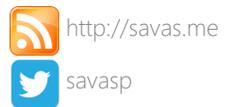
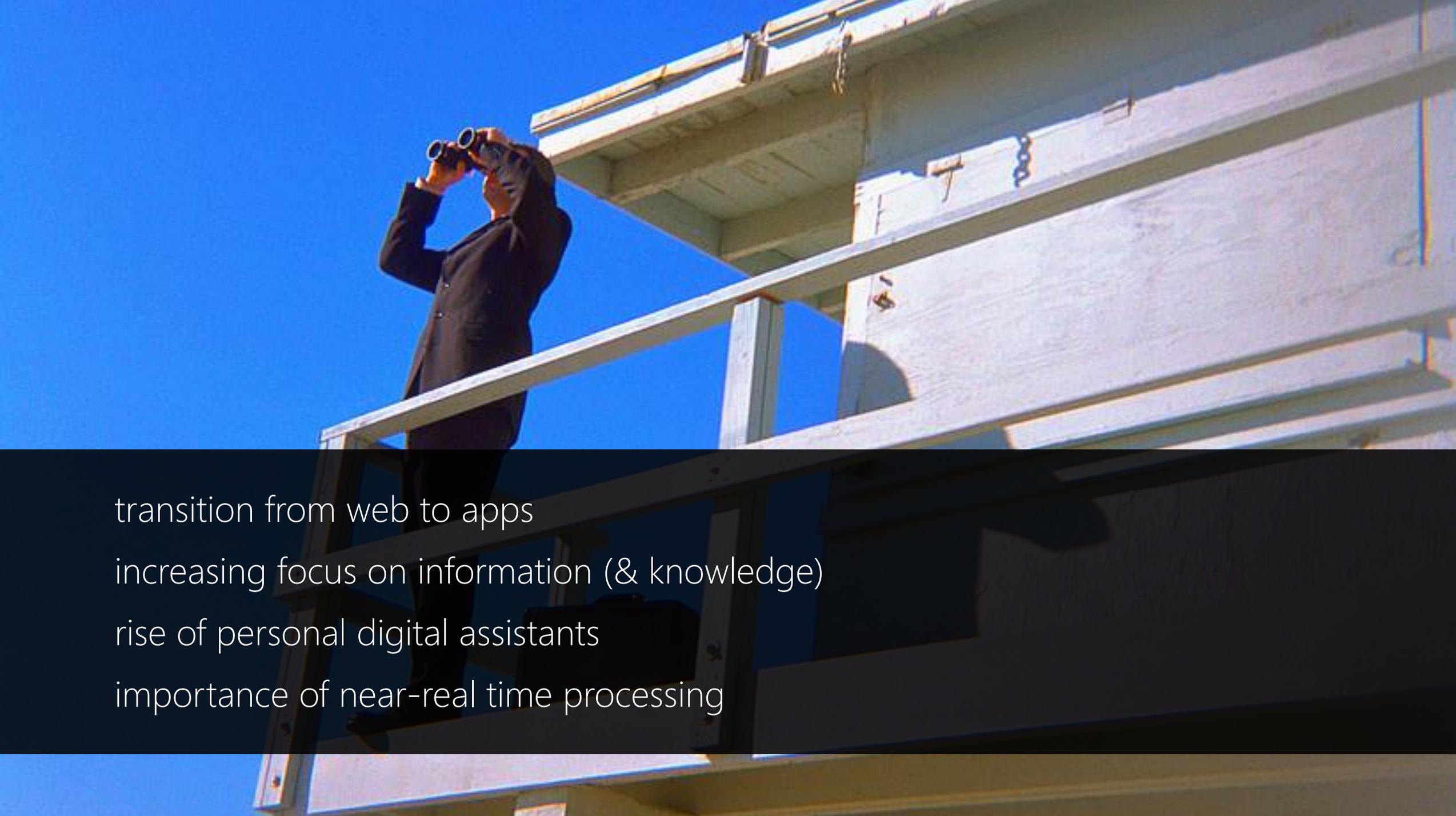




a platform for all that we know

savas parastatidis



A low-angle photograph of a person in a dark suit standing on a balcony, looking through binoculars. The balcony has a white railing and is part of a building with white walls. The sky is a clear, bright blue. The person is positioned on the left side of the frame, looking towards the right.

transition from web to apps  
increasing focus on information (& knowledge)  
rise of personal digital assistants  
importance of near-real time processing

THE NEW WAY TO WATCH TV p. 108  
THE COOLEST GADGET PROTOTYPES OF ALL TIME! p. 121  
THE MOST TOXIC TOWN IN AMERICA p. 142

**WIRED**

11.99 | sep. 2010

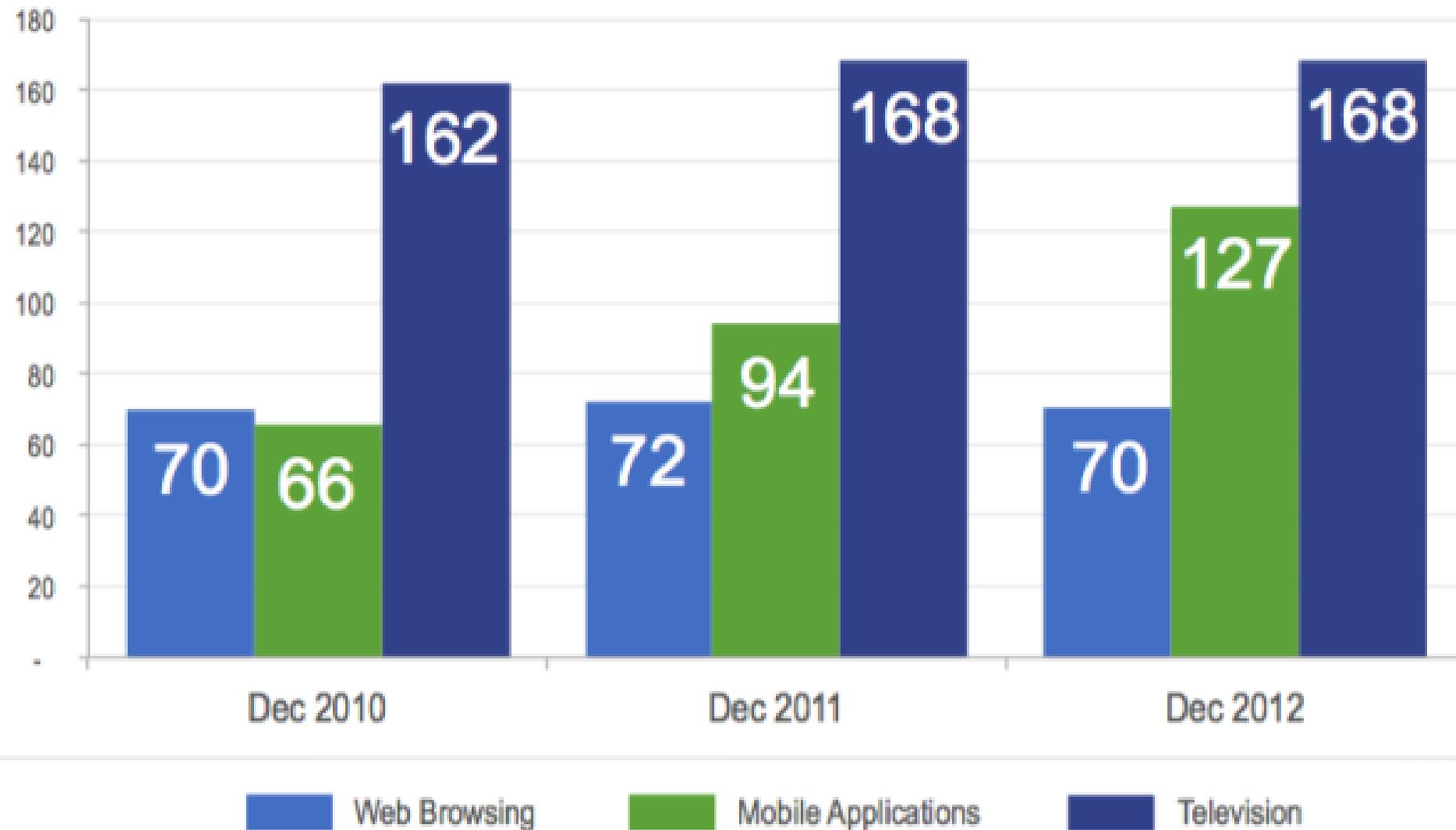
# The Web is dead.

