up using RDFa, search engines are now able to identify each of those data components more easily and put them into context.



Google, Twitter and Facebook build the semantic web

- › 02 August 2010 by [Jim Giles](#)
- › Magazine issue 2771. [Subscribe and save](#)

A TRULY meaningful way of interacting with the web may finally be here, and it is called the [semantic web](#). The idea was proposed over a decade ago by Tim Berners-Lee, among others. Now a triumvirate of internet heavyweights - Google, Twitter and Facebook - are making it real.

The defining characteristic of the semantic web is that information should be stored in a machine-readable format. Crucially, that would allow computers to handle information in ways we would find more useful, because they would be processing the concepts within documents rather than just the documents themselves.

Imagine bookmarking a story about Barack Obama: your computer will store the URL, but it has no way of knowing whether the content relates to politics or, say, cookery. If, however, each web page were to be tagged with information about its content, we can ask the web questions and expect sensible answers.

...





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internetnews.com REALTIME IT NEWS Blogs Search N

Hardware Software Mobility Web Content **Search** Government Developer Business Storage

Free Download: BlackBerry® Enterprise Server Express. It works with any Internet-enabled BlackBerry data plan & enables organizations to deploy the BlackBerry solution without software or licensing costs.

[InternetNews.com >> Search](#)

Google Snaps Up Metaweb in Semantic Web Play

Acquisition of firm offering a free, open source database of real-world information figures to inform smarter search as Google builds out semantic technology.

July 19, 2010
By Kenneth Corbin: [More stories by this author:](#)

Google's shopping spree doesn't show any signs of letting up, as the Web behemoth continues to open its wallet to acquire firms with niche technologies that can augment its developing business lines.

The latest target is [Metaweb](#), a firm specializing in semantic Web technology that Google has acquired to improve its search engine. Specifically, Google thinks that Metaweb's database of real-world items can help it produce ordered and accurate results in response to specific, complex search queries. [DevX](#) has the details.

In the latest in a string of acquisitions, Google has unveiled plans to purchase Metaweb, a firm that maintains a vast open source database of information about objects in the real world.

Through the acquisition, Google (NASDAQ: GOOG) aims to provide a smarter search engine that will be able to retrieve more specific answers to complex queries.

Read the full story at DevX:
[Google Snags Semantic Web Firm Metaweb](#)

TAGS: Google, semantic Web, acquisition, search engine, Metaweb

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Semantic Web

Semantic Web
SUMMIT

Semantic Web
100

Semantic Enterprise: What Are The Gorillas Doing? (Oracle, IBM, HP, Cisco, Microsoft and SAP)

By Bernard Lunn on Aug 03, 2010 07:00 AM



In [Crossing The Chasm](#) terminology, "gorillas" are the dominant vendors. Simple message for start-ups - don't mess with them!

In this post, we want to understand what the gorillas are doing to apply semantic web technology to the enterprise. The gorillas in this market are: Oracle, IBM, HP, Cisco, Microsoft and SAP.

Oracle: Embrace & Extend

Oracle is active in the semantic web. This matters to them. They cannot afford another database management system based on RDF to replace Oracle and MySQL. Oracle look at RDF as just another thing to store - like objects. They saw off the threat from object management systems and they aim to see off any threat from RDF triples.



Two very different sorts of use cases

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- *cf.* US National Center for Biotechnology Information, "Oncology Metathesaurus"
 - 50,000+ classes, ~8 people supporting full time, monthly updates, mandated for use by NIH-funded cancer researchers
 - OWL DL rigorously followed
 - Provably consistent
- *cf.* Friend of a Friend (Foaf)
 - 30+ classes, Dan Brickley and Libby Miller made it, maintained by consensus in a small community of developers
 - Violates DL rules (undecidable)
 - Used inconsistently



Widely varying use

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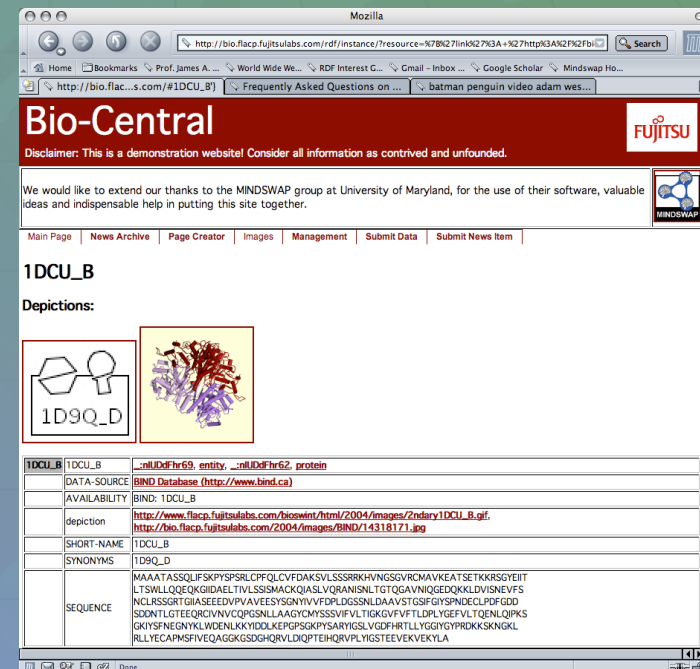
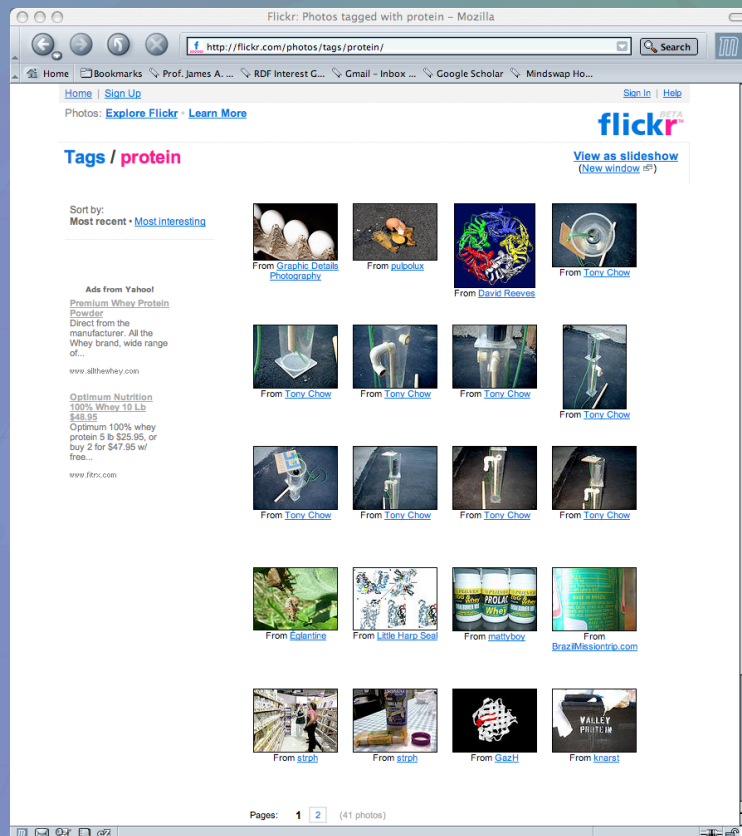
- NCBI Oncology Ontology
 - “High use” in medical community (~1200 users)
 - Very “trusted” information (provenance from NCBI)
 - Primarily terminological (relationships between cancer-related concepts), not data-oriented
- FOAF
 - >60M Foaf people (not necessarily distinct individuals) in hundreds of applications touched by a large community (~1,000,000,000 users)
 - Used by a number of large providers
 - If you use LiveJournal, you have a FOAF file
 - Also flickr, ecademy, tribe, joost, ...
 - And you can export Foaf from Facebook and many other social networking sites
 - Becoming de facto standard for open social networking



The argument for NCBI seems compelling

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- When "folksonomy" isn't enough...



