

if you love
something...

...set it free

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From cave paintings...



...to the age of the Internet, the human race has sought ever more efficient ways to exchange information.

We are no longer limited by the physicality of information.



Dramatic reductions in marginal cost of production is not the whole story.



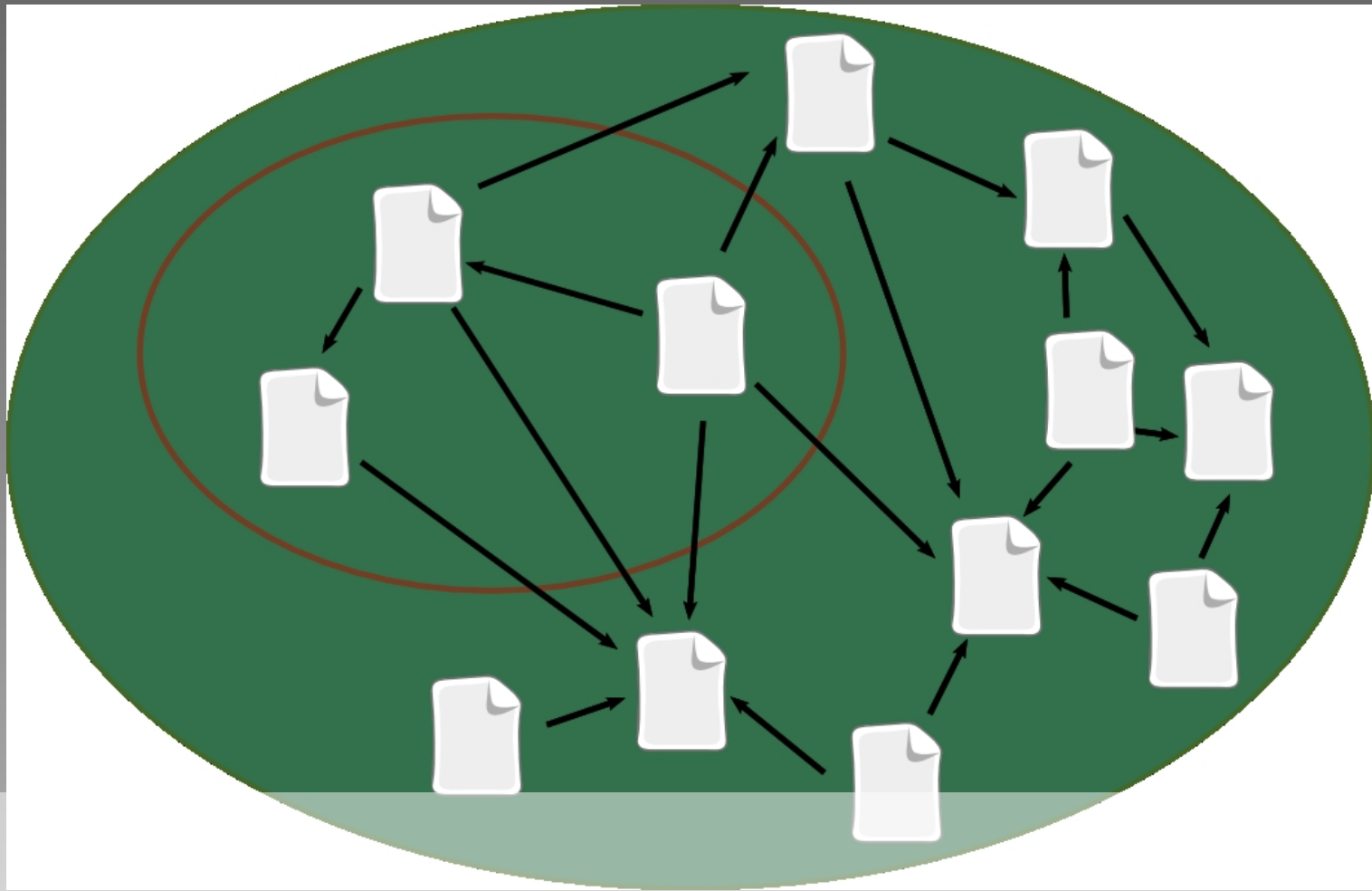
The World Wide Web is the most successful information system ever devised... but why did the Web win?




Network effects arise when the act of participation makes the entire network more useful for everyone



The open network outpaces the walled garden



Where would you publish?

