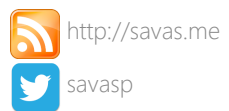
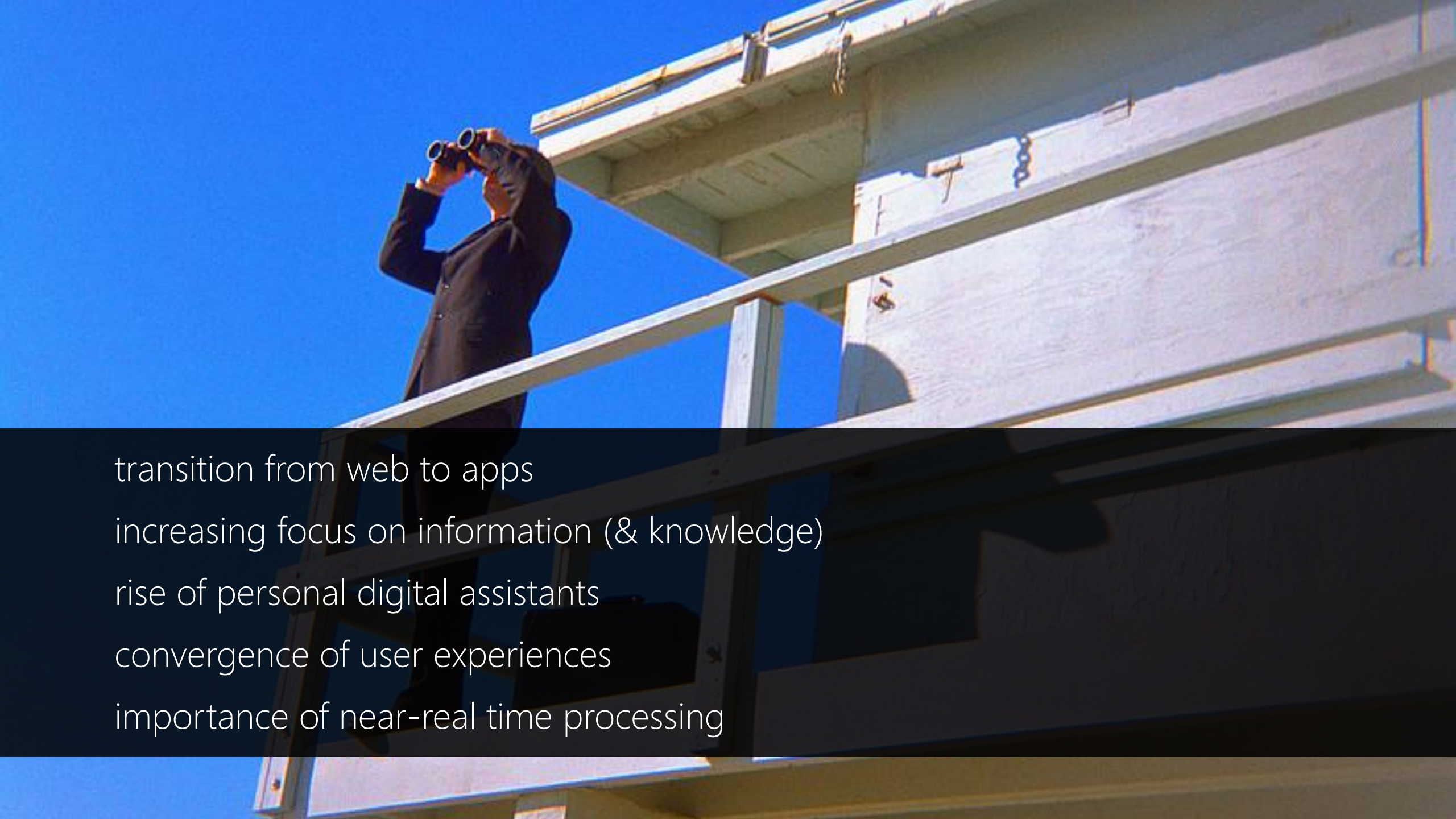




a platform for all that we know

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  
convergence of user experiences  
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**