**WHAT  
HAPPENED**  
BY CHRIS ANDERSON

**AND  
WHY**  
BY MICHAEL HOLFF



## U.S. Web vs. Mobile App vs. TV Consumption, Minutes per Day



today...

computers are  
great **tools** for

storing

computing

managing

indexing

huge amounts  
of **data**

**example**

google and microsoft both have copies of the entire web  
(and more) for indexing purposes

# tomorrow...

computers are great **tools** for

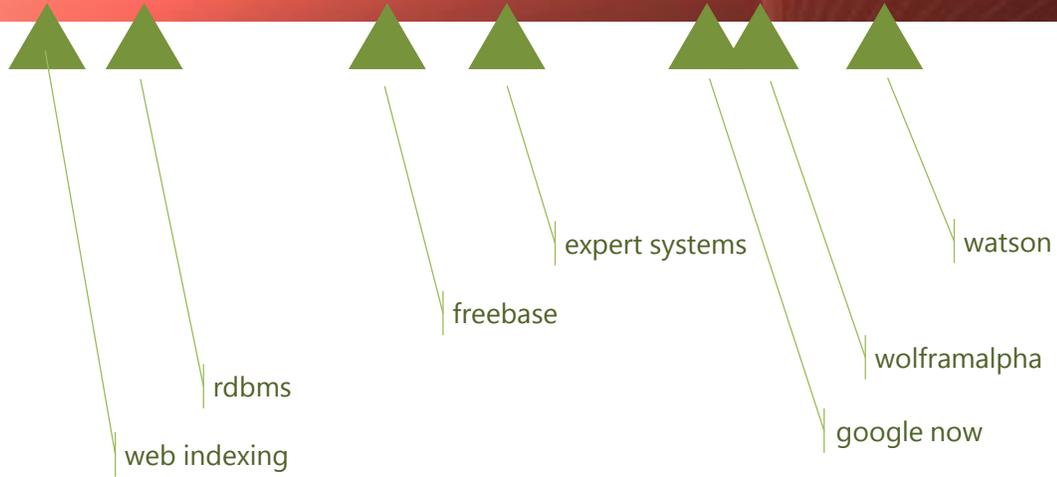
storing	computing
managing	indexing
acquisition	discovery
aggregation	organization
correlation	analysis
interpretation	inference

huge amounts of **data**

we would like computers to also help with the **automatic**

of the world's **information** and **knowledge**

data                      information                      knowledge                      intelligence                      wisdom



*green field*



**data** is symbols (bits, numbers, characters)

**information** adds meaning to data through the introduction of relationship  
- it answers questions such as "who", "what", "where", and "when"

**knowledge** is a description of how the world works - it's the application of data and information in order to answer "how" questions