A person with long dark hair, wearing a purple one-piece swimsuit, stands on the deck of a boat, looking out at a vast, deep blue ocean. The water is textured with small waves and ripples. The scene is captured from a slightly elevated angle, showing the person's back and the horizon line in the distance.

Blue oceans are metaphors for the wide open unexplored markets created by radical innovations.



ASTRA

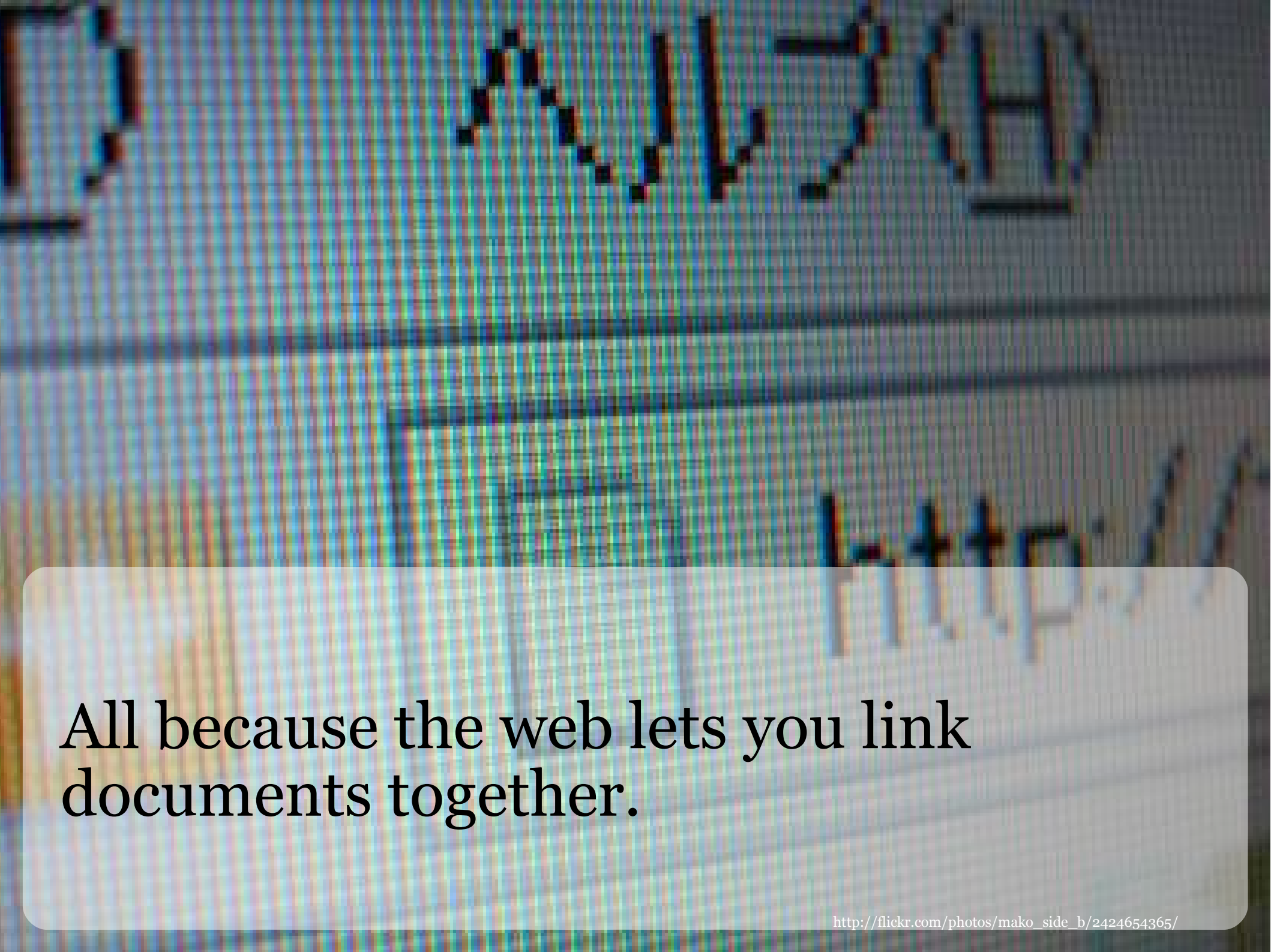
Think about the industries that didn't exist 30 years ago.