Which one do you want your *doctor* to use?



But the cost is too high

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- Formal modeling finds its use cases in verticals and enterprises
 - Where the vocabulary can be controlled
 - Where finding things in the data is important
- Example
 - Drug discovery from data
 - **Model** the molecule (site, chemical properties, etc) as **faithfully** and expressively as possible
 - Use "Realization" to categorize data assets against the ontology
 - **Bad or missed answers are money down the drain**
- **But the modeling is very expensive and the return on investment must be very high!**
 - Which is part of why the "expert systems revolution" wasn't one
 - Became part of the technology tool kit, a useful niche in the programming pantheon, but didn't change the world

Analogy: the pre-web hypertext world



The alternative

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- OWL is based on RDF, a language designed for the (Semantic) Web
 - Built with Web architecture in mind
 - Exploits Web infrastructure, respects W3C TAG recommendations
 - Internationalization, accessibility, extensibility
 - Fits the **Web culture**
 - Open and extensible, supports communities of interest
 - *If you don't like my ontology, extend it, change it, or build your own*
 - Fits the Web application development paradigm
 - Scales like "databases"
 - With some new ways of linking to formal models
 - **Heavy use of a small amount of RDFS and a tiny bit of OWL**
 - Generally used "like it sounds" not like the formal model
 - Example "owl:sameAs" debate

“linked data” often used to describe this low semantics Semantic Web

Analogy: the World Wide Web



- "Linked Data" approach finds its use cases in Web Applications (at Web scales)
 - **A lot of data, a little semantics**
 - **Finding anything in the mess can be a win!**
- Example
 - Declare simple inferable relationships and apply, at scale, to large, heterogeneous data collections
 - *eg.* Use InverseFunctional triangulation to find the entities that can be inferred to be the same
 - **These are "heuristics" not every answer must be right (qua Google)**
 - But remember *time = money!*



Government Data Sharing

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January 1, 2009

“Openness will strengthen our democracy and promote efficiency and effectiveness in Government.”

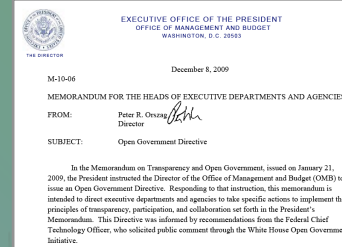
--- President Obama



May 21, 2009

data.gov online

57 Data Sets



December 8, 2009

“Open Government Directive” released

~2000 Data Sets



May 21, 2010

data.gov relaunch with semantic web featured

~270000 Data Sets

2009

June 30, 2009

Putting Govt Data online-
Data.gov.uk beta

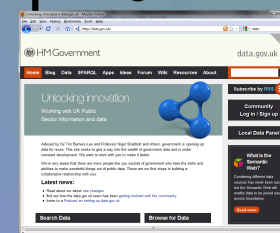


January 19, 2010

data.gov.uk online

~3000 Data Sets

2010 ...





Moving data.gov to linked data (UK)

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- Built around linked data with top-down push from “Number 10”

The screenshot shows the homepage of data.gov.uk. At the top, it features the HM Government logo and the URL hmg.gov.uk/data. A navigation bar includes links for Home, Data, Blog, Apps, Ideas, Resources, and About. A search bar is located on the right. The main content area is titled "Unlocking innovation" and includes a blue molecular structure graphic. Below this, there is a search bar and a "Featured Data" section with a link to "Education and training participation: 16-18 year olds". A "Most Recent Apps" section is at the bottom, listing "PlanningAlerts", "FillThatHole", and "Where Can I Live?". The right sidebar contains a "Subscribe by RSS" button, a "What is the Semantic Web?" section, a "Digital Engagement Twitter stream" with a tweet from @innovate_uk, and a "Submit an app" section.



Moving data.gov to linked data (US)

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- Originated with 3rd parties doing Sem Web bottom up
- May 21 2010, embraced by data.gov

DATA.GOV
EMPOWERING PEOPLE

HOME DATA TOOLS COMMUNITY METRICS DIALOGUE

LINKING OPEN GOVERNMENT DATA

VIEW MORE

Most Popular Datasets

1. US Topo 7.5-minute map for Imperial, TX
2. U.S. Overseas Loans and Grants (Greenbook)
3. Worldwide M1+ Earthquakes, Past 7 Days
4. Latest Volumes of Foreign Relations of the...
5. Personnel Trends by Gender/Race

SEARCH OUR CATALOGS

Search our catalogs...

SEARCH

APPS

With so much government data to work with, developers are creating a wide variety of applications, mashups, and visualizations. From crime statistics by neighborhood to the best towns to find a job to seeing the environmental health of your community—these applications arm citizens with the information they need to make decisions every day. Enjoy these highlights of the hundreds of applications available.

READ MORE

COMMUNITY

Data.gov is leading the way in democratizing public sector data and driving innovation. The data is being surfaced from many locations making the Government data stores available to researchers to perform their own analysis. Developers are finding good uses for the datasets, providing interesting and useful applications that allow for new views and public analysis. This is a work in progress, but this movement is spreading to cities, states, and other countries. After just one year a community is born around open government data.

Just look at the numbers:

- 6 Other nations establishing open data
- 8 States now offering data sites
- 8 Cities in America with open data
- 236 New applications from Data.gov datasets
- 253 Data contacts in Federal Agencies
- 272,577 Datasets available on Data.gov

VIEW MORE

SEMANTIC WEB

As the Web of linked documents evolves to include the Web of linked data, we're working to maximize the potential of Semantic Web technologies to realize the promise of Linked Open Government Data.

Thanks to our collaboration with the **Tetherless World Constellation at the Rensselaer Polytechnic Institute**, Data.gov is now hosting one of the largest open collections of RDF datasets in the world! Check out some of their semantic mashups **we're featuring** and read our blog entry to learn more about where we are, where we're going, and why we think this platform will add tremendous value to democratized data.