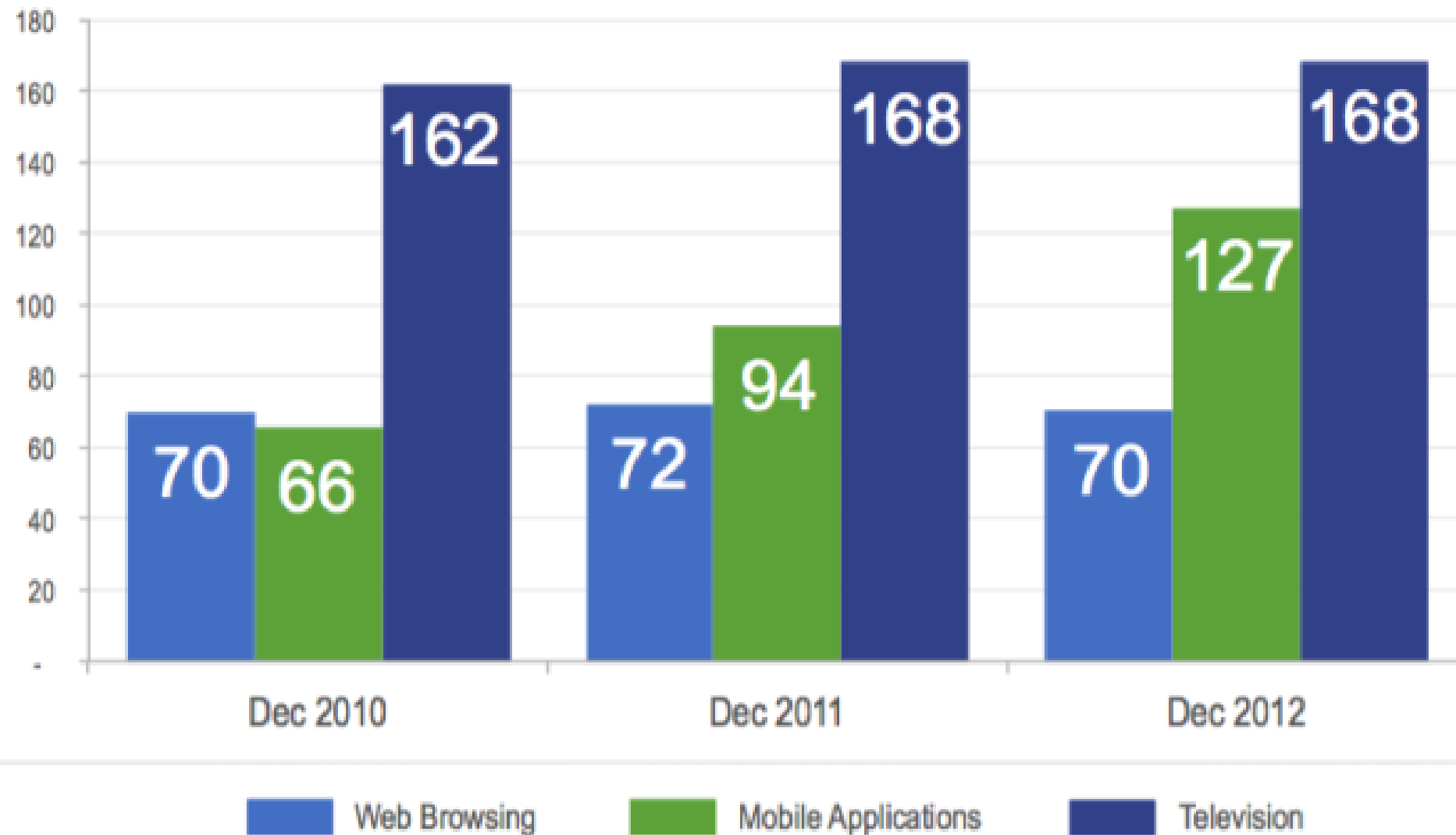
BY CHRIS ANDERSON

**AND  
WHY**

BY MICHAEL WOLFF



## 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

huge amounts of **data**

managing

indexing

acquisition

discovery

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

aggregation

organization

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

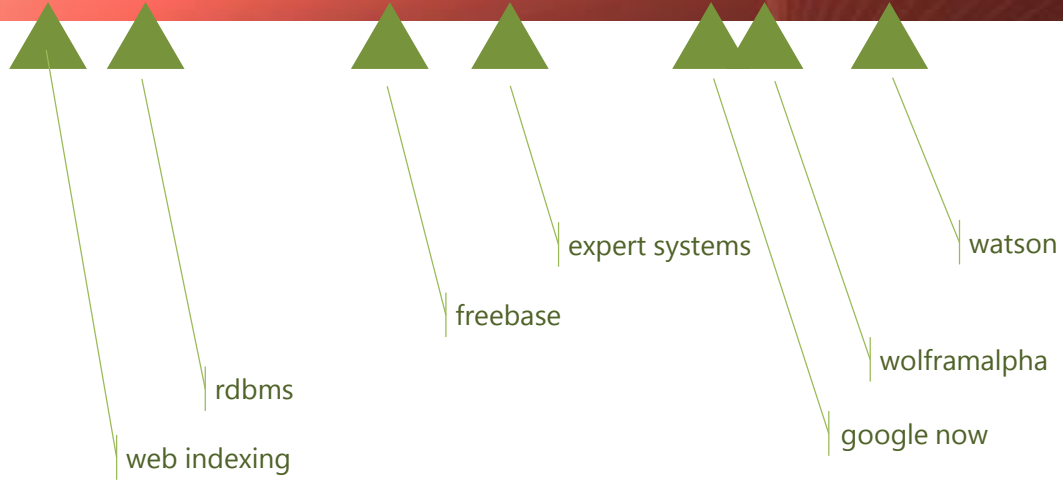