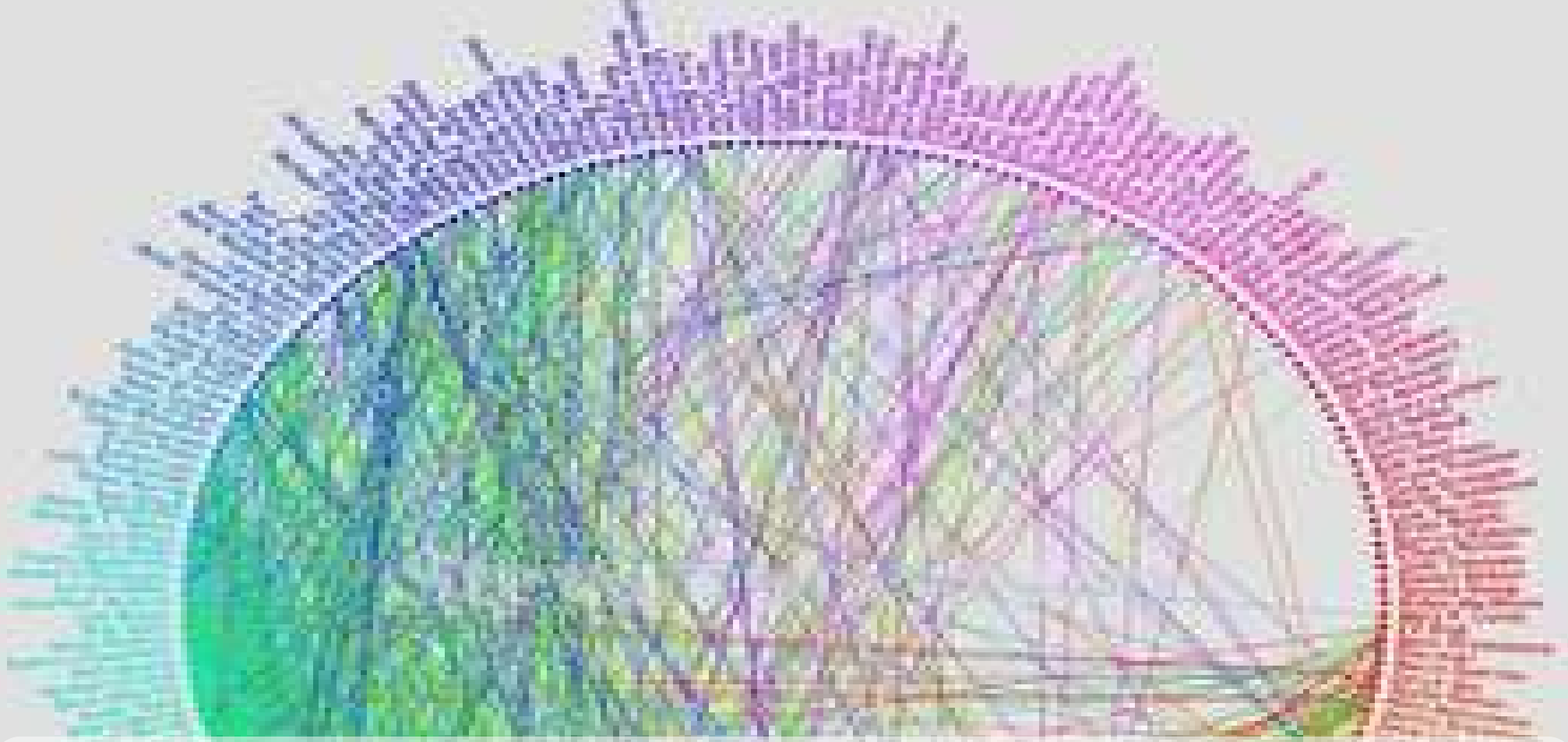
Now what about 100 years ago?

A vibrant, high-angle photograph of a busy street market. The scene is filled with people, colorful stalls, and various goods. A semi-transparent grey text box is overlaid on the bottom left of the image.

Now which companies exist only because of the Web?