READ MORE

DATA.GOV About | FAQ | Contact Info | Data Policy | Accessibility | Privacy Policy | Sitemap



Data.gov community

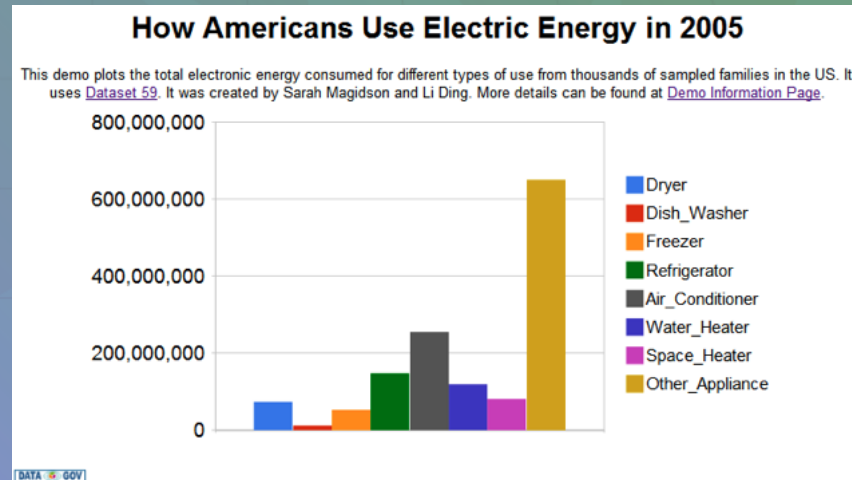
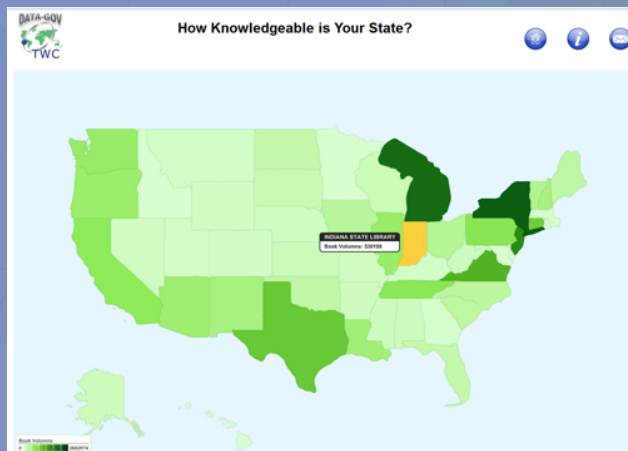
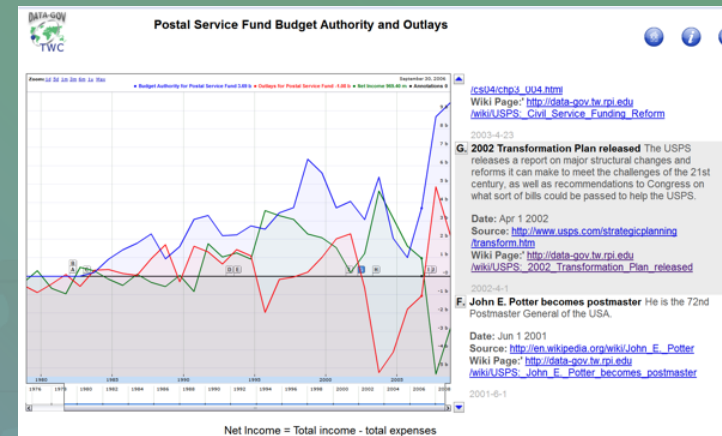
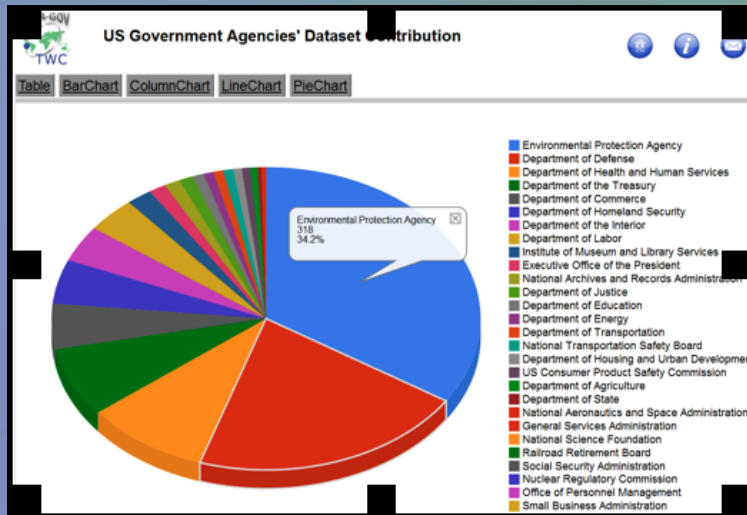
Tetherless World Constellation

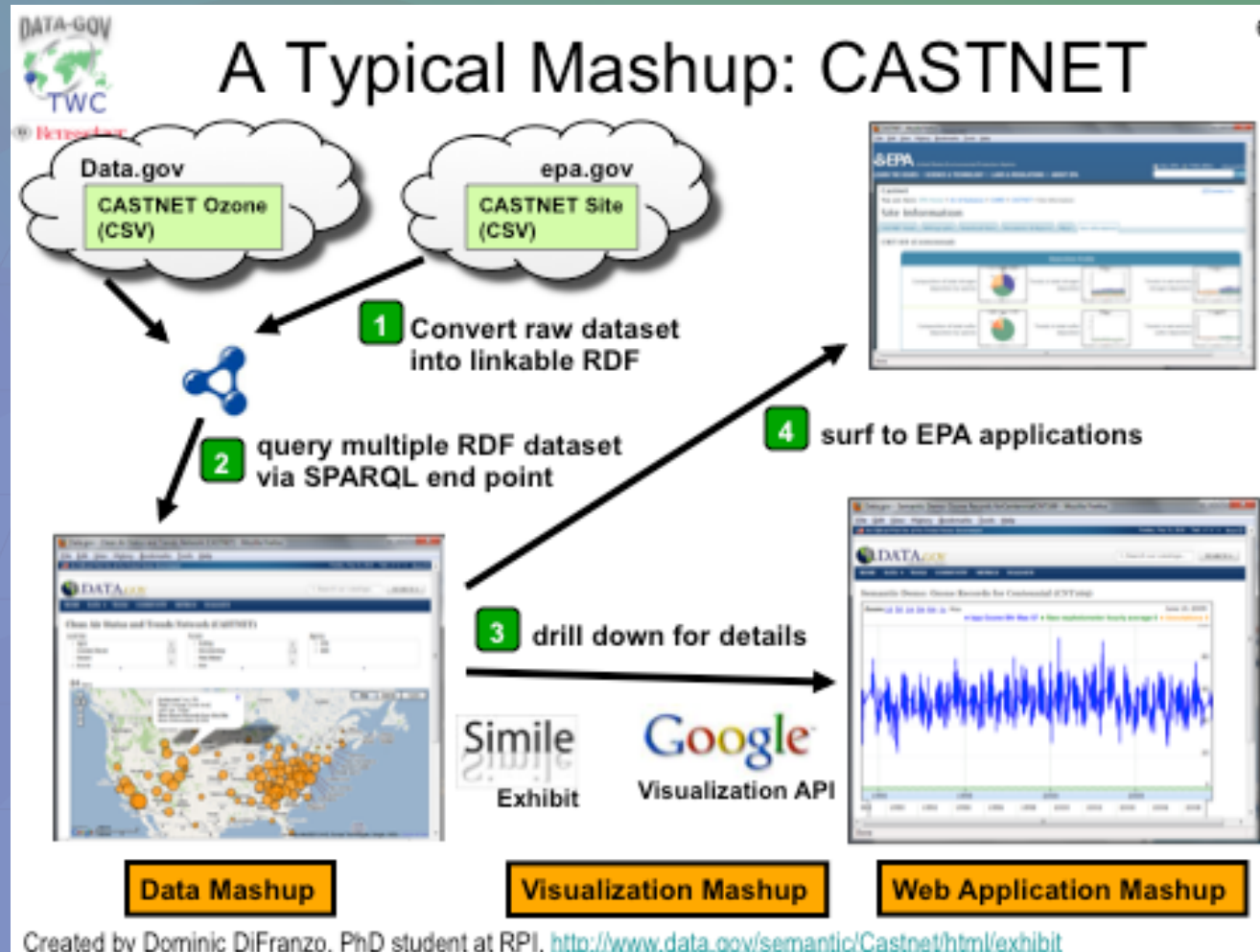
A screenshot of the Data.gov Community website. The browser address bar shows 'http://www.data.gov/community'. The page features a navigation menu with 'HOME', 'DATA', 'TOOLS', 'COMMUNITY', 'METRICS', and 'DIALOGUE'. The 'COMMUNITY' section is highlighted. Below the navigation, there is a search bar and a paragraph stating: 'Data.gov is leading the way in democratizing public sector data and driving innovation. This movement has spread throughout cities, states, and countries.' A row of logos includes 'OPEN GOV', 'Rensselaer', 'Sunlight Foundation', and 'World Bank'. Below these are several circular logos representing various government agencies. A world map is displayed with several countries highlighted in dark blue. At the bottom, a row of national flags is shown, including the United States, United Kingdom, Australia, Canada, New Zealand, Norway, and Germany.