correlation

analysis

interpretation

inference

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



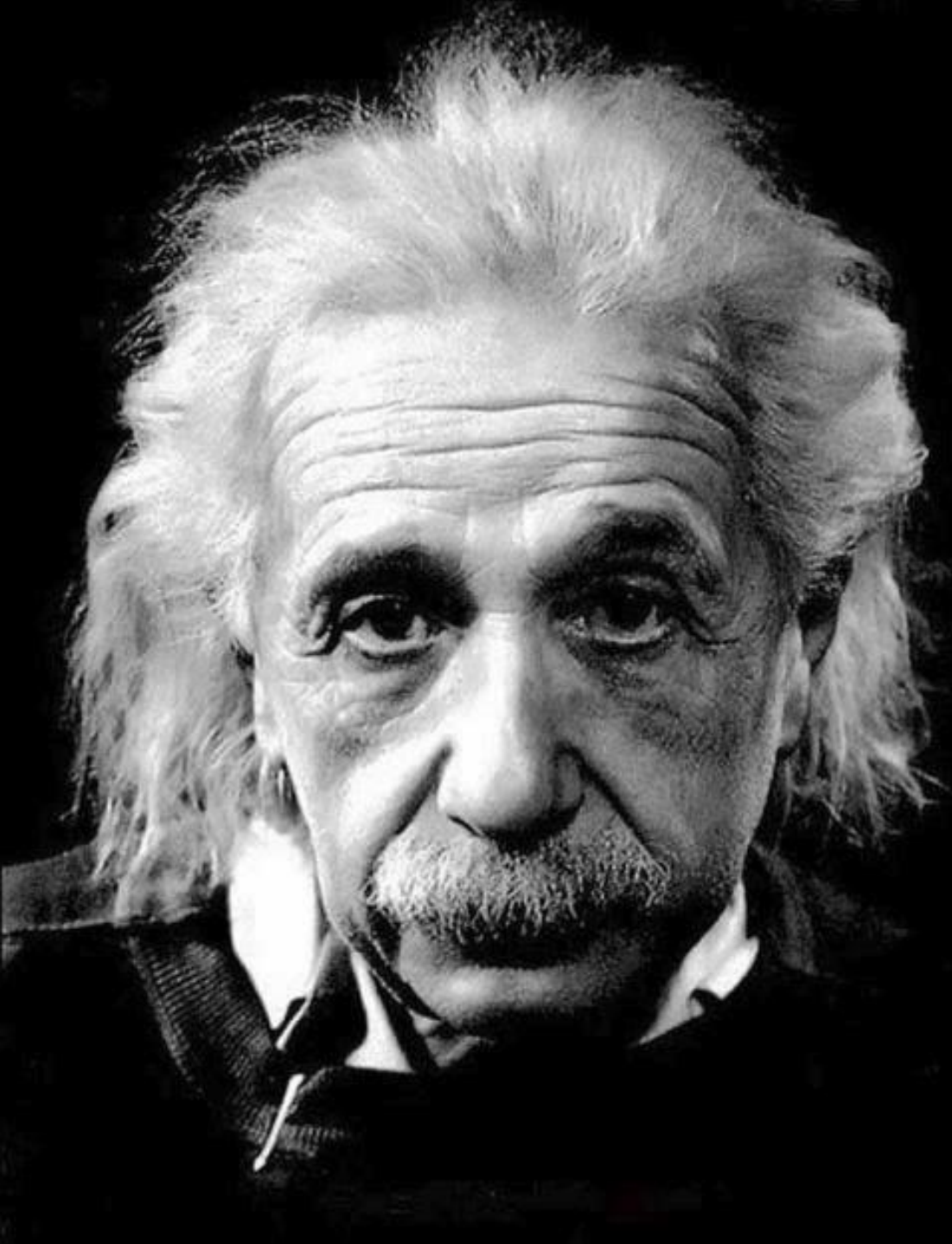
web – the data platform



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



what's the maximum energy of electrons that 10cm of plate glass can block?

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**WolframAlpha** computational knowledge engine

what's the maximum energy of electrons that 10cm of plate glass can block?

Examples Random

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

Definition » Units »

Range versus energy:

$320 \left( \frac{1}{2} + \frac{0.7^2}{4} + \frac{0.7^2}{4} - 1 \right) - \frac{0.7^2}{4} - \frac{0.7^2}{4} = 0$

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with Mathematica Home Edition »