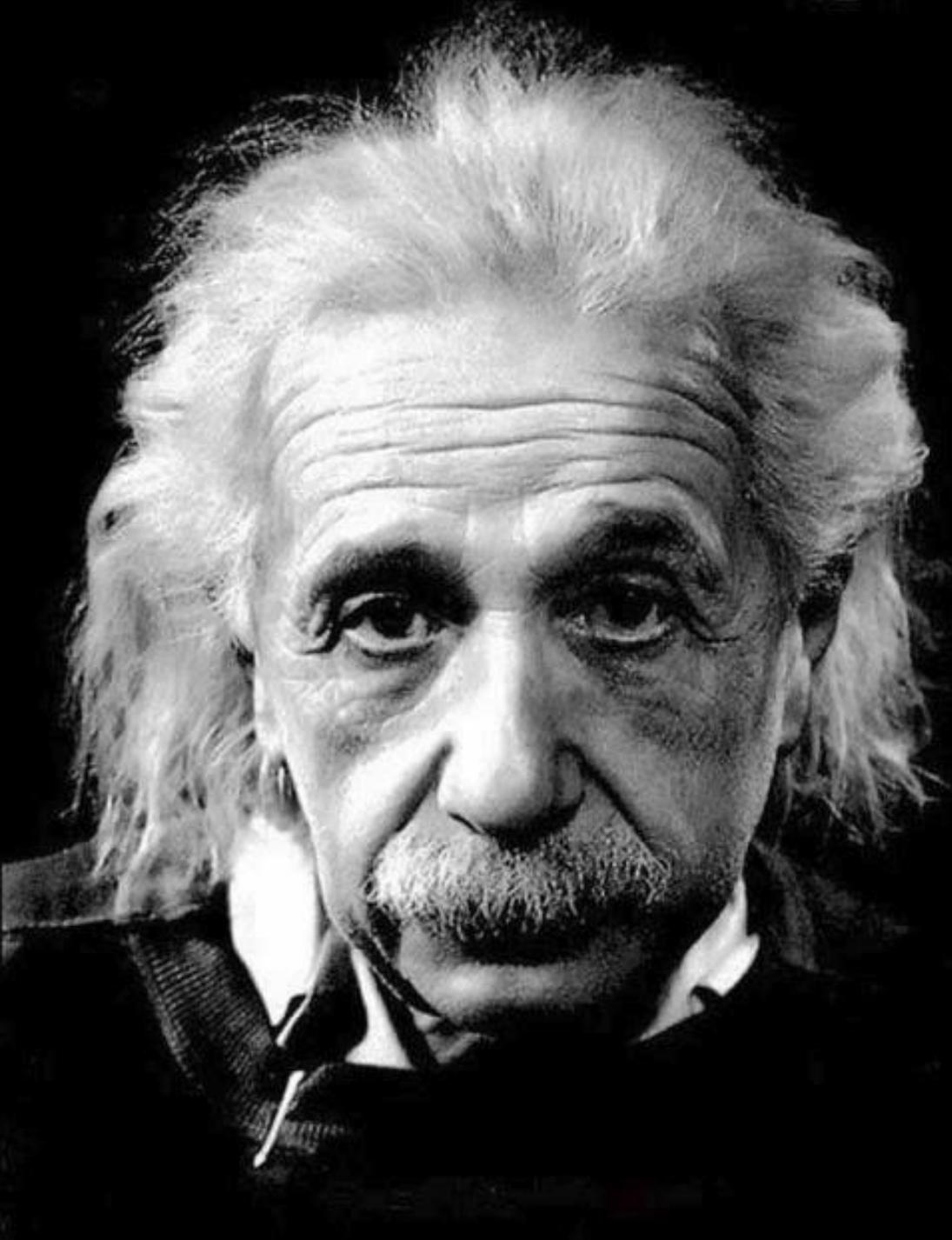
web – the data platform

A hand holding a pen is shown in a close-up, slightly blurred view. The hand is positioned over a document, with the pen tip resting on the surface. The background is a dark blue gradient with a pattern of glowing green binary code (0s and 1s) scattered across it. The lighting is soft, highlighting the texture of the skin and the metallic sheen of the pen.

web – the information platform

web – the knowledge platform  
foundation for new **experiences**





*"wisdom is not a product of schooling but of the lifelong attempt to acquire it"*

**representative examples**

# wolframalpha

A screenshot of the WolframAlpha website. The browser address bar shows the URL: [www.wolframalpha.com/input/?i=what%27s+the+maximum+energy+of+electrons+that+10cm+of+plate+glass+can+block%3F](http://www.wolframalpha.com/input/?i=what%27s+the+maximum+energy+of+electrons+that+10cm+of+plate+glass+can+block%3F). The search bar contains the query: "what's the maximum energy of electrons that 10cm of plate glass can block?". The result section includes:

- Input Interpretation:**

kinetic energy of particle	
incident particle	$e^-$ (electron)
radiation absorber	plate glass
thickness	10 cm
- Result:** 62 MeV (megaelectronvolts)
- Comparison as energy for 62 MeV:**
  - $\approx (0.066 \approx 1/15) \times$  mass-energy of a proton ( $1 m_p c^2$ )
  - $\approx 0.29 \times$  QCD scale ( $\approx 217$  MeV)
  - $\approx 0.31 \times$  average total energy released in fission of one U-235 atom ( $\approx 3.2 \times 10^{-11}$  J)
- Properties:**

shielding thickness	10 cm
CSDA range	24 g/cm <sup>2</sup>
stopping power	3.96 MeV cm <sup>2</sup> /g
- Range versus energy:** A graph showing the relationship between energy and range. The y-axis is labeled "cm<sup>2</sup>" and ranges from 1 to 100. The x-axis is labeled "MeV" and ranges from 1 to 100. A blue curve shows the range increasing with energy, with a red dot marking the point for 62 MeV.

On the right side of the page, there is a promotional banner for Mathematica Home Edition with the text "Fall in love with math all over again..." and a heart-shaped graphic.