Pump through to Google Viz for demos

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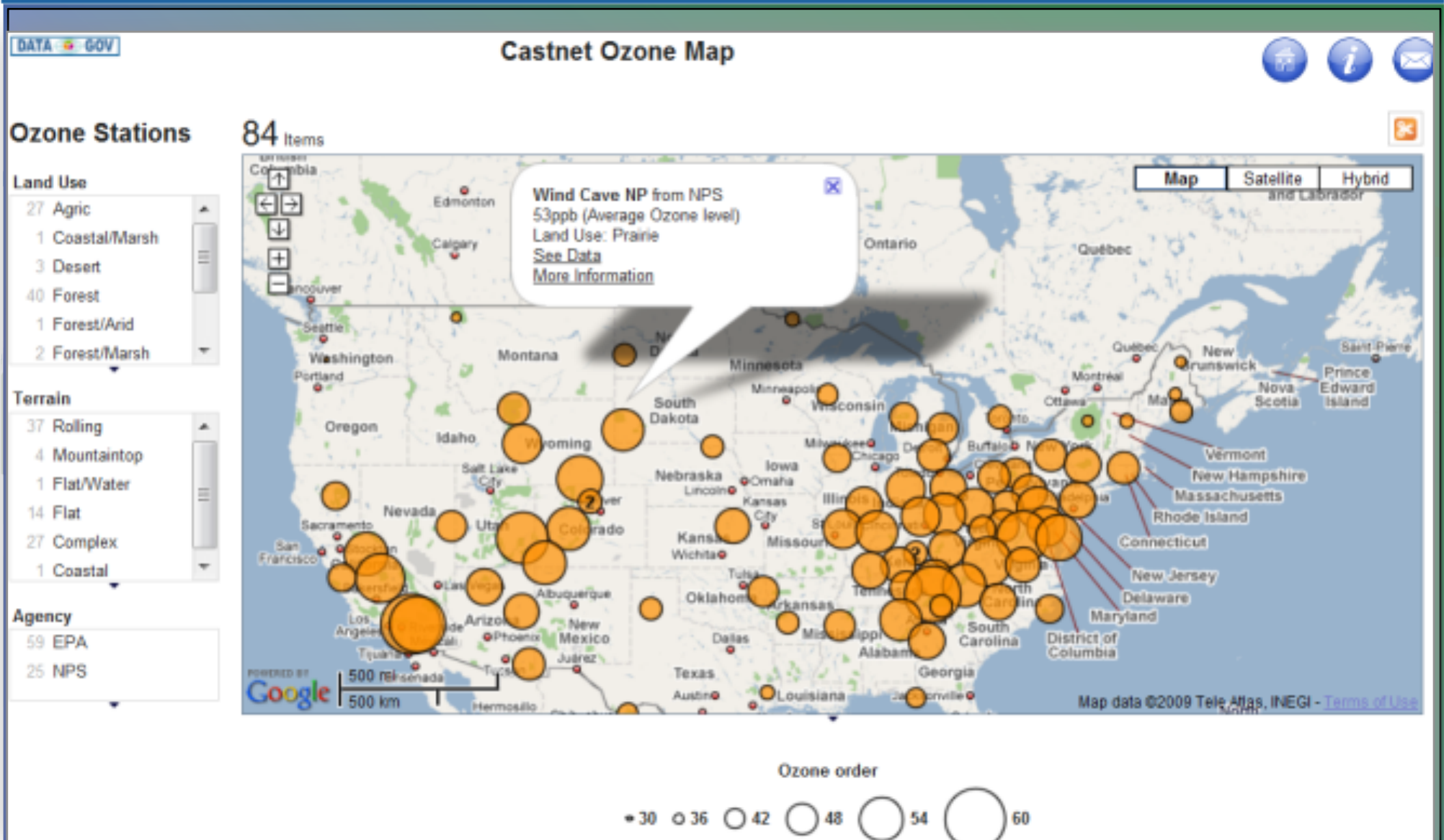