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POWER7

POWER7

POWER7

POWER7

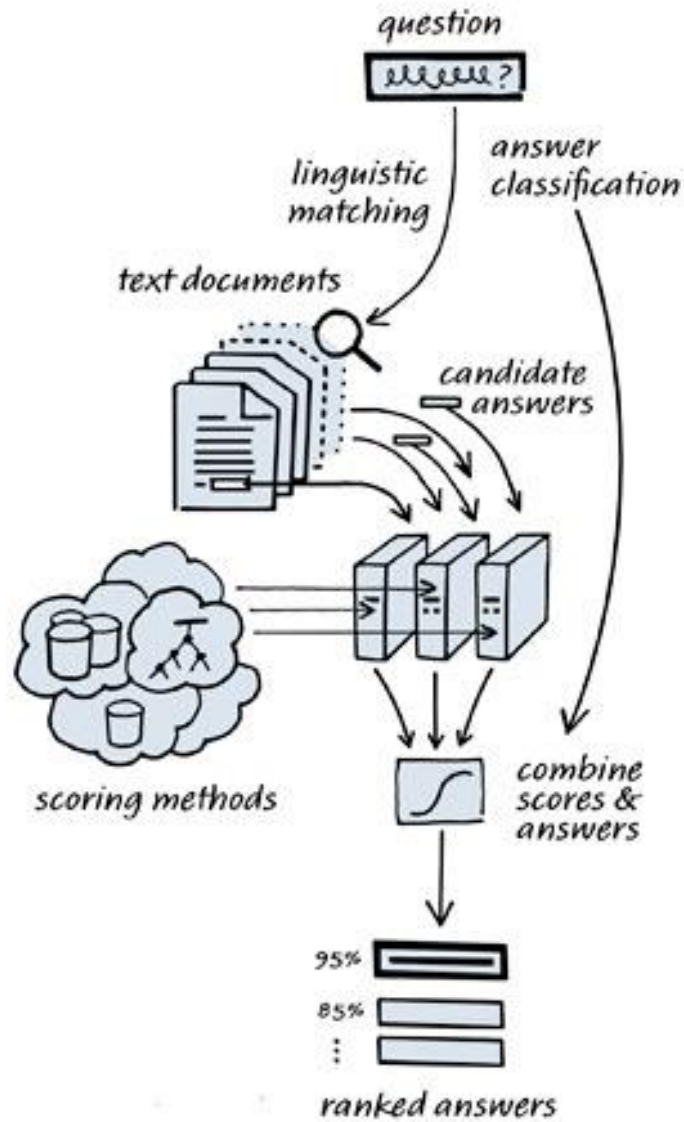
WATSON

POWER7

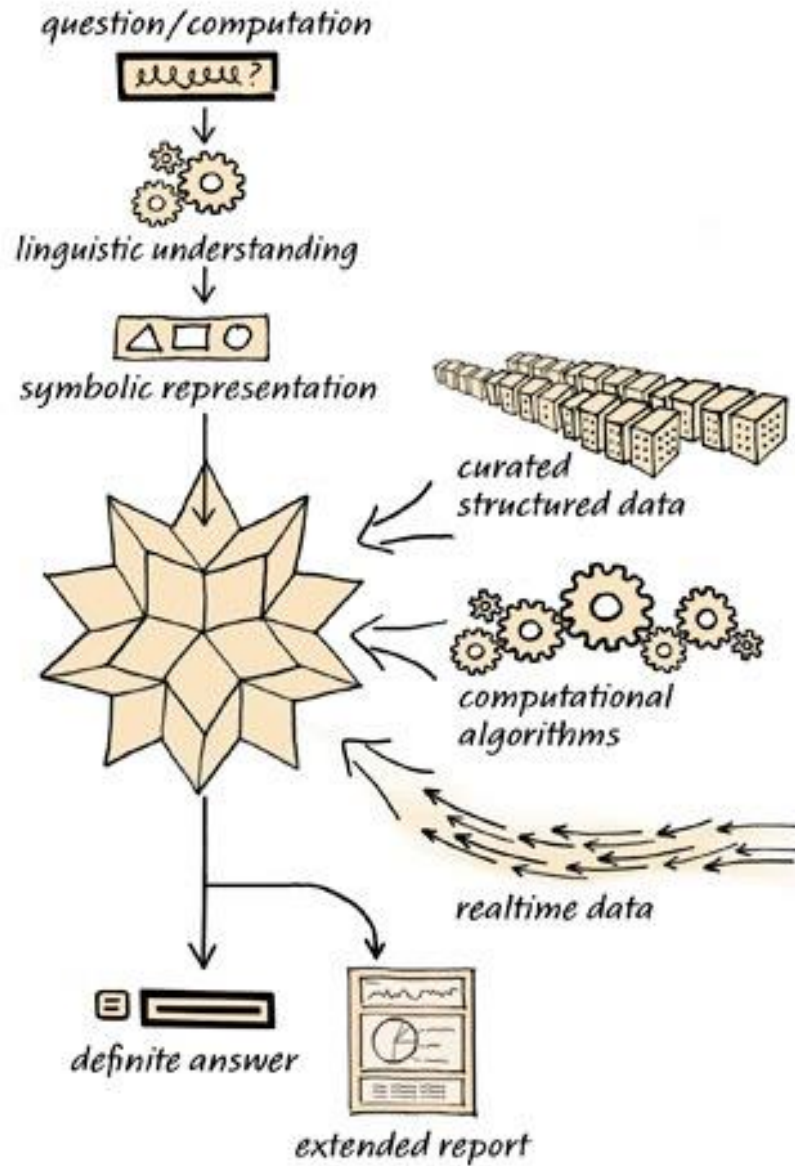
watson



# IBM Watson



# Wolfram|Alpha





information

facebook

December 2010

[http://www.facebook.com/note.php?note\\_id=469716398919](http://www.facebook.com/note.php?note_id=469716398919)


Facebook

www.facebook.com/home.php

facebook

Search

Home Profile Account

 **Savas Parastatidis**  
Edit My Profile

**News Feed**

Messages 145

Events 2

Friends 1

microsoft

Create Group...