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IBM



POWER7

POWER7

POWER7

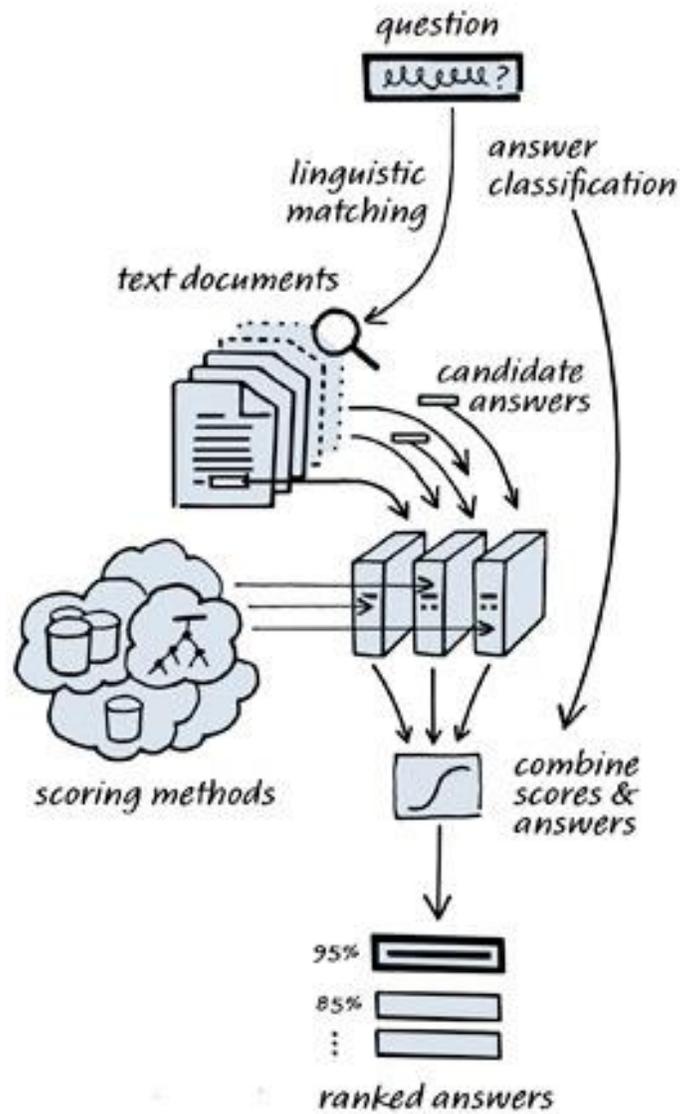
POWER7

WATSON

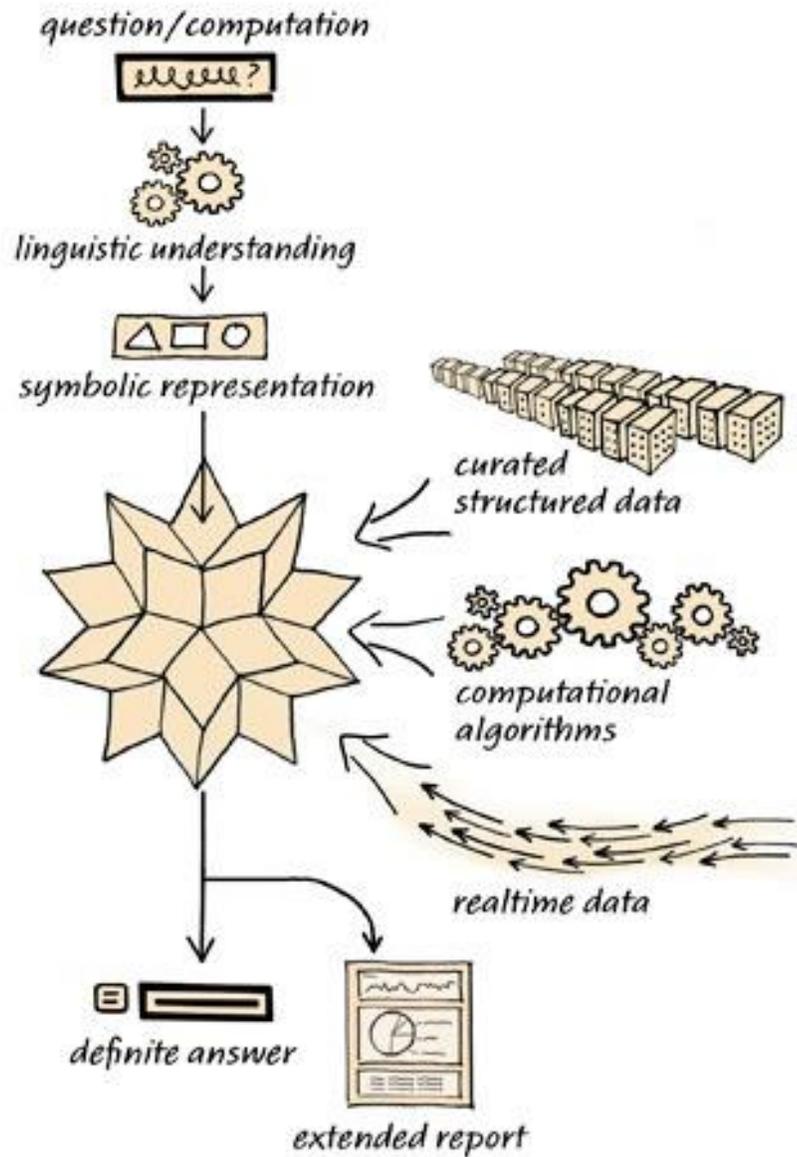
POWER7

watson

# IBM Watson



# Wolfram|Alpha





information

facebook

December 2010

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- News Feed
Messages 145
Events 2
Friends 1
microsoft
Create Group...
Game Requests 4
Apps
More

Friends on Chat

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What's on your mind?

Edward Galore That about sums it up... Republicans meant to praise Eisenhower, not Reagan. Incidentally, I Like IKE!

Embarrassed Republicans Admit They've Been Thinking Of Eisenhower Whole Time They've Been Praising R www.theonion.com

WASHINGTON—At a press conference Tuesday, visibly embarrassed leaders of the Republican National Committee acknowledged that their nonstop, effusive praise of Ronald Reagan has been wholly unintentional, admitting they somehow managed to confuse him with Dwight D. Eisenhower for years.

4 hours ago · Like · Comment · Share

Janet Galore and 3 others like this.

D.H. Cass Magnuski Effing idiocracy. 3 hours ago · Like

Write a comment...

Lee Dirks Okay, this is one induction speech I \*do\* want to watch. I rarely try and see these, but I will make time for Tom Waits. Congrats!

Rock and Roll Hall of Fame Announces its Presenters for 2011 Inductions | The Rock and Roll Hall of. rockhall.com

Rock and Roll Hall of Fame Induction Ceremony To Take Place on March 14th at 8:30pm EST Ceremony to Air Exclusively on Fuse Sunday, March 20 at 9pm ET February 8, 2011 - New York - Today, the Rock and Roll Hall of Fame announces the artists who will induct this year's honorees. Alice Cooper wil

5 hours ago · Like · Comment · Share

4 people like this.

Michael L. Nelson I heard the piano had been drinking, not him. 5 hours ago · Like

Tim Sprehe There's something poetic about Alice Cooper and Neil Diamond being inducted together. 4 hours ago · Like

Marlon Pierce It's "Tom, do this", and "Tom, do that", and "Tom, don't do that." 4 hours ago · Like

Write a comment...

Events See All

What are you planning?

ANNA VISSI - Live in Vanc... Friday, May 27 at 7:30pm RSVP: Yes · No · Maybe

Dynamic Dist. Data - Intens... Wednesday, June 8 at 8:30am RSVP: Yes · No · Maybe

Find More Friends

Savas, More Friends Are Waiting



These 10 friends found their friends using the friend finder. Have you found all of your friends? Give it a try.

Your Email

Email Password

Find Friends

Facebook won't store your password.

Sponsored Create an Ad

Netflix - Try free today



You've heard of Netflix, now try us for free!

Requests See All

1 friend request

1 group invitation

4 game requests

Get Connected

Who's on Facebook? Find your friends

Who's not on Facebook? Invite them now

Who's here because of you? Track your invites

Connect on the go Try Facebook

Chat (41)



### X-Men: First Class (2011)

[Action](#) | [Drama](#) | [Sci-Fi](#) - [3 June 2011 \(USA\)](#) [More at IMDbPro >](#)

**Not yet released**  
(voting begins after release)

In 1963, Charles Xavier starts up a school and later a team, for humans with superhuman abilities. Among them is Erik Lensherr, his best friend... and future archenemy.

**Director:** [Matthew Vaughn](#)  
**Writers:** [Bryan Singer](#) (story), [Zack Stentz](#) (screenplay), [and 3 more credits >](#)  
**Stars:** [James McAvoy](#), [Michael Fassbender](#) and [Jennifer Lawrence](#)

[Watch Trailer >](#)



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#### Production Notes from IMDbPro

**Status:** Post-production | See complete list of [12,000 in-production titles >](#)  
**Updated:** 12 February 2011  
**More Info:** See more [production information](#) about this title on [IMDbPro](#).

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6 hours ago | [The Geek Files](#)

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<meta name="msapplication-task" content="name=What's On TV Tonight;action-uri=/sect
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  "US",
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  type:"js",
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  <script type="text/javascript">
```

representative examples

**google**

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 stores.bestbuy.com/1895/

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Vamos a instalar



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Vamos instalar qualquer



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untitled text (no symbol selected)
the first to write a store review&hellip;</a></p></div> <!--mp_trans_disable_end--> </span>
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<div class="hours" rel="gr:hasOpeningHoursSpecification"><h3>Store Hours</h3>
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</ins></span><span class="separator">&ndash;</span><span property="gr:closes"
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class="close">7:00<ins>
p
</ins></span></li>
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a
</ins></span><span class="separator">&ndash;</span><span property="gr:closes"
datatype="xsd:time"
content="21:00:00"
class="close">9:00<ins>
p
</ins></span></li>
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<span rel="gr:hasOpeningHoursDayOfWeek"
resource="http://purl.org/goodrelations/v1#Tuesday"
class="day">Tue</span> <span property="gr:opens" datatype="xsd:time"
content="10:00:00" class="open">10:00<ins>
a
</ins></span><span class="separator">&ndash;</span><span property="gr:closes"
datatype="xsd:time"
content="21:00:00"
class="close">9:00<ins>
p
</ins></span></li>
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resource="http://purl.org/goodrelations/v1#Wednesday"
class="day">Wed</span> <span property="gr:opens" datatype="xsd:time"
content="10:00:00" class="open">10:00<ins>
a
</ins></span><span class="separator">&ndash;</span><span property="gr:closes"