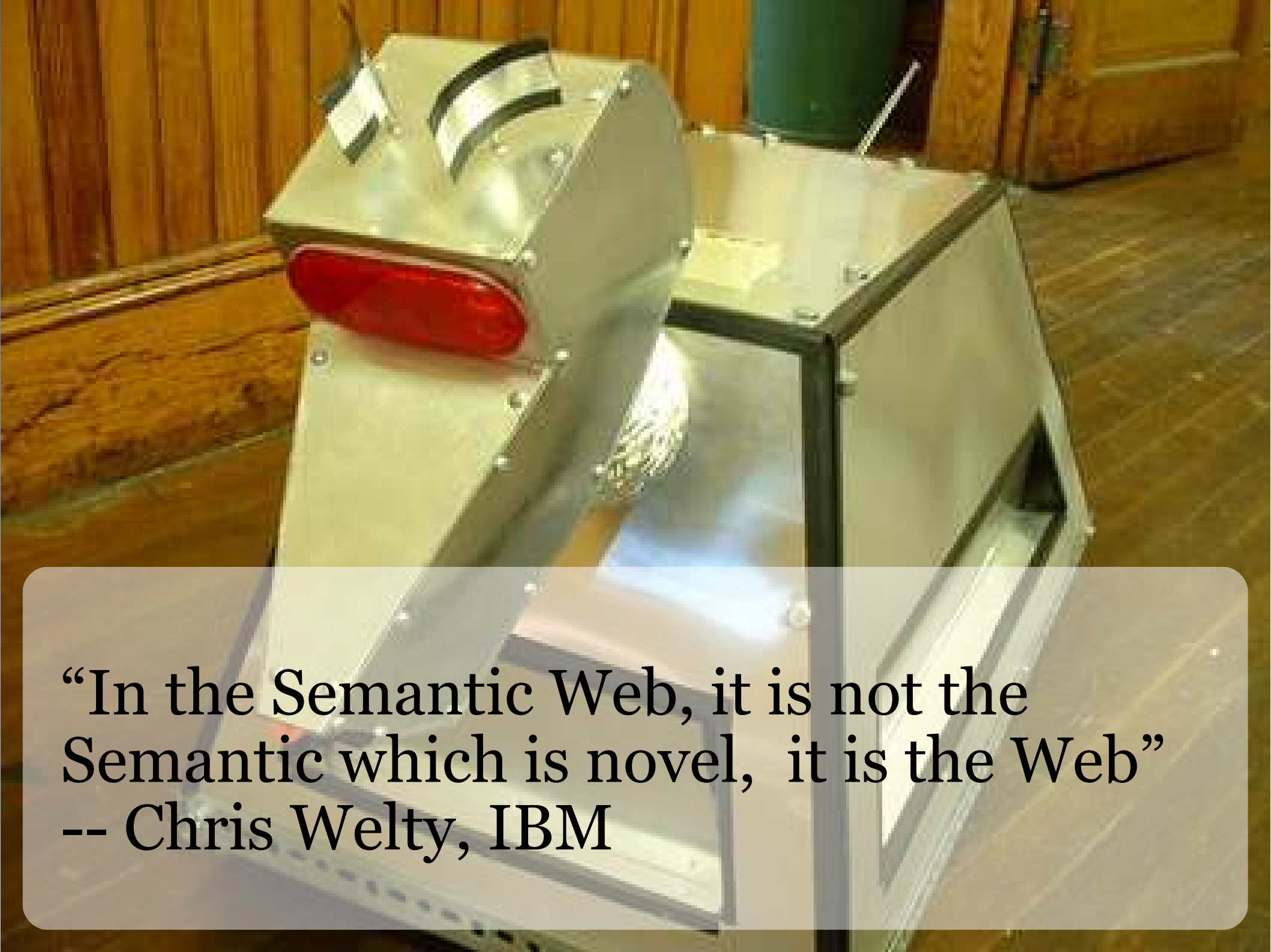
All because the web lets you link documents together.



