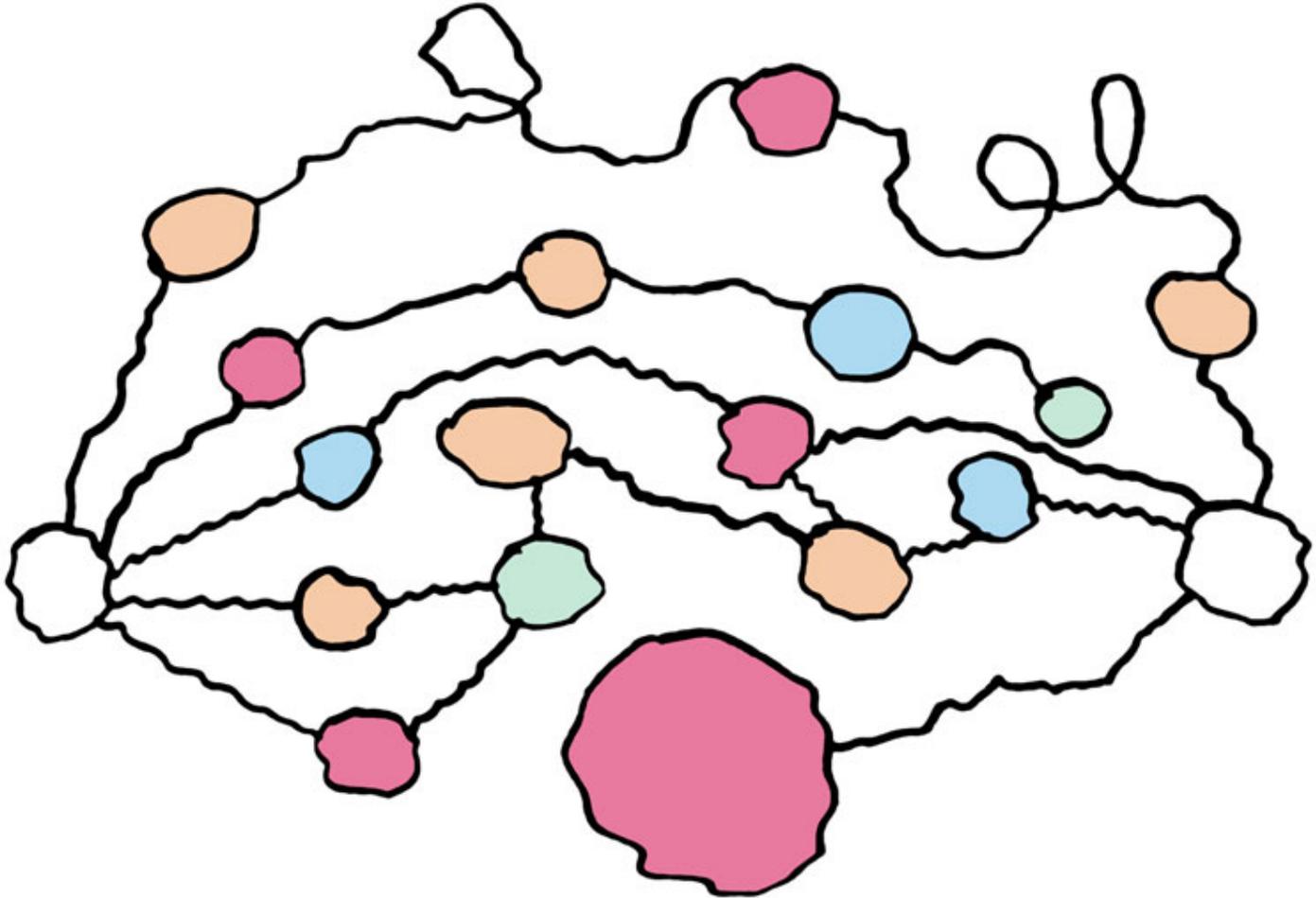