```

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[Billboard campaign claims Jesus will return in May | ajc.com](#) - ajc.com  
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by skud on November 10

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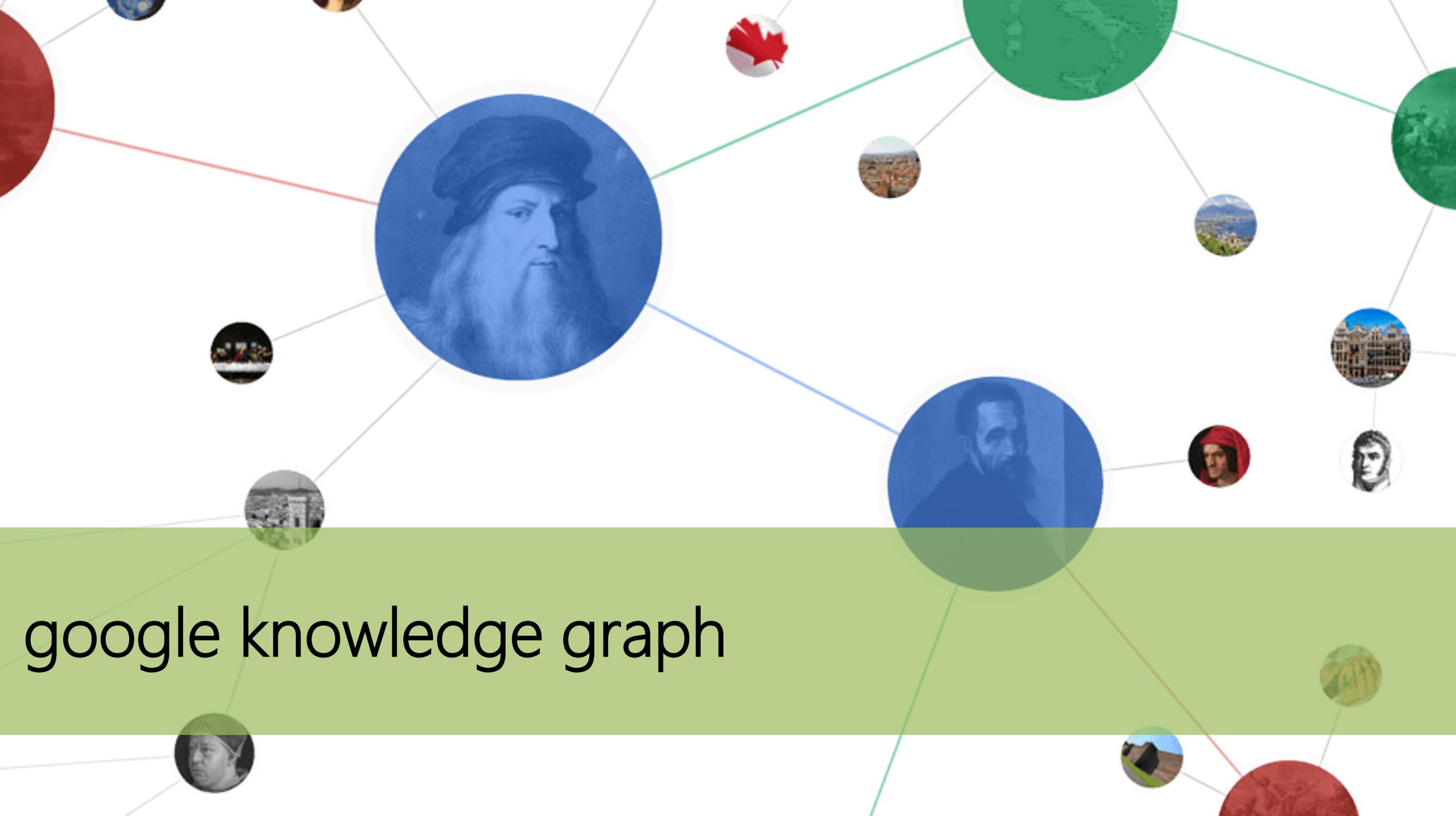
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**Advanced Options**

Limit load to: <input type="text"/> rows (blank for all)	When parsing text files:
Ignore: <input type="text"/> initial non-blank lines	<input checked="" type="checkbox"/> Split into columns
Skip: <input type="text"/> initial data rows	Column separator: <input type="text"/> (leave blank to auto-detect)
	<input checked="" type="checkbox"/> Auto-detect value types (numbers, dates, etc)
	Header lines: <input type="text"/> 1 (use 0 if your data has no header)
	<input type="checkbox"/> Ignore quotation marks

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[en.wikipedia.org/wiki/Chris\\_Martin](http://en.wikipedia.org/wiki/Chris_Martin)  
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**Chris Martin: Coldplay's 'Clocks' Crowned 'Greatest Hit ...** - Just Jared  
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 Feb 5, 2013 – **Chris Martin** grabs his jacket as he runs some errands on Saturday (February 2) in London, England. The 35-year-old singer's band **Coldplay** ...

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 Jan 15, 2013 – **Chris Martin** carries his luggage while arriving at LAX Airport for a departing flight on Saturday (January 12) in Los Angeles. The 35-year-old ...

**Coldplay's Chris Martin is - Daily Mail**  
[www.dailymail.co.uk/.../Chris-Martin-Coldplay-star-revealed-bad-co...](http://www.dailymail.co.uk/.../Chris-Martin-Coldplay-star-revealed-bad-co...)  
 Dec 1, 2012 – With his band **Coldplay**, he regularly sets the pop charts alight. Sadly, it seems **Chris Martin** does the same in the kitchen.

**Chris Martin Biography - Facts, Birthday, Life Story - Biography.com**  
[www.biography.com](http://www.biography.com) > People  
 Find out more about **Chris Martin**, lead singer, rhythm guitarist and pianist for the alternative band **Coldplay**, and husband to American actress Gwyneth Paltrow, ...

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[www.youtube.com/watch?v=7jJn\\_9IBCI0](http://www.youtube.com/watch?v=7jJn_9IBCI0)  
 Jan 1, 2013 - Uploaded by easonjordan  
 NowThis News video of mega stars Jay Z and **Coldplay's Chris Martin** performing Jay's hit "Run This Town ...