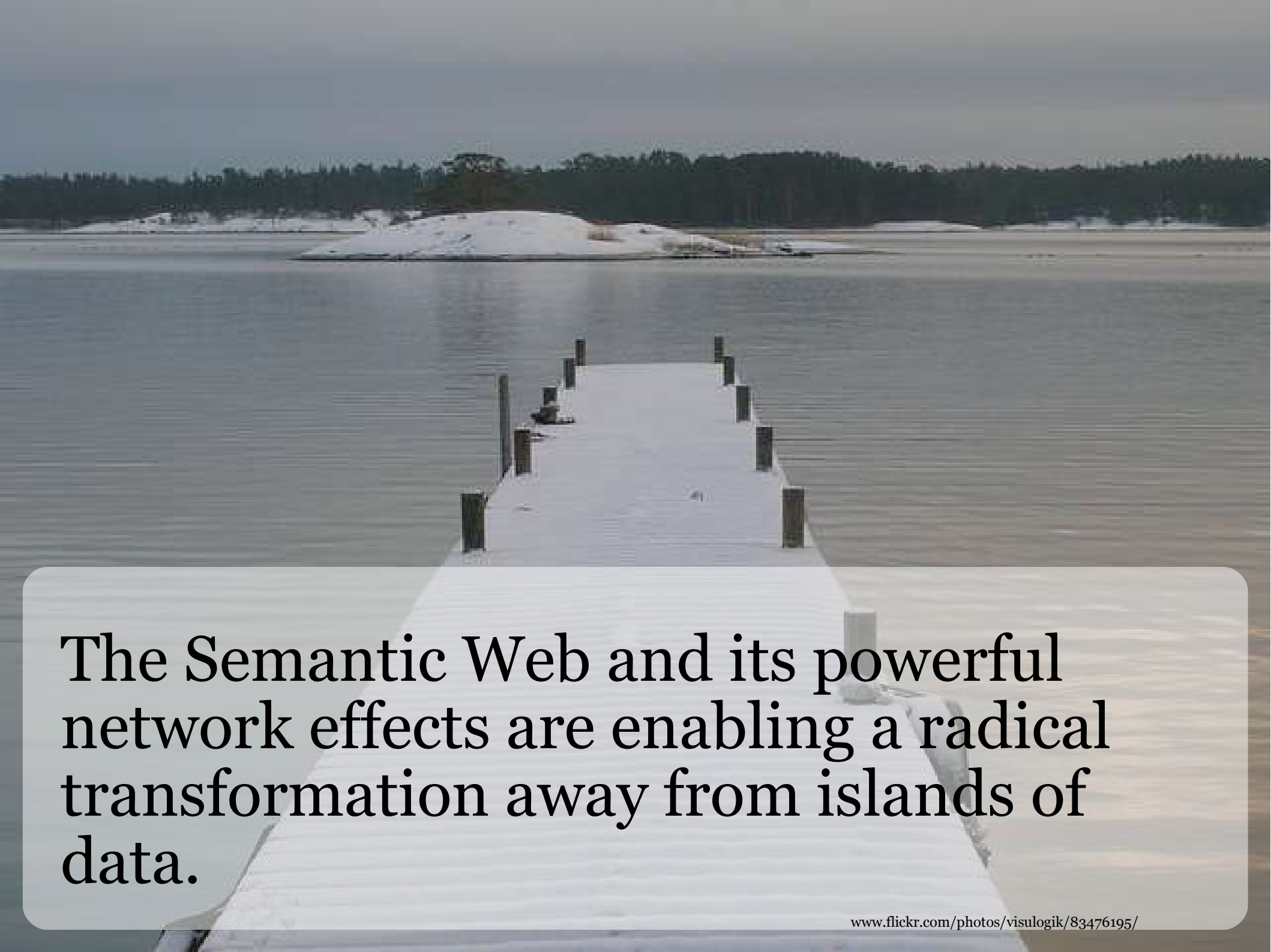
Increasing the variety of links and things being linked to can create vastly stronger and more valuable networks



The Semantic Web fundamentally changes how information, machines and people are connected



“In the Semantic Web, it is not the Semantic which is novel, it is the Web”
-- Chris Welty, IBM

A long wooden pier extends from the foreground into a calm body of water. In the distance, a small island with a dense forest of evergreen trees is visible. The sky is overcast and grey. The pier is made of light-colored wood and has several dark wooden posts along its length. The water is a muted, greyish-blue color.