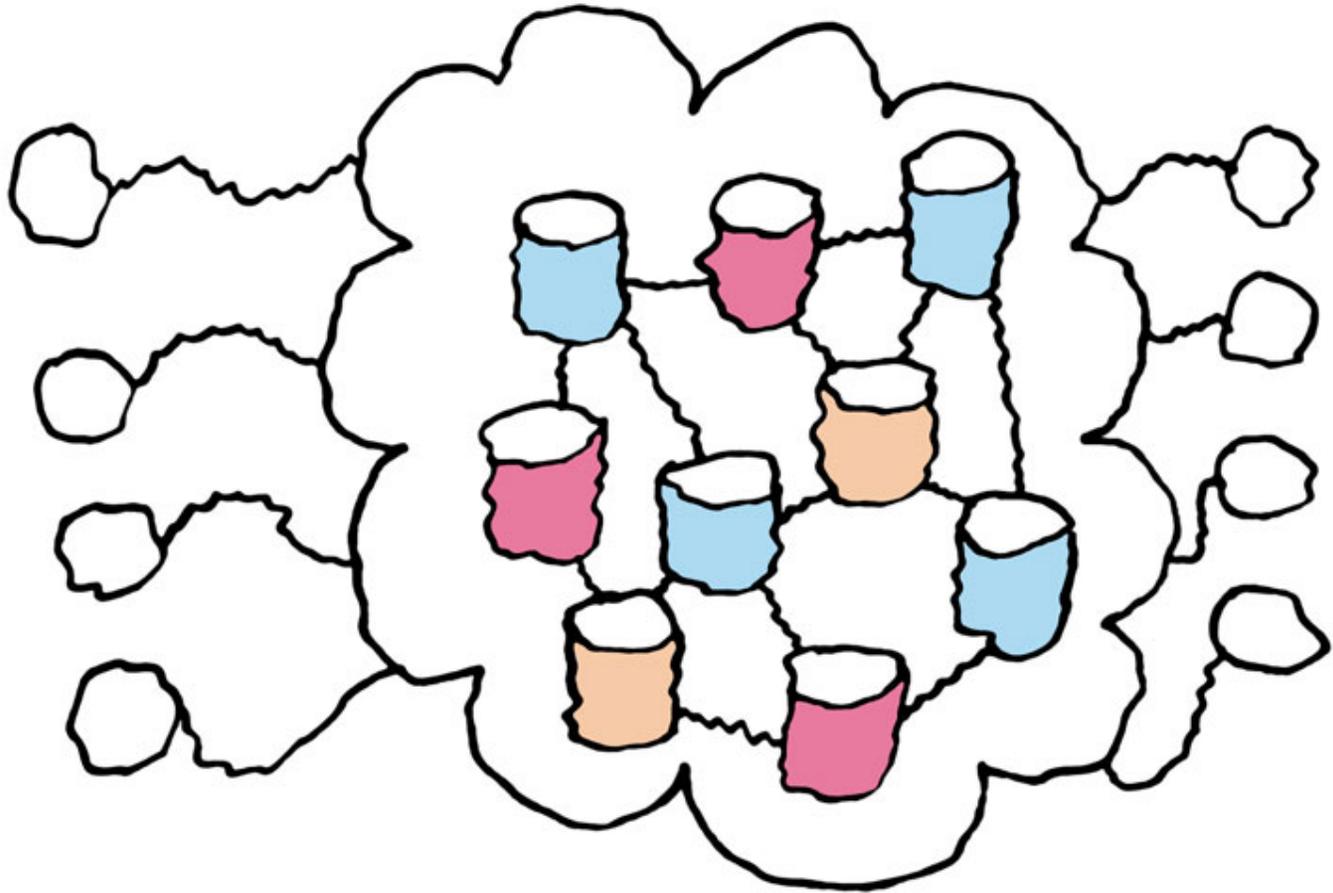