## Chris Martin

Christopher Anthony John "Chris" Martin is an English singer-songwriter and multi-instrumentalist, and is the lead vocalist, pianist, rhythm guitarist and one of the founders of the band Coldplay. Wikipedia

**Born:** March 2, 1977 (age 36), Exeter  
**Height:** 1.87 m  
**Spouse:** Gwyneth Paltrow (m. 2003)  
**Children:** Moses Martin, Apple Martin  
**Siblings:** Nicola Martin

### Songs

Viva La Vida	2003	Men
Paradise	2011	Mylo Xyloto
Fix You	2005	X&Y

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**Chris Martin** - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Chris\_Martin ▾



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 Jonny Buckland made cameo appearances in the film Shaun of the Dead as ...

**Chris Martin on Coldplay, Gwyneth Paltrow and why this could be ...**



www.dailymail.co.uk/home/moslive/article-2048220  
 'I've got to be honest, it brings you right down': **Chris Martin on Coldplay-**  
 bashing, Gwyneth and why this could be their last album

**Images of chris martin coldplay**

bing.com/images



**Gwyneth Paltrow admits marriage to Coldplay's Chris Martin 'is ...**

www.telegraph.co.uk/.../8683214/...Coldplays-Chris-Martin-is-hard.html

Gwyneth Paltrow, the Hollywood actress, has admitted that her marriage to **Chris Martin**, the **Coldplay** lead singer, is not always "rosy".

**Chris Martin** - IMDb

www.imdb.com/name/nm1112874 ▾



Born Mar 02, 1977 - 36 years old · News · 43 photos · Awards · Films  
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 Waterfall" / performer: "Pilgrims Are Always Friendly Unless They're Booked ...

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Chris Martin-Prud'homme  
 1 mutual friend



Chris Martin  
 From Bath  
 1 mutual friend

**Chris Martin**



www.imdb.com

Christopher Anthony John "Chris" Martin is an English singer-songwriter and multi-instrumentalist, and is the lead vocal... +  
 en.wikipedia.org

Born: Mar 02, 1977 (age 36) - Exeter

Height: 6' 2" (1.87 m)

Spouse: Gwyneth Paltrow (2003)

Children: Apple Martin · Moses Martin

Member of: Coldplay · Band Aid 20 · Kinski

Compositions: Viva la Vida · Paradise · Fix You · Princess of China · Every Tear...