The Semantic Web and its powerful network effects are enabling a radical transformation away from islands of data.

the MARC PILOT project

FINAL REPORT · FINAL REPORT · FINAL REPORT · FINAL REP

Conjecture 1: Data outlasts code



Therefore open data is more important
than open source

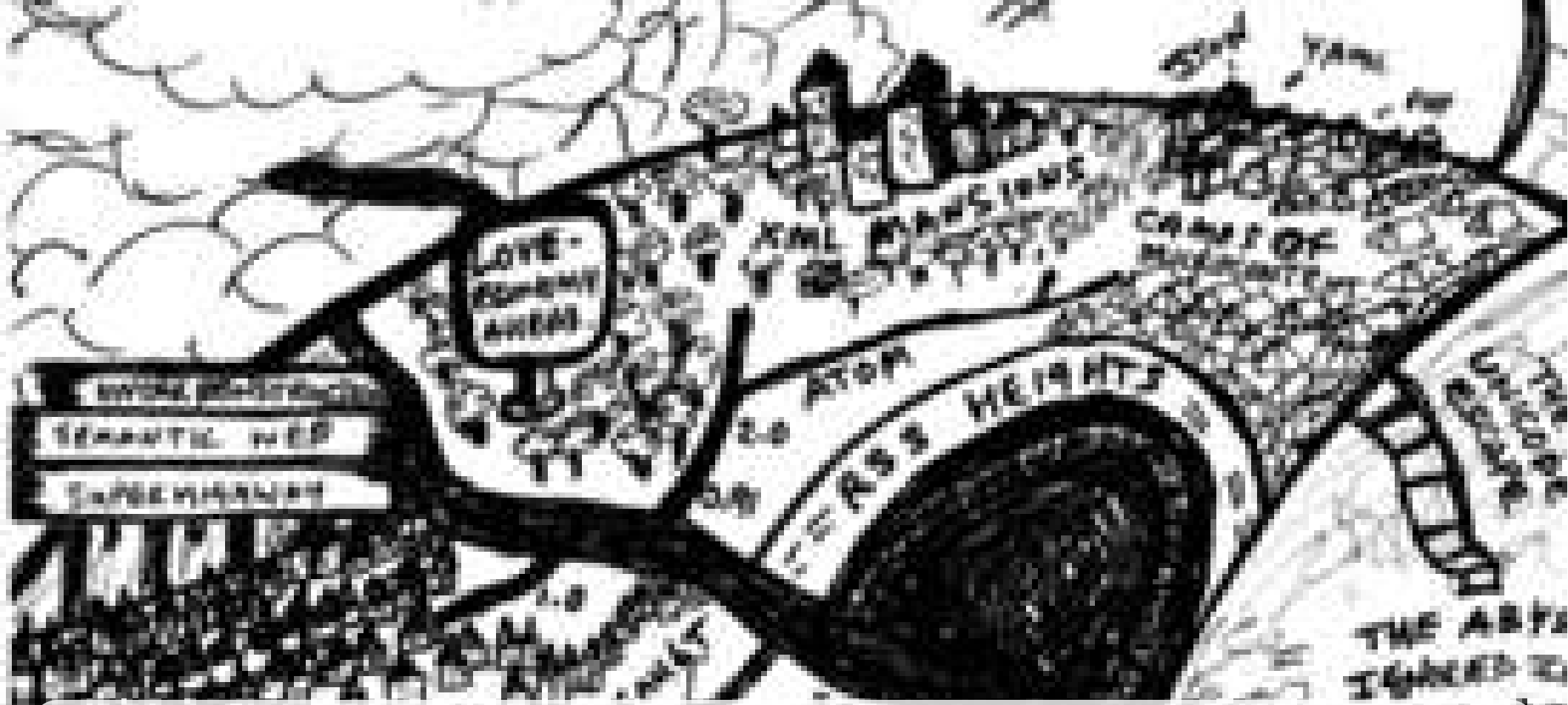
Conjecture 2: There is more structured data in the world than unstructured

requirements: IBM PC or compatible microcomputers (including OCLC M300, M310 and M386SX); minimum 256K RAM; MS-DOS 3.1 or higher; GW-BASIC, BASICA, or Tandy BASIC; floppy or hard disk system; monochrome or color display monitor (strongly commended); adapter card (CGA, EGA, UGA, Hercules) supported.▲ ▼aTitle from disk label.▲ ▼aNot copy-protected.▲ ▼ain container (23 cm.)▲ ▼aAdult professionals.▲ ▼aDesigned to teach efficient and specific searching of the OCLC on-line data base. Provides the fundamental information and skills needed to effectively use OCLC's PRISM as a prelude to using the official manuals which accompany the system.▲ 0▼aOCLC PRISM (Information retrieval system)▼xSoftware.▲ 0▼aOnline bibliographic searching▼xSoftware.▲ ▼aIBM PC▼cMS-DOS 3.1▲ ▼aE0▼bDD0▲+01529cmm 20337 a 45e000100130000000030006000130050017000190080041000360100017000770400013094020002500107041000800132050000900140082001500149049000900164100001900173245840019225000200027626000500029630000480034653803130039450000270070750000240073000026007585210025007845200244008096500057010536500046011107530023011569940012179▲ocm27310446 ▲0CoLC▲20011016225802.0▲910826s1992 cou e b
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Therefore people who understand structure matter



Conjecture 3: Most of the value in our data will be unexpected and unintended



Therefore we should engineer for serendipity



The goal is not to build a web of data.
The goal is to enrich lives through
access to information.