Data.gov + epa.gov

Tetherless World Constellation

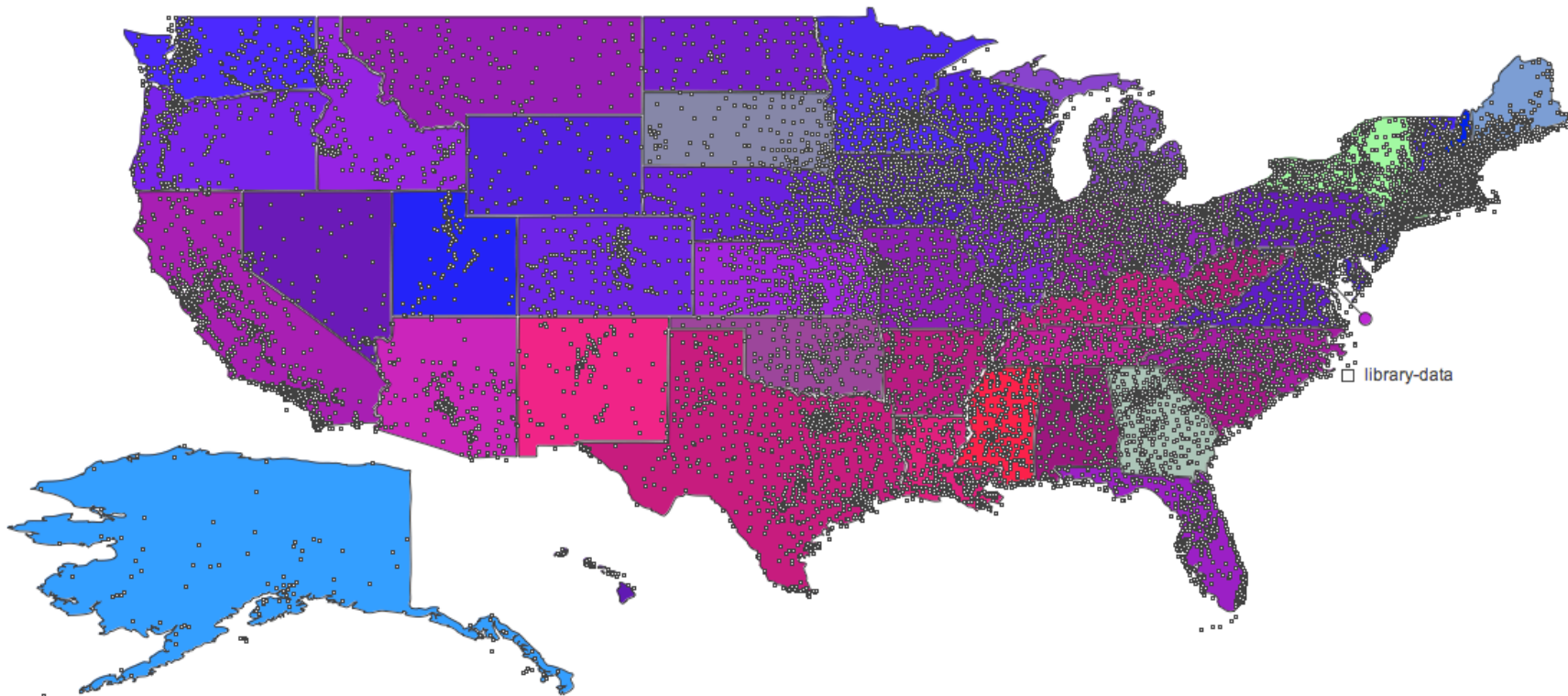




NTIA internet study vs. libraries

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Nebraska: poverty: 14.8: broadband: null: internet: 73.6



■ internet
■ broadband
■ poverty

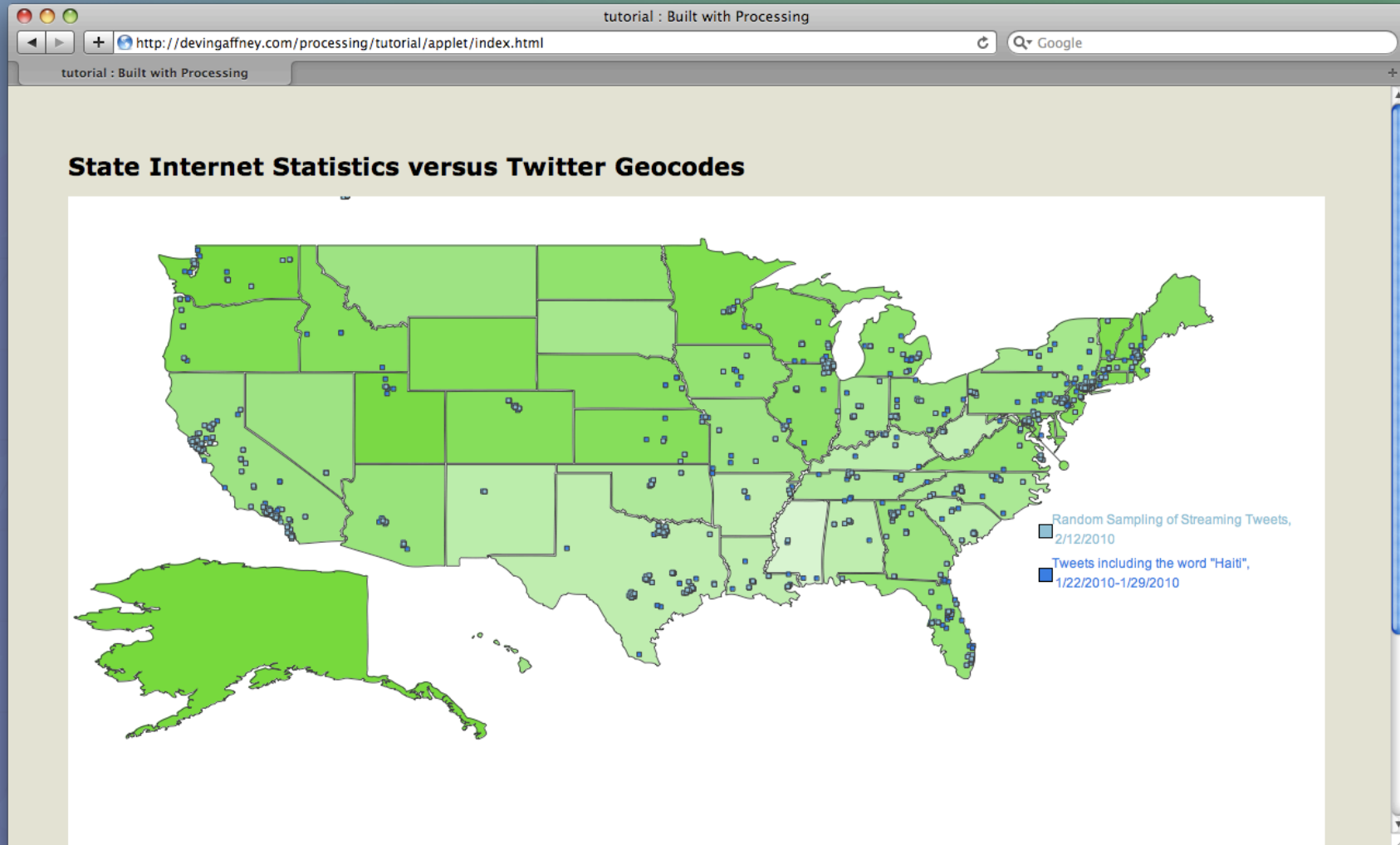
■ Disable regions?
■ Disable locations?

