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Times of India Event

Making the Extraordinary Ordinary

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Making the Extraordinary Ordinary

Aims

- To define the context of the 'Extraordinary'
- To describe the limitations of the current web
- To introduce to you the opportunities of the future web

What do we mean by the 'Extraordinary'?

The future perspective

- Origin of the web
- The web was primarily designed to display content over the internet using HTML
- From Web 1.0 to Web 2.0

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The Evolutionary Web

Web 2.0: What it entails

* Rich, powerful and engaging user interfaces e.g bbc.co.uk

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Web 2.0: What it entails

* Automatic page refresh through the power of AJAX e.g Google Maps

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The Evolutionary Web

Web 2.0: What it entails

* Web with desktop capabilities i.e RIAs e.g acrobat.com, ebay desktop

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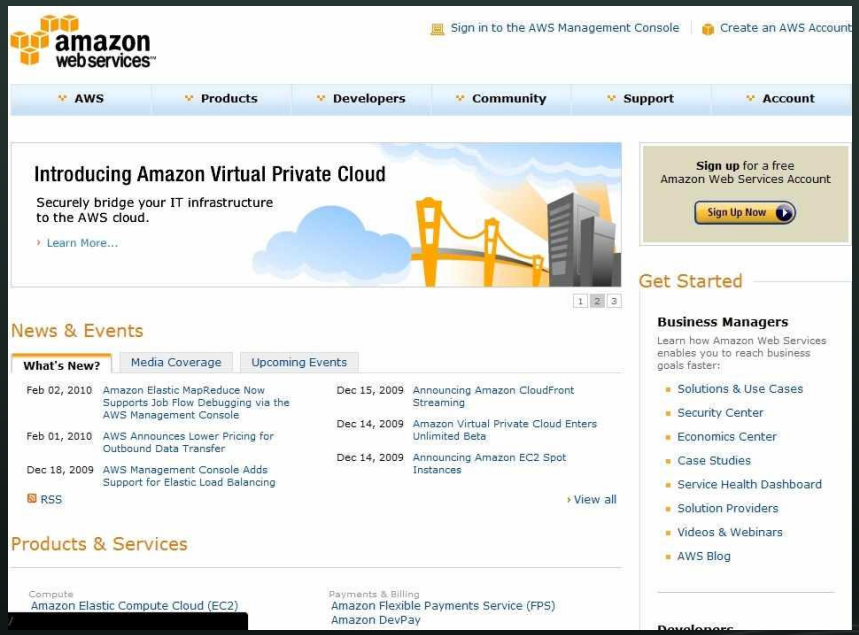
The Evolutionary Web

Web 2.0: What it entails

* Cloud computing - Everything as a Service
  - Application as a Service e.g Webmail, Google Apps, Amazon Web Services
  - Platform as a Service e.g Amazon SimpleDB, Paypal
  - Infrastructure as a Service e.g Amazon EC2



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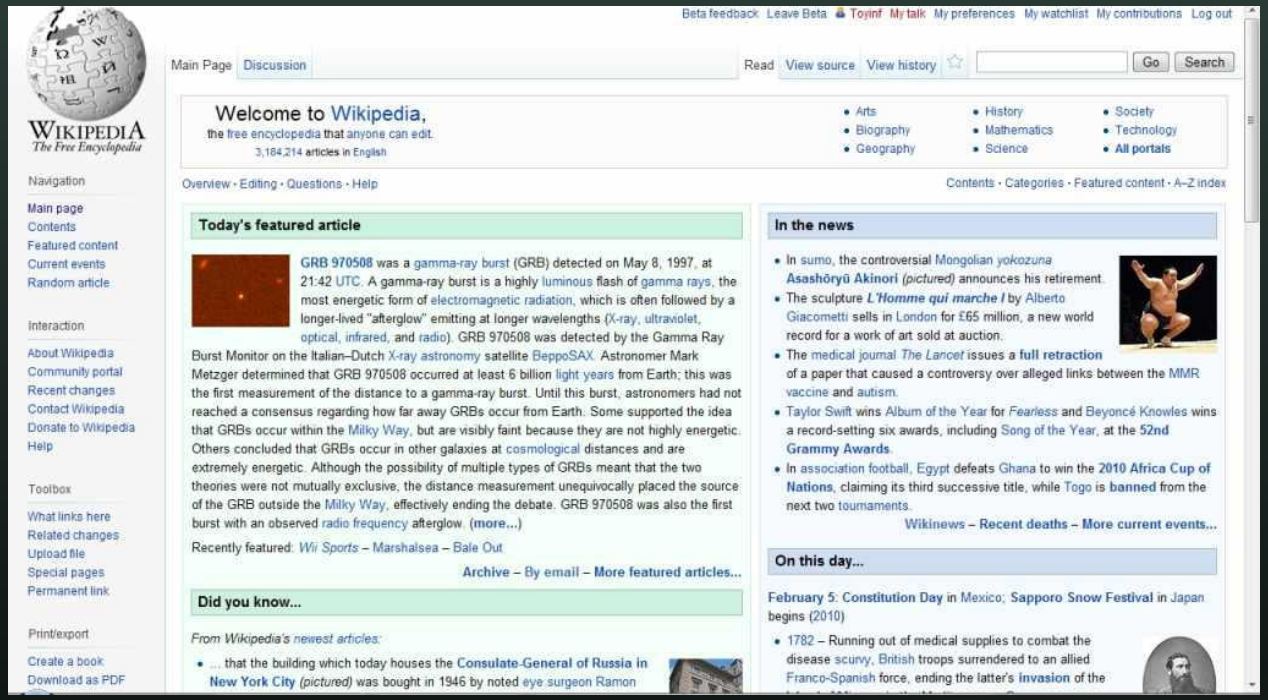
The Evolutionary Web

Web 2.0: What it entails

* A collaboratory information space e.g blogs, wikis, video sharing, social networking, customer reviews etc



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The Evolutionary Web

Category	Web 1.0	Web 2.0
Web Pages	Personal Websites	Blogs
Portals	CMS	Wikis
Content Sharing	Akamai	BitTorrent, P2P
Knowledge	Directories	Tagging
Referencing	Stickiness	Syndication
Encyclopedia	Britannica Online	Wikipedia
Browsers	Netscape	Google Chrome
Talk	Netmeeting	Skype, Yahoo Msg
Events	Evite	Upcoming.org
Content Sharing	Publishing	Participation
Photo Sharing	Ofoto	Flickr

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Limitations of the Current Web

- The web today is about documents
- Searching is based on the syntactic level and not semantics
- Computers can only display web pages but do not understand the meaning behind a web page
- Agent software are not used
- Lack of automation

The Semantic Web: Web 3.0

- According to Tim Berners-Lee

" The Semantic Web is not a separate Web but an extension of the current one, in which information is given well-defined meaning, better enabling computers and people to work in cooperation."

We need a web where information could be organized, processed and found based on meaning and not just text.

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The Semantic Web: Web 3.0

Benefits

- It is a web of data
- Searching is based on semantics
- Computers can understand data because of rich description
- Software Agents are used
- Automatic interpretation and processing of information

The Semantic Web: Web 3.0

Opportunities - diverse

- Semantic Blogs
- Semantic wikis
- Semantic search engines
- Semantic Web Services/Applications
- Companies/individuals can automatically pull data from various sources to form a context.

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The Semantic Web: Web 3.0

Current limitations

- Semantic web tools
- Technologies require high learning curve
- Lack of ontologies/semantic annotations of data

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Conclusion

The promise of the future web looks extraordinary, however, they are applicable to our everyday life.

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Thank you!

Questions?