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Jonny Buckland

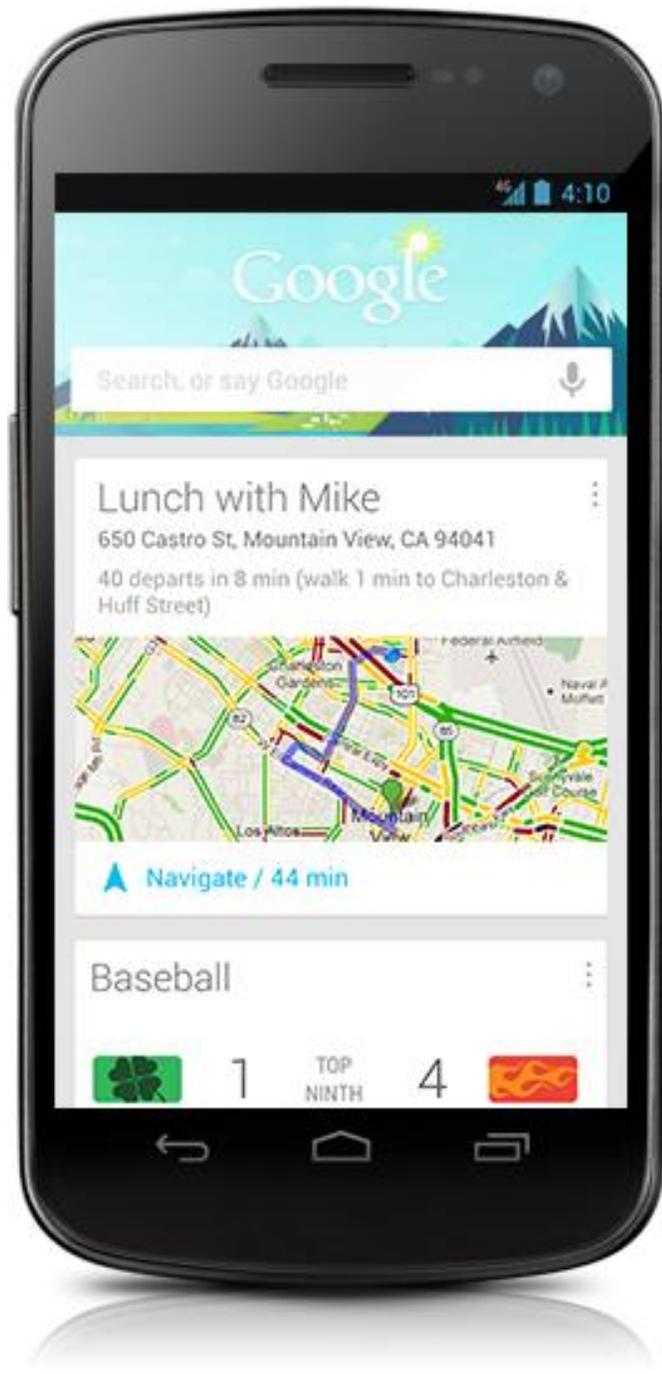


Guy Berryman

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representative examples

**digital personal assistants**



siri



evi

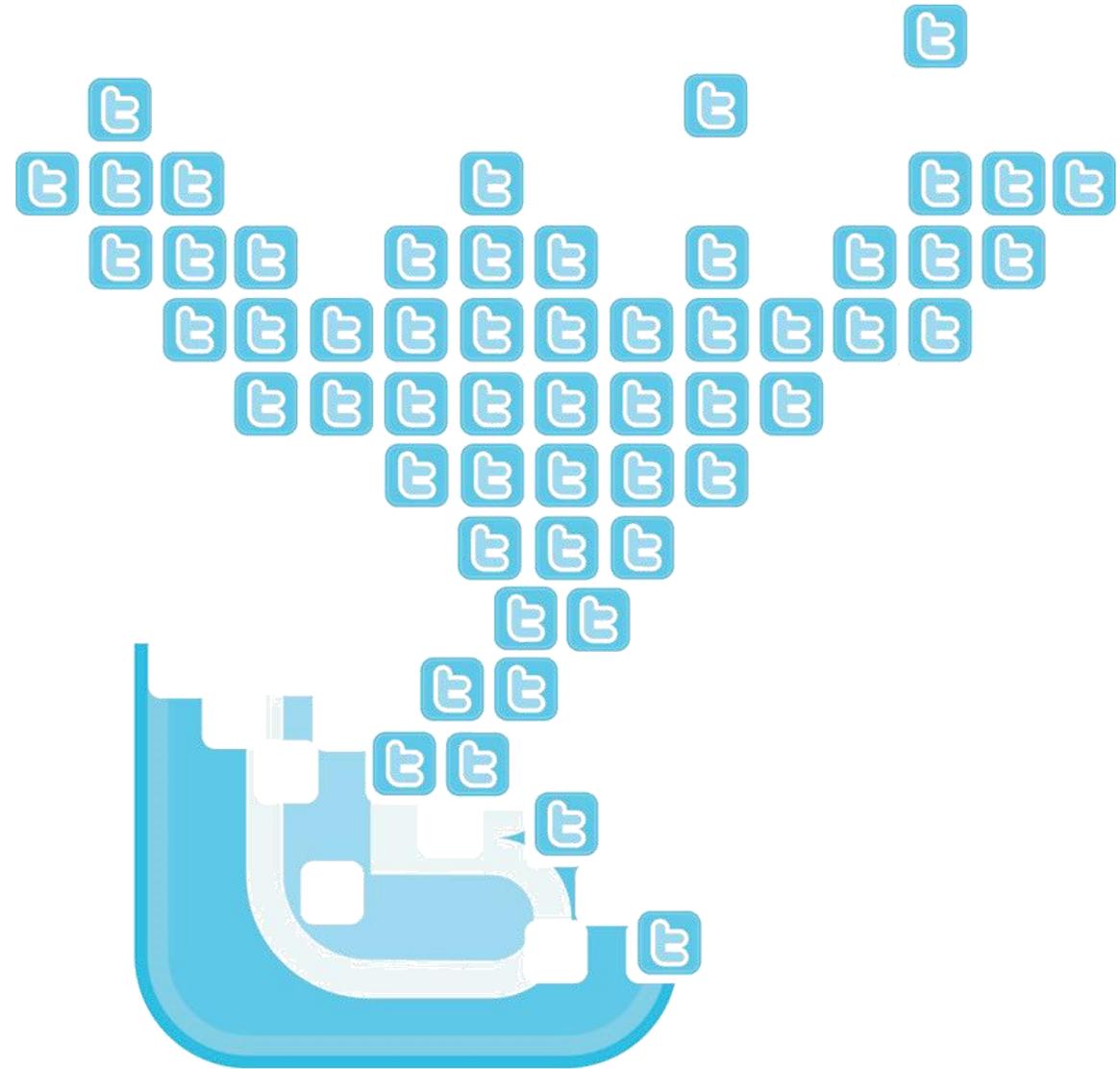


maluuba

consolidation of user experiences  
conversations  
task completion



twitter storm



react to changes to the world's information in near-realtime  
reactive processing



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ideas





where are coldplay playing **at the moment?**



what's the **latest** political situation in egypt?



i'd like to see the relative performance of msft and aapl **for the last two years**



what's the **most popular**, according to my friends, movie with john cusack's sister?



recommendation for a **nearby** restaurant with **argentine beef on the menu**



while at Sydney 2011, you should talk to paul w.

both of you were at paris 2010, rio 2009, and  
istanbul 2002 conferences

you also seem to be reading the same journals on  
knowledge representation

you both found the book "on intelligence"  
interesting

finally, you both like sushi...