□ library-data



NTIA internet funding vs. tweets about #haiti

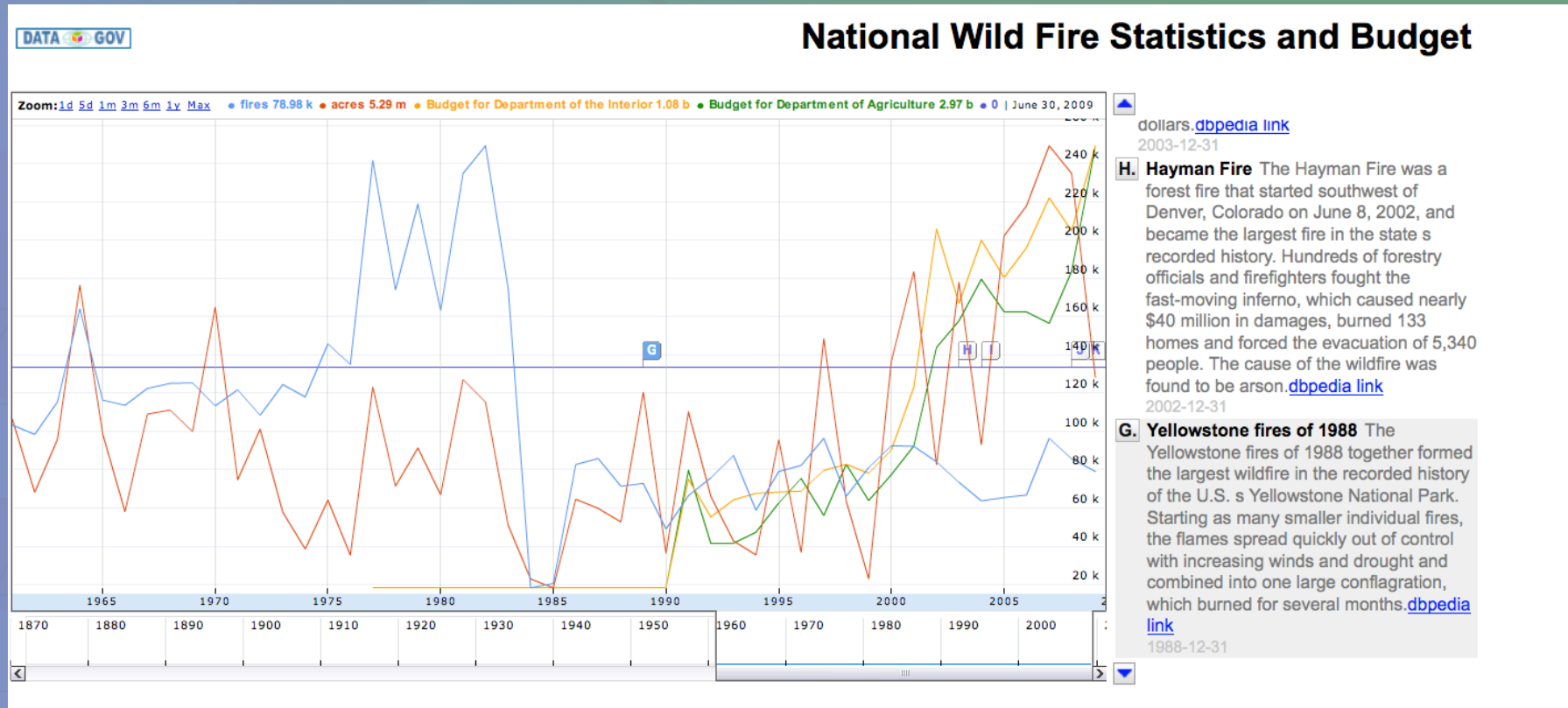
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Visualization can help identify data errors

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Correlates fires, acres burned, and agency budgets



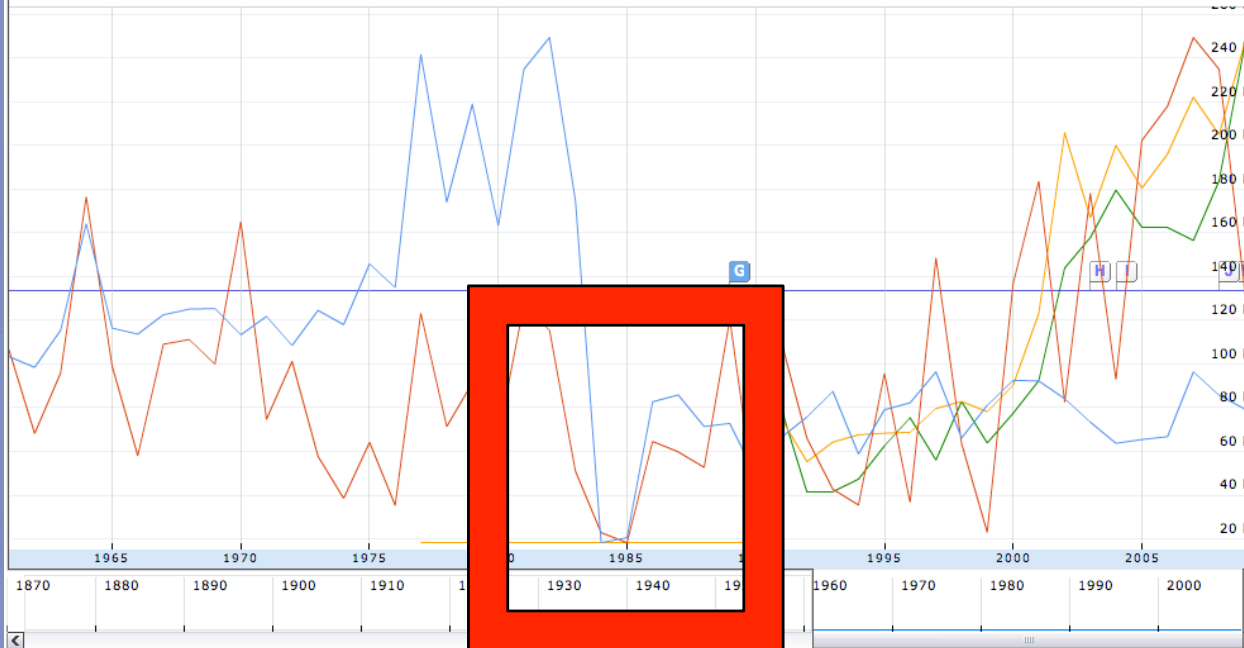
Visualization can help identify data errors

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DATA GOV

National Wild Fire Statistics and Budget

Zoom: 1d 5d 1m 3m 6m 1y Max • fires 78.98 k • acres 5.29 m • Budget for Department of the Interior 1.08 b • Budget for Department of Agriculture 2.97 b • 0 | June 30, 2009



- ▲ dollars.[dbpedia link](#)
2003-12-31
- H. **Hayman Fire** The Hayman Fire was a forest fire that started southwest of Denver, Colorado on June 8, 2002, and became the largest fire in the state s recorded history. Hundreds of forestry officials and firefighters fought the fast-moving inferno, which caused nearly \$40 million in damages, burned 133 homes and forced the evacuation of 5,340 people. The cause of the wildfire was found to be arson.[dbpedia link](#)
2002-12-31
- G. **Yellowstone fires of 1988** The Yellowstone fires of 1988 together formed the largest wildfire in the recorded history of the U.S. s Yellowstone National Park. Starting as many smaller individual fires, the flames spread quickly out of control with increasing winds and drought and combined into one large conflagration, which burned for several months.[dbpedia link](#)
1988-12-31

Were there really no fires in 1985?