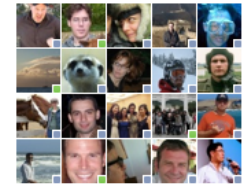
See All

Game Requests 4

Apps

More


Friends on Chat




**News Feed** Top News · Most Recent

Share: Status Question Photo Link Video

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

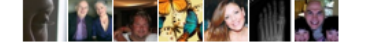
What are you planning?

**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](#)

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[5 photos](#) | [2 videos](#) | [3002 news articles](#) | [full cast and crew >](#)

#### 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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#### Related News

[Decoding the DNA of X-Men: First Class, plus chance to quiz cast and crew](#)  
6 hours ago | [The Geek Files](#)

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(New Document)
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  <script type="text/javascript">
```

representative examples

**google**

Best Buy - Eatontown: Store x  
 stores.bestbuy.com/1895/


Español | My Account | Order Status | Customer Service | Welcome. Please create an account or Sign in. CART 0 Items

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BestBuy.com | Store Locator | Best Buy - Eatontown

## Best Buy - Eatontown



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 Phone: 732-389-7939  
 GEO: 40.2908597, -74.0503975

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**STORE HOURS**

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11:00a 7:00p	10:00a 9:00p	10:00a 9:00p	10:00a 9:00p	10:00a 9:00p	10:00a 9:00p	10:00a 9:00p

**STORE SERVICES**

- Geek Squad
- Best Buy Mobile
- Small Business Solutions
- Magnolia
- Musical Instruments Store
- Electronics Recycling

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- Video Game Trade-In
- The iPad is here.
- Geek Squad Total Protection
- Games
- Get store discounts through shopkick.com