■ frustrated consumer



■ **confused content owner**

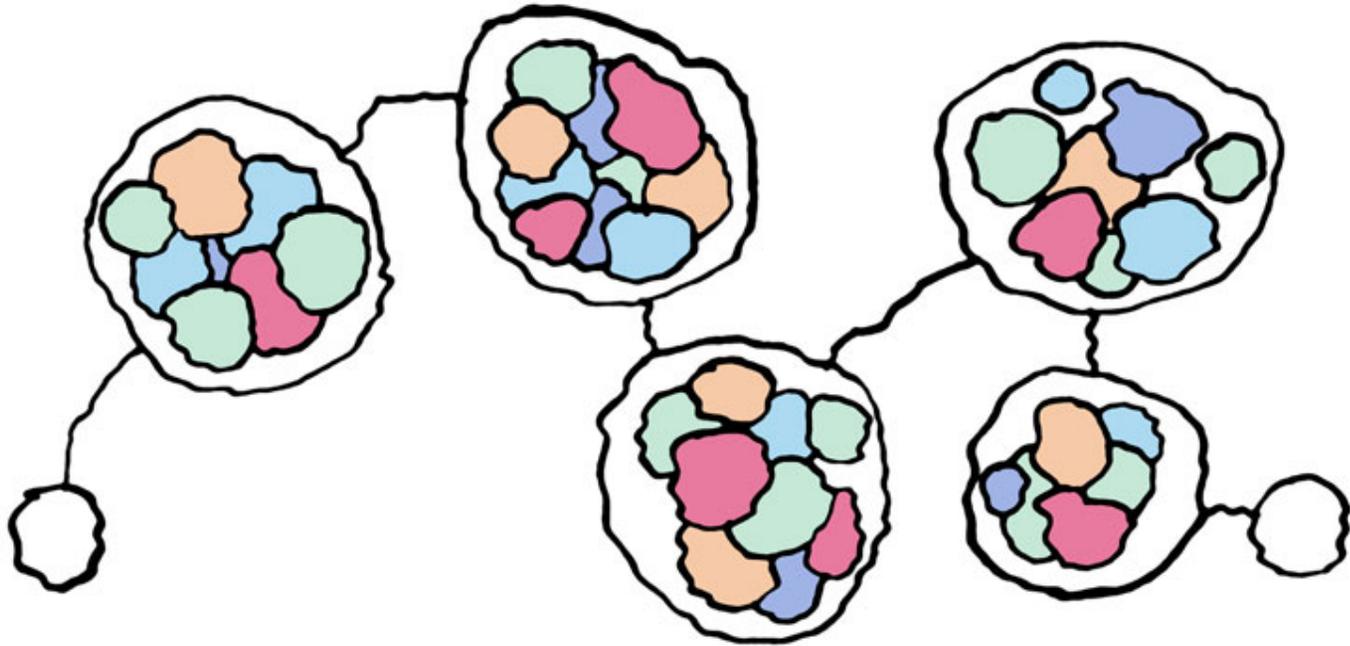




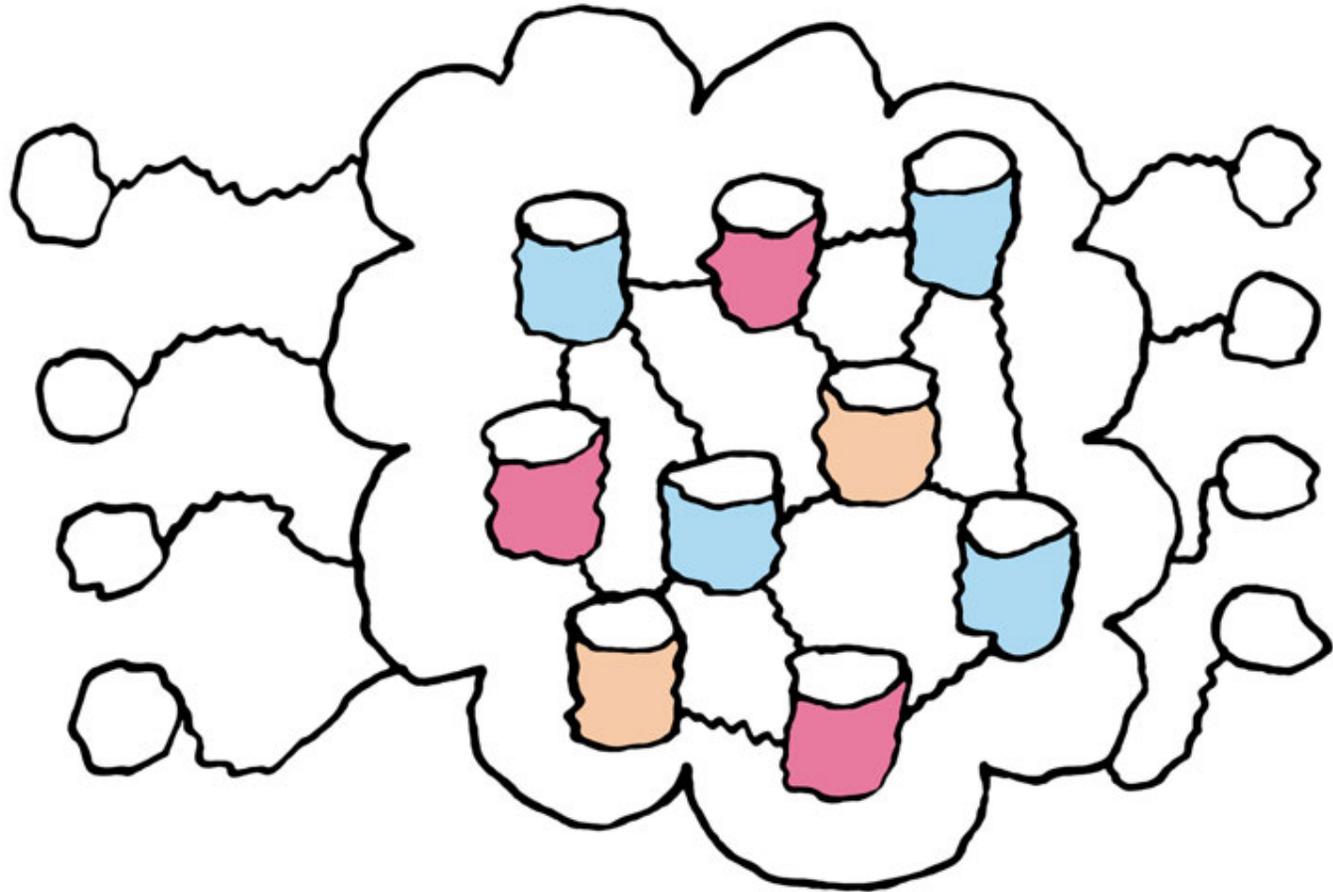
■ world wide web



■ happy consumer



■ **interoperable services**



- **open marketplace for digital media**





# Kendra What?

- Simplify and streamline buying and selling digital content by driving industry adoption of open protocols.
- Enable interoperability between service providers, media applications and devices - every link in the content value chain.
- Build a system where consumers can use any device or application to browse, search and purchase from the globally distributed collection of content catalogues.
- Create a more pleasurable buying experience for consumers and increase reach and revenue for content owners.



# Kendra How?

- The more we talk about it...
- The more we describe it...
- The more detail we give the description of it...
- The more we build of it...

... the more likely it is to come about.



# Kendra Base?

- A distributed semantic search and publish system prototype

The screenshot shows the 'wikimedia movie' page in edit mode. The left sidebar contains a 'Menu' with 'Main page', 'What links here', and 'Make query'; an 'Ontology' section with 'Subject links', 'Predicate links', 'Object links', 'New instance', 'New class', and 'Show XML'; an 'Admin' section with 'Main page in fr' and 'Log in'; and a 'Status' section showing 'Progressing.'. The main content area displays a list of properties: 

- \* [[has property = Year]]
- \* [[has property = Tagline]]
- \* [[has property = Plot summary]]
- \* [[has property = Actor]]
- \* [[has property = Runtime]]
- \* [[has property = Country]]
- \* [[has property = Colour]]

