



Semantic Web: Commercial Opportunities and Prospects

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- A place where
 - computers do the presentation (easy) and
 - people do the linking and interpreting (hard).
- *Why not get computers to do more of the hard work?*



- Today's web
 - Machine-to-human – emphasis on presentation
- Semantic web vision
 - “an **extension** of the current web in which **information** is given well-defined **meaning**” (Tim Berners-Lee)
 - making web-based information **machine-processable**
 - `<bold>use bold font</>` → `<product-code>1234-6/A</>`
 - also rules (reasoning; business logic; conflict detection)
 - ontologies provide the domain models for annotation



- Information Integration & Interoperability
- Knowledge & Information Management
- Semantic Web Services
- Next Generation OSS
- ...

- Morning
 - Suppliers & Users
- Lunchtime
 - Demos in Lomond Suite (Level 0)
- Afternoon
 - EU research: results and directions
 - Research projects and their application
 - Independent perspectives from
 - Analyst community
 - Investment Community