**EVENTS** See all >

**Holocaust Genocide & Human Rights education center at Brookdale Community College.**  
 On April 14, 2010 we participated in their Basket Boutique at Brookdale. All proceeds from this event will be used... [Read more >](#)


**SPECIAL PRODUCTS** Local Interest (3) In-Store Promotions (3) See all >



Obtiene el idioma que desea.  
Vamos a instalar



Escolher o idioma que voce quer.  
Vamos instalar qualquer



Keep Your Family Safe on the Road with XIBlocker  
Get Best Buy Mobile in

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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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a
</ins></span><span class="separator">&ndash;</span><span property="gr:closes"
datatype="xsd:time"
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class="close">7:00<ins>
p
</ins></span></li>
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<span rel="gr:hasOpeningHoursDayOfWeek"
resource="http://purl.org/goodrelations/v1#Monday"
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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#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>
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</ins></span></li>
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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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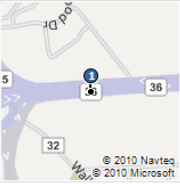
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 My twitter has a Pagerank of 5 out of 10 **Bestbuy.com**.....7 out of 10. Im #Comanayaaaaahaaaaa!!! 9:36 PM Feb 2nd via Seismic for Android  
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 (Map) · 50 State Route 36 Eatontown, NJ  
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 Eatontown, NJ 07724. Phone: 732-389-7939. GEO: 40.2908597, -74.0503975 ...  
[stores.bestbuy.com/1895/.../best-buy-battle-of-the-bands-2010/](#) - [Cached](#)  
