



Intelligence at the Interface

SDForum Semantic Web event

**Time: Wednesday, Nov. 7
6:30-9:00pm**

**Place: Cubberly Community
Center
4000 Middlefield Road
Room H-1
Palo Alto, CA**

**Price: \$15 at door or free for
SD Forum members.
No registration required.**

DEMONSTRATIONS OF

- Intelligent Assistance
- Smart Phone Applications
- Location Awareness
- Semantic Enhancement

for more information
visit

<http://sdforum.org/SemanticSIG>

Intelligence at the Interface

a technology showcase organized by Tom Gruber

The interfaces we use to interact with the world's information are getting smarter. Web portals gave us someone else's idea of the content we should see. Then came search engines, which let us tell the system what we want, one query at a time. We are about to see the next wave -- *intelligence at the interface* -- in which the system knows about us, our information, and our physical environment. With knowledge about our context, an intelligent system can make recommendations and act on our behalf. This SDForum event will showcase four exciting new examples of intelligence at the interface developed by Bay Area companies.

- **SRI** will demonstrate an intelligent assistant system called **CALO** that came out of an ambitious program of AI research. It learns about your documents, email, people, schedules, and meetings, and learns even more as you use it. It helps you organize your information world, prepare for meetings, create presentations, and find information in the context of your work.
- **Yahoo! Research Berkeley** will demo **ZoneTag** and **Zurfer**, mobile-phone photo-driven applications that use your social, spatial, and temporal context to support and enhance key user tasks on the mobile device. They intelligently help you capture, upload, tag, view and search for photos on your mobile device, minimizing requirements on explicit input and user attention.
- **PARC** will demonstrate a mobile leisure guide, codenamed **Magitti**, which recommends places to visit in an urban environment. It pays attention to your time, location, past behavior and preferences and it also infers your current and future activity type to better target its recommendations.
- **Radar Networks** will demonstrate **Twine**, a new online service based on their Semantic Web platform that helps people organize, find, and share their information more intelligently. It knows about the semantic content of information of all sorts, from web content to email.