Does preservation require protection?

http://flickr.com/photos/london_ally/2530863286/

A close-up photograph of a person's hand holding three walnuts. One walnut is cracked open, revealing the dark, textured nutmeat inside. The other two walnuts are whole and have a light brown, bumpy shell. The background is a soft-focus green, suggesting an outdoor setting.

Provide and Enable



Provide... use your unique expertise and knowledge to collect, organise and publish data you care about



Enable... licence your data for reuse,
give important things a URI and link
widely.



Shouldn't the right data be available
when you need it?

Can someone please tell me why my bio and all of my tribe friends are listed on a site I have never been to or heard of? I didn't think this was Tribes style. I feel cheated and betrayed. If I wanted my profile to be farmed out, I would join Facebook.

Technology grows exponentially, but society adapts linearly

Sally Ann

Last updated by Sally on 04/21



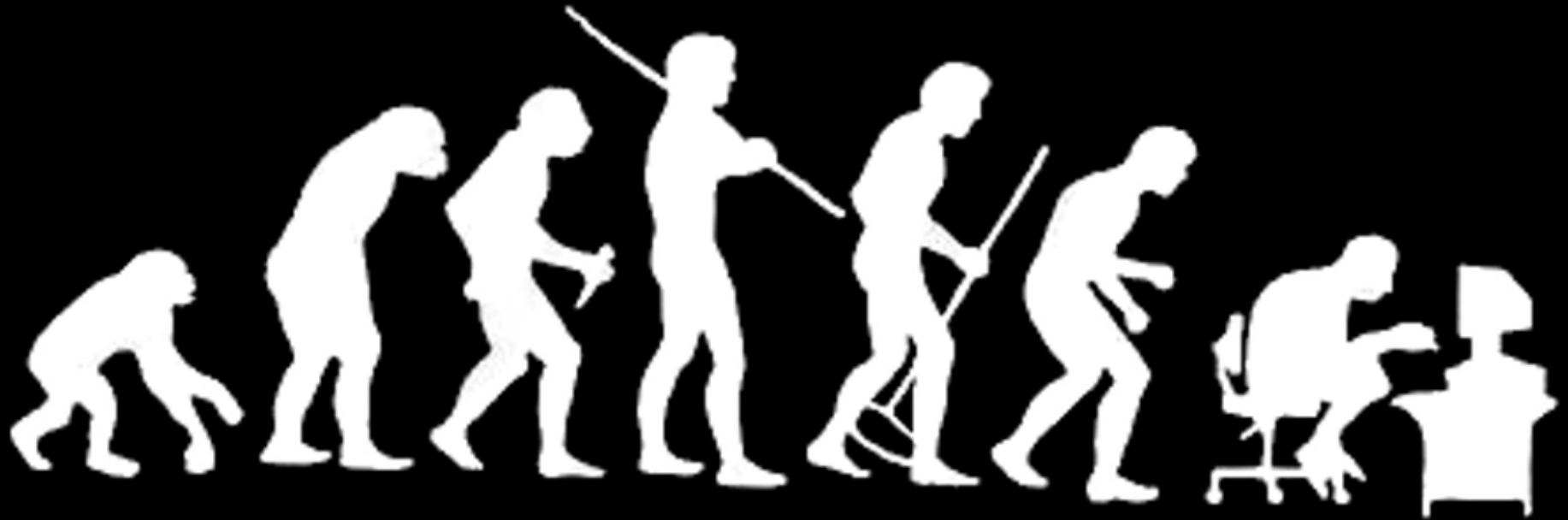
243a Westminster St
Providence, RI

Age: 28
Currently: single

Latest status:
just on my way home,
need some fun after
the day i've had

Get directions To here - From here
Search nearby

Let's be careful



We have barely begun

if you love
something...

...set it free...

...and change the world

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www.talis.com

