

Entering Intelligent Web under Cover

Speakers:

- **Brooke Aker, CEO, Expert System USA**
- **Andraz Tori, CTO, Zemanta**
- **Tom Gruber, CTO, Siri**
- **Gam Dias, VP, Overtone**
- **Amanda Reed, Partner, Palomar Ventures**

Moderator:

AJ Chen, Technical Architect, Healthline

Broader View of Semantic Web

broader view: semantic [web applications]

- NLP
- text mining
- data mining
- knowledge representation (taxonomy, ontology, etc)
- XML, RDF, OWL, any new language ...
- web of data (URI)

-VS-

narrower view: [semantic web] applications

- web of data (URI)
- ontology, RDF, OWL

Semantic Web Intelligence

- Smarter Social Networking
 - connect to people you like and sources you trust
 - assisted by consumer intelligent agents
 - Twine, Siri
- Semantic Search answering your questions
 - Google, Microsoft Bing, Wolfram Alpha
- Semantic Publishing
 - Reuters, Freebase, Zemanta
- Web-scale Market Intelligence
 - understand customer needs in real time
 - having intelligent dialog with customers (branding)
 - Overtone, Attensity, ScoutLabs
- Semantic Online Advertising
 - targeted by content semantics
 - Google, Peer39, TextWise

Open Semantic Tools

Lots of free/open tools available to play with:

- semantic analysis API: Open Calais, Zemanta
- NLP: OpenNLP, Stanford NLP tools
- knowledge management: Protege, Jena
- search: Lucene, Solr
- social networking: Orkut,

Lots of data available:

- Twitter stream
- News feeds, blog feeds, ...
- Wikipedia, Freebase, DBPedia, ...

New Trend: real time data + intelligence

- May 26-28: D7 conference hot topic: "Real time data streaming" space is wide open.
- July 1: SDForum semweb SIG: Hacking the Semantics of Twitter. Showcasing real time twitter stream applications.
- July 10: TechCrunch: Real-Time Stream CrunchUp Conference