i suggest "blue sushi", just two blocks from the  
conference center

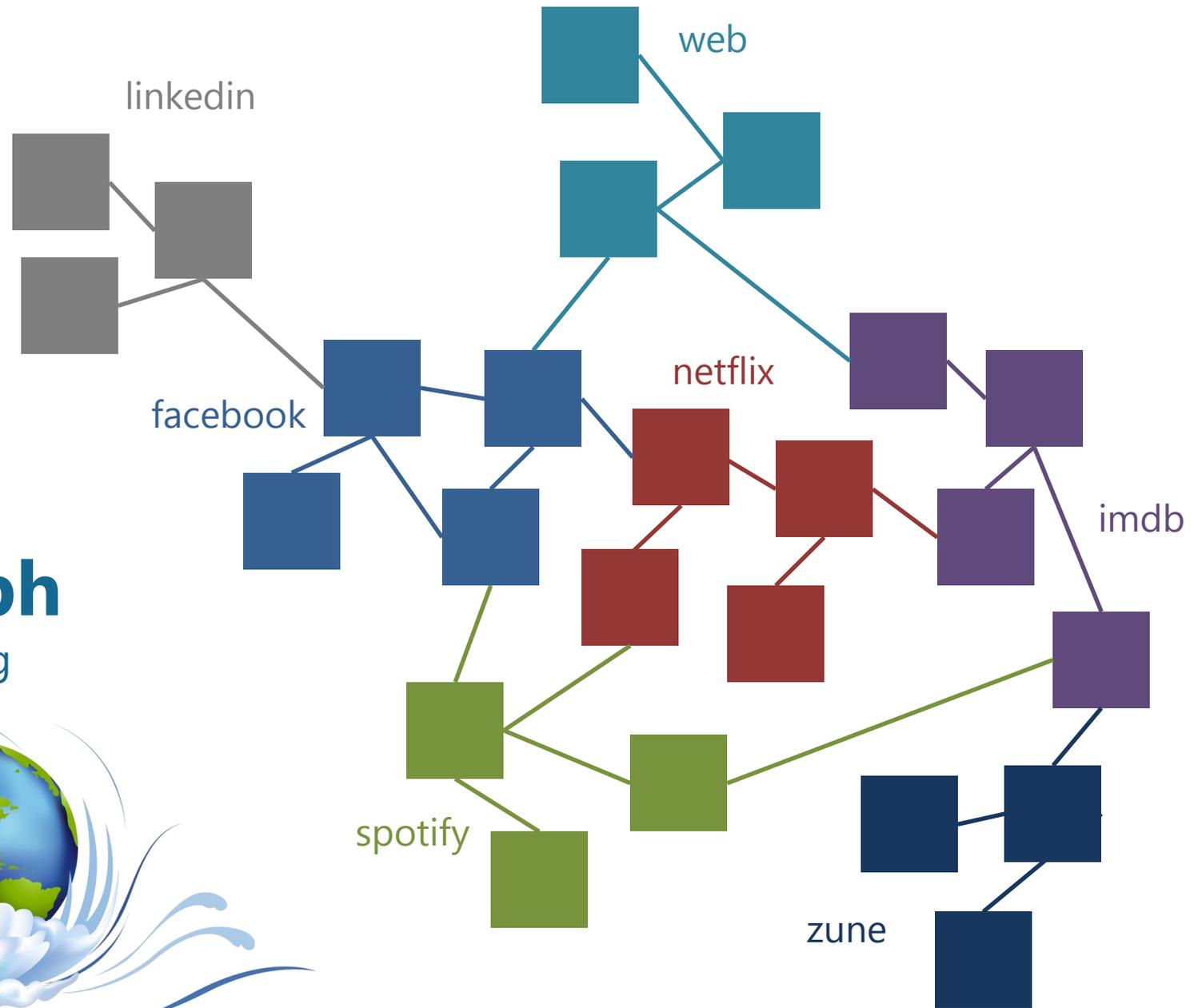


towards a knowledge platform

## **key ingredients**

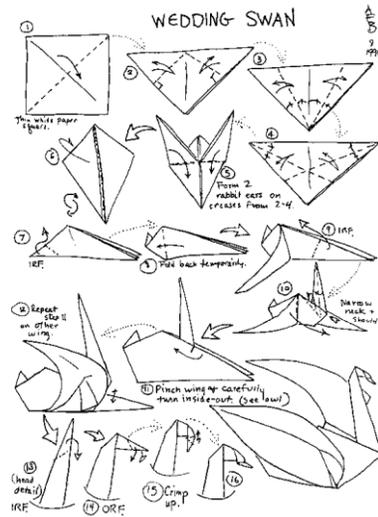
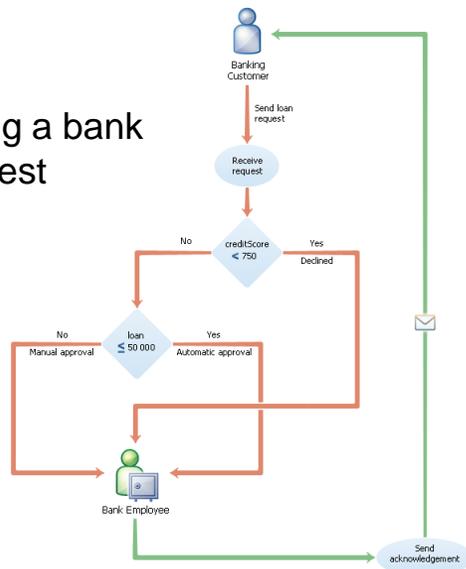


# the graph of everything



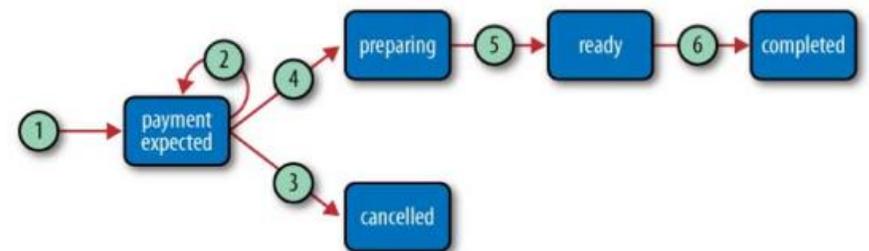
knowledge engineering is not only about information facts  
it's also about encoding the logical steps  
necessary to reason over those facts

processing a bank  
loan request



origami: how to create a wedding  
swan

the steps for placing a coffee order



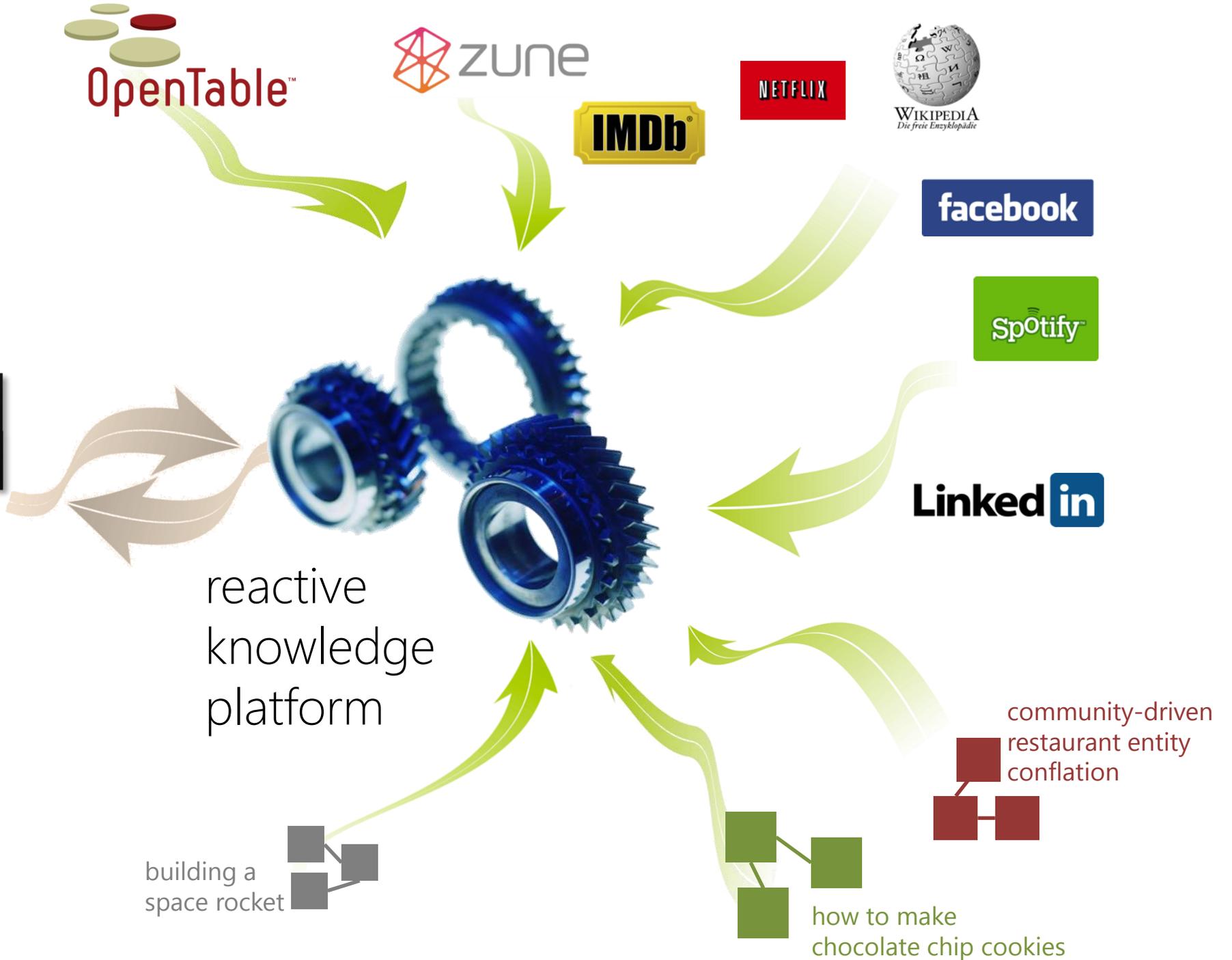


reactive  
knowledge  
platform

building a  
space rocket

community-driven  
restaurant entity  
conflation

how to make  
chocolate chip cookies



A 3D rendered green question mark is positioned on the left side of the image. It sits on a dark green reflective surface, which creates a clear reflection of the question mark below it. The background is a light green color with several blurred, curved green shapes that resemble leaves or abstract forms, creating a sense of depth and movement. A dark green horizontal bar spans the width of the image, serving as a background for the text.

what do all these have to do with the web?

web – the knowledge platform  
foundation for new **experiences**



hateoas

true global integration – the web as one application

domain application protocols

schemas/ontologies

the knowledge graph

where's the giant global graph?



## q&a



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