Combining data from different sites

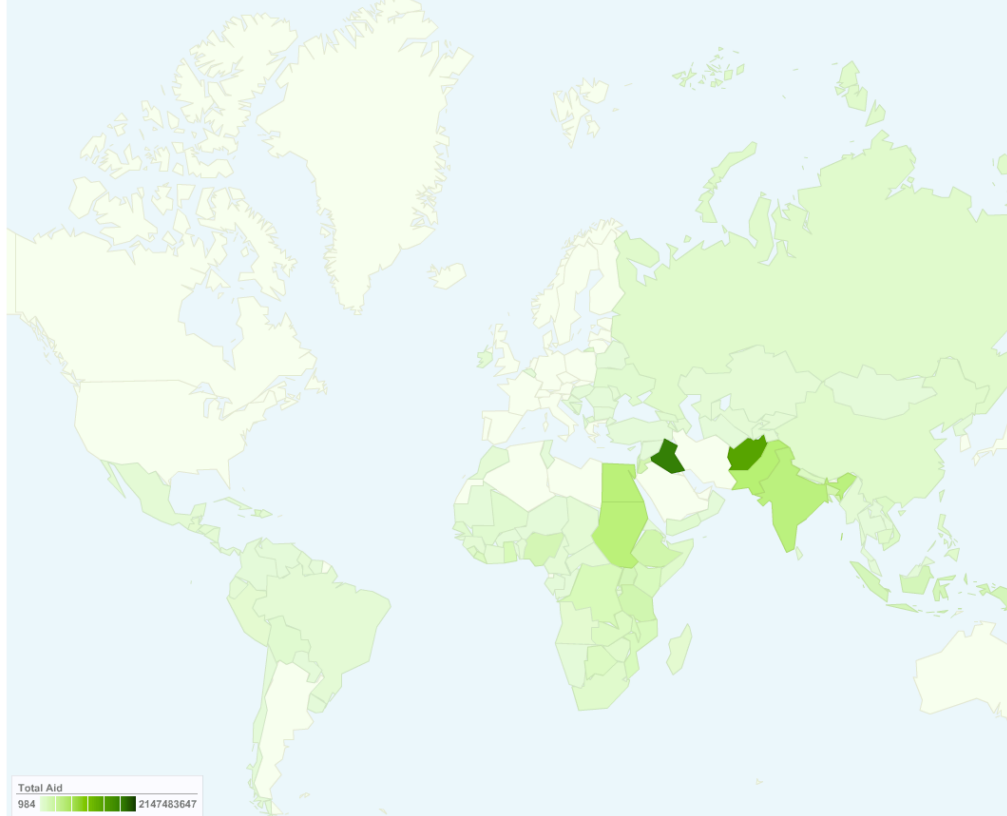
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Comparing US (USAID) and UK (DFID) Global Foreign Aid

Demo

About

HIGHLIGHT ALL - or highlight countries receiving less than 1 Billion 250 Million 100 Million 50 Million 10 Million



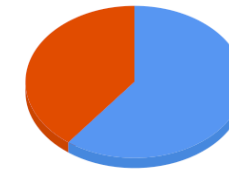
Aid Figures

News

Country Facts

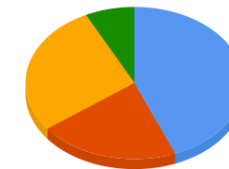
Aid to Indonesia (in USD)

USAID
DFID



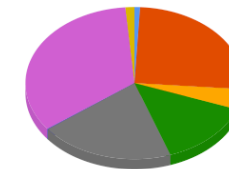
USAID Categories (in USD)

Economic/Security Assistance
Development Assistance
Child Survival and Health
Other USAID Assistance



DFID Categories (in USD)

Education
Health
Social Services
Government and Civil Society
Economic
Research
Humanitarian Assistance
Non Sector Allocable

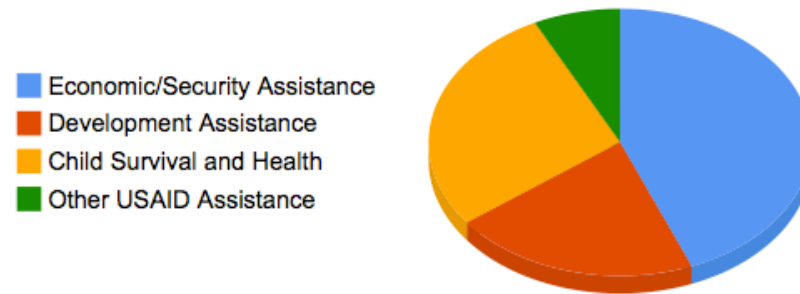




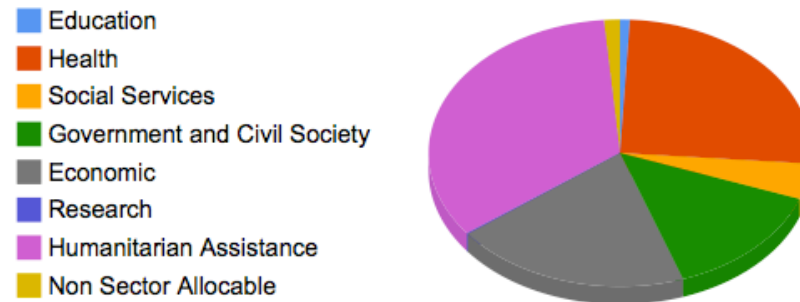
Different ontologies

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USAID Categories (in USD)



DFID Categories (in USD)





This on the Web takes us into “Web 3.0”

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Web 3.0

Web 2.0

Semantic Web (RDFS, owl)

Linked Data (RDF, SPARQL)

Web (REST API)

Web 3.0 extends current Web applications using Semantic Web technologies and graph-based, open data.



Semantic Search

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WEB TECHNOLOGIES

Web 3.0: The Dawn of Semantic Search

→ **James Hendler**, *Rensselaer Polytechnic Institute*



Emerging Web 3.0 applications use semantic technologies to augment the underlying Web system's functionalities.

IEEE Computer, Jan 2010; IEEE Computing Now, Feb 2010 (free)



TW@G

Semantic Search

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TipTop helps you find the best advice, opinions and people to engage and share experiences with.

Search Twitter for anything
Web 3.0

Twitter Trends: #musicmonday #MM #aintnothinlike New Moon Thanksgiving Adam Lambert Google Wave Happy Birthday Milev Modern Warfare 2 #hollyandHal

Channels: Events, Music, Sports, Food, News, Travel, Health, People, TV, Movies, Shopping

Ads by Google: Web 2.0, Web 3.0, Social Network Platform, Web 3.0 Cloud Computing, New Technology

Filter Results by: web, conf, marketing, video, website, technology, talk, family, movie, api, app, world, corner, personal, company, Web pages, Types of, products, Types of events, Companies, Professions

Tip tweets: @domon: Thank you very much for following, hope to find/share interesting stuff. PS: I'm a fan of web 2.0, 3.0, 4.0, ... too.

piT tweets: "If web 2.0 was about social networking, web 3.0 will be about the death of anonymity."

Related Content: Mostly from 2 days - Now. Tips (20%), piTs (5%), Other tweets (75%).

On the Web: Web Platform Developer job opening from ARIA | Startuply, The Great Web3.0 Smackdown 11/24/2009 - StevenGroves on Blog Talk Radio, etc.

Free whitepaper: Learn the value of Microblogging.

Data-gov RDFa Search

http://data-gov.tw.rpi.edu/ws/odcs.php?query=environment

Semantic Search Of The Data-Gov Catalog

environment

Example: Budget, Labor, etc.

result 1 to 10 of total 65 results.

Property:92/category - Data-gov Wiki
matched text: Geography and Environment + Dataset 1002 + Geography and Environment ... Geography and Environment + Dataset 1006 + Geography and Environment ...

Next Generation Radar (NEXRAD) Locations
matched text: Environmental Protection Agency Geography and Environment 1/17/2007/4/16/2009 Data describes ... Environmental Protection Agency Geography and Environment 10/1/1993/6/30 ...