At the bottom, there is a 'Trailer' section with the text 'Trailer information goes here.' and a 'Send changes' button.

The screenshot shows the 'New instance of wikimedia movie' form. The title is 'New instance of wikimedia movie'. The form fields are: Name: 'Gone With The Wind'; Actor: 'Thomas Mitchell' (with 'add' and 'remove' buttons); Colour: 'Technicolour' (with 'add' and 'remove' buttons); Country: 'United States' (with a dropdown arrow and 'add'/'remove' buttons); Plot\_summary: 'The epic tale of a woman's' (with 'add'/'remove' buttons); Runtime: '238' (with 'add'/'remove' buttons); Tagline: 'The most magnificent pict:' (with 'add'/'remove' buttons); Year: '1939' (with 'add'/'remove' buttons). There are 'submit' and 'reset form' buttons at the bottom. Below the form is a 'Trailer' section with the text 'Trailer information goes here.' and a 'User:' label.

The screenshot shows the 'wikimedia movie' page in query mode. The left sidebar is identical to the edit mode. The main content area displays a query interface with fields for Actor, Colour, Country, Plot\_summary, Runtime, Tagline, and Year. Each field has a dropdown arrow, an 'equals' button, and a search input field. There are also 'and', 'up', 'down', 'add', and 'remove' buttons for each field. The Year field is set to '1939'. There are 'search' and 'reset form' buttons at the bottom. Below the query interface is a 'Trailer' section with the text 'Trailer information goes here.' and a 'User:' label.

Friday – Developers track





# Last word to Tim...

- Tim Berners-Lee at WWW2005 talked about the “Independence of the communication from the provider of software”



[www.kendra.org.uk](http://www.kendra.org.uk)  
[daniel@kendra.org.uk](mailto:daniel@kendra.org.uk)