Property:92/keywords - Data-gov Wiki
matched text: ... program system identifier, environmental interest type, affiliation type ironmental interest type, ...

Dataset 15 - Data-gov Wiki
matched text: Geography and Environment + 92/collection mode. compilation by ... USGS, federal data download, environment, mining industry, economy, economic geology, ...

Dataset 1495 - Data-gov Wiki
matched text: http://www.opic.gov/doing-business/investment/environment ... infrared radiation, global climate, environment, environmental data, environmental regulations, short tons, ...

Dataset 37 - Data-gov Wiki
matched text: Title: Lower Colorado River Daily Average Water Elevations and Releases ... environment, rivers, water, surface water, River Gauges, Lower Colorado River, ...

tags: Stream, streamflow, reservoir, storage, Colorado River, federal datasets, federal data download, environment, rivers, water, surface water, River Gauges, Lower Colorado River, elevation, release

types: http://data-gov.tw.rpi.edu/vocab/cj/Dgtwc:Dataset

Dataset 962 - Data-gov Wiki

Semantic Search Powered by RDFa



TWCG

Trialx.com

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TrialX Enabling Patients to Find New Treatments. Sign Up as Patient | Sign Up as Investigator | Sign in

Home | Take a Tour | Patients | Investigators | Cures | **Help**



Use your *Personal Health Record* to find *matching trials*

TrialX is a free service to enable you to find new treatments in your area >

"TrialX matches patients to relevant clinical trials based on their health information"

- The New York Times

News and Updates

- Information resources for latest cures and treatments: [Cure Talk](#), [Cure Bytes](#) and [Curepedia](#).
- TrialX goes global. Now present in [Canada](#), [UK](#) and [India](#)
- TrialX wins the International [Semantic Web Challenge](#).

Search Clinical Trials By Condition

Enter Conditions:

Example: diabetes

Find Clinical Trials

OR

Get Matching Trials using your Personal Health Record

Copy FROM  OR 

Microsoft HealthVault is the way to collect, store and share information online. [Learn More](#)

TrialX is going to copy data from your HealthVault account and needs you to sign in

TrialX is a Google Health integrated partner. [Start an account](#) with Google Health to securely manage your personal health information online. Link up with TrialX to get personalized matching clinical trials.

Browse by Clinical Trial Categories

[Uterine Fibroids Clinical Trials](#) | [Diabetes Clinical Trials](#) | [Infertility Clinical Trials](#)

[COPD Clinical Trials](#) | [Pancreatic Cancer Clinical Trials](#) | [Atrial Fibrillation Trials](#)

[Breast Cancer Clinical Trials](#) | [Multiple Myeloma Clinical Trials](#) | [Depression Clinical Trials](#)

[Asthma Clinical Trials](#) | [High Cholesterol Clinical Trials](#) | [Lung Clinical Trials](#)

[More...](#)

New Treatments

[Main](#)

[DPP-IV](#)

[Gliptins](#)

[Fadrozole](#)

[Raloxifene](#)

[More...](#)

TrialX Facts

- 14,000+ ongoing clinical trials approved by the US FDA
- 8000+ clinical trial investigators
- 3000+ and counting participants matched to clinical trials

For Patients

- Search Treatments
- Use HealthVault
- Use Google Health
- Tour
- Join Community
- TrialX Mobile

For Investigators

- Submit Clinical Trials
- Tour
- Get Widget
- TrialX Mobile

Company

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As seen on

The New York Times

 | [usatoday.com](#)



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Save lives



TWING

Lots More Tetherless World Constellation

twine.com user/jimhendler

Freebase Leicester facts - Freebase

YAHOO! DEVELOPER NETWORK

MY PROJECTS AP

Leicester topic

Also known as City Of Leicester

Leicester (pronounced /lɪstə/) is the traditional county town of the population of the city proper 10th largest city in England and

Write new description for Freebase

Add a Type Contents authority

Location edit Ge

more options

4 empty fields edit E Co

Administrative Division edit Co

more options

1 empty field edit FFP Co

City/Town edit Co

more options

0 empty fields edit E Co

Dated location edit Co

more options

2 empty fields edit E Co

Statistical region edit Co

Done

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DataPatrol for Individuals

Would you know...

- If your details has been stolen and were being traded online?
- If a website had published your sensitive or personal information?
- If someone had set up a postal redirect on your address to steal your mail?

As a DataPatrol customer you would know instantly and you would know exactly what to do to prevent any loss or damage before it happens.

Financial fraud is soaring
Individual criminals and organised crime groups use information obtained on the internet to steal people's identities and commit financial fraud, so protecting yourself and your family is now more important than ever.

Every month DataPatrol monitors over 200,000 usernames, bank details, credit cards and email addresses being sold on the internet. By monitoring your information every day, DataPatrol provides early warning protection and alerts you if your information has been compromised and you are at risk of identity theft and financial fraud.

Where do we look?
DataPatrol searches across a comprehensive variety of data sources, including:

- ✓ Public Websites
- ✓ Compromised and stolen data sources traded on the internet
- ✓ Births, Marriages and Deaths register
- ✓ Electoral Roll
- ✓ Royal Mail redirect database

What's protected?

| | |
|----------------------|--|
| Personal Information | <ul style="list-style-type: none">✓ Name✓ Usernames✓ Aliases✓ Email address |
| Contact Information | <ul style="list-style-type: none">✓ Home address✓ Other address✓ Telephone numbers |

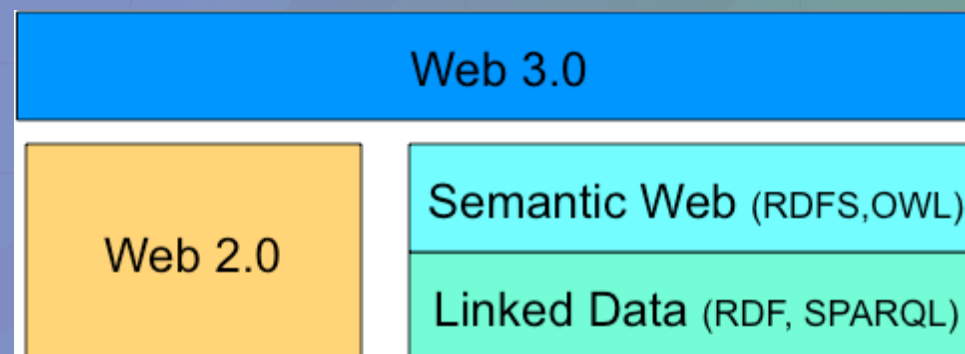
Web 3.0 Applications



Web 3.0 excitement (hype?)

Tetherless World Constellation

- Significant and growing commercial interest...
 - Web: Google, Amazon, Travelocity...
 - Web 2.0: Facebook, Wikipedia, YouTube, Twitter...
 - Web 3.0: the big ones are still out there





TW/C

Summary

Tetherless World Constellation

- The Semantic Web is going just fine thank you
 - People asking “how,” not why
- So far the commercial driver has been “weak semantics”
 - In the enterprise
- Web 3.0 adds semantics as a value add to regular Web functionality
 - Semantic search
 - Semantic match
 - Semantic etc
- The big one is still out there