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 Twitter - 24 minutes ago

**EatontownBB** RT @CAKEMUSIC: Billboard campaign claims Jesus will return in May.  
[Billboard campaign claims Jesus will return in May | ajc.com](#) - ajc.com  
 Twitter - 30 minutes ago

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Version 2.0 [r1836]

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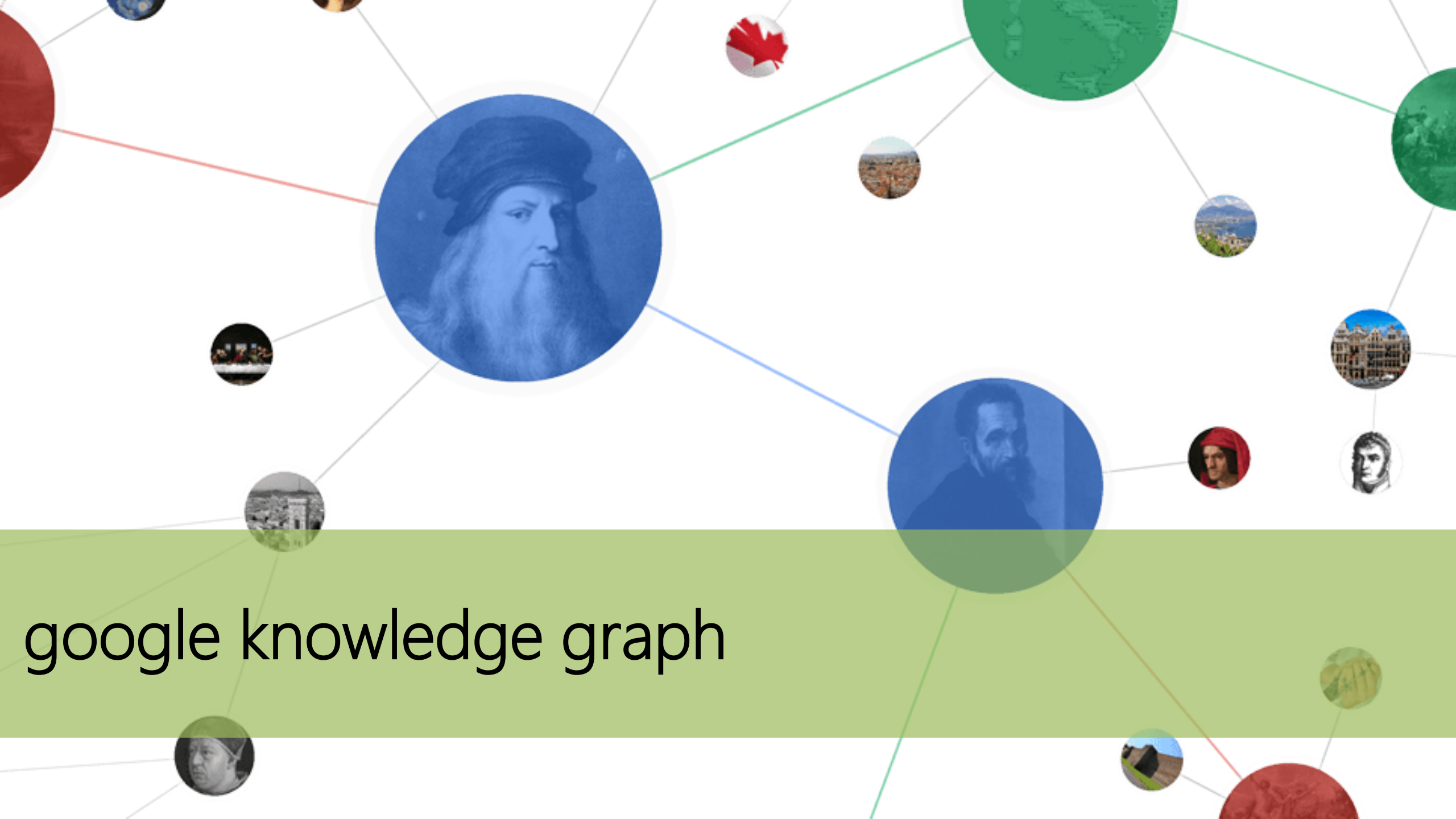
Data file:  No file chosen

or data file URL:

Project name:

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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** ...

**Chris Martin's Coldplay Nominated for Two Brit Awards ...** - Just Jared

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**Coldplay's Chris Martin is** - Daily Mail

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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 > 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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## 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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[www.telegraph.co.uk/.../8683214/...Coldplays-Chris-Martin-is-hard.html](http://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](http://www.imdb.com/name/nm1112874)



Born Mar 02, 1977 - 36 years old · [News](#) · [43 photos](#) · [Awards](#) · [Films](#)  
– [Emma Stone/Coldplay \(2011\)](#) (writer: "Paradise", "Every Teardrop Is a 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](http://www.imdb.com)

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

Height: 6' 2" (1.87 m)

Spouse: [Gwyneth Paltrow \(2003\)](#)

Children: [Apple Martin](#) · [Moses Martin](#)

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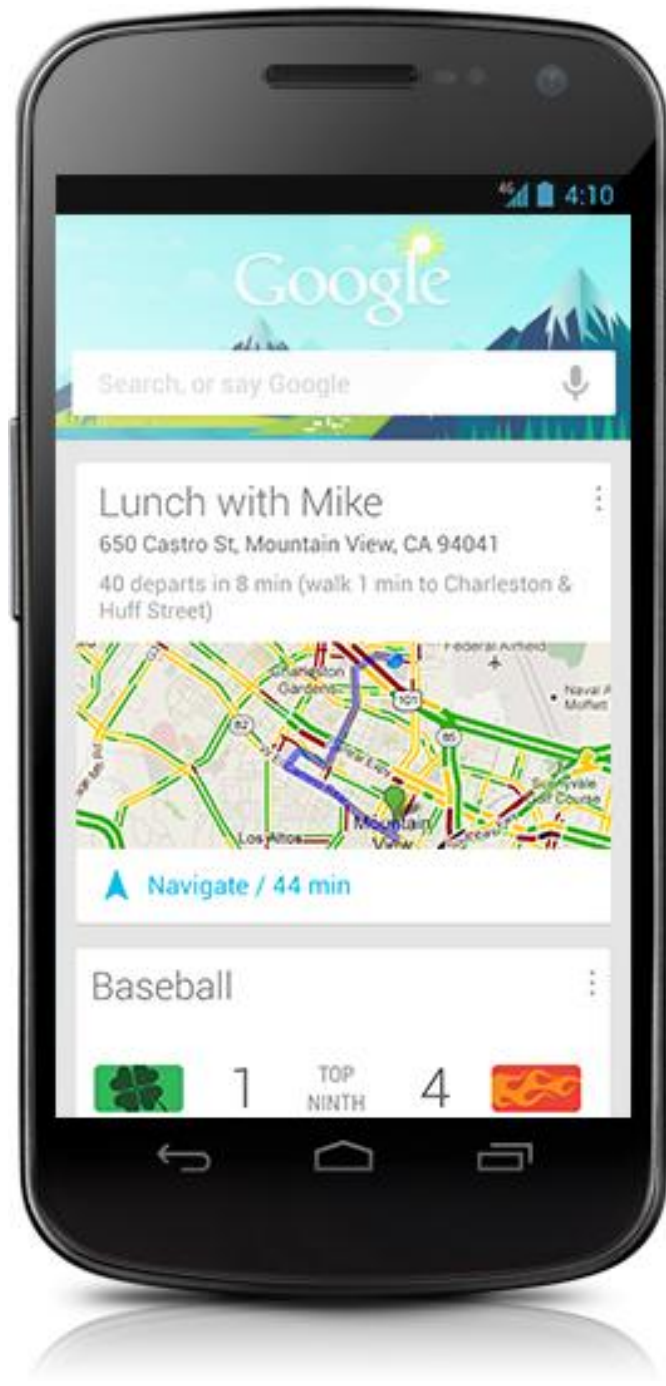


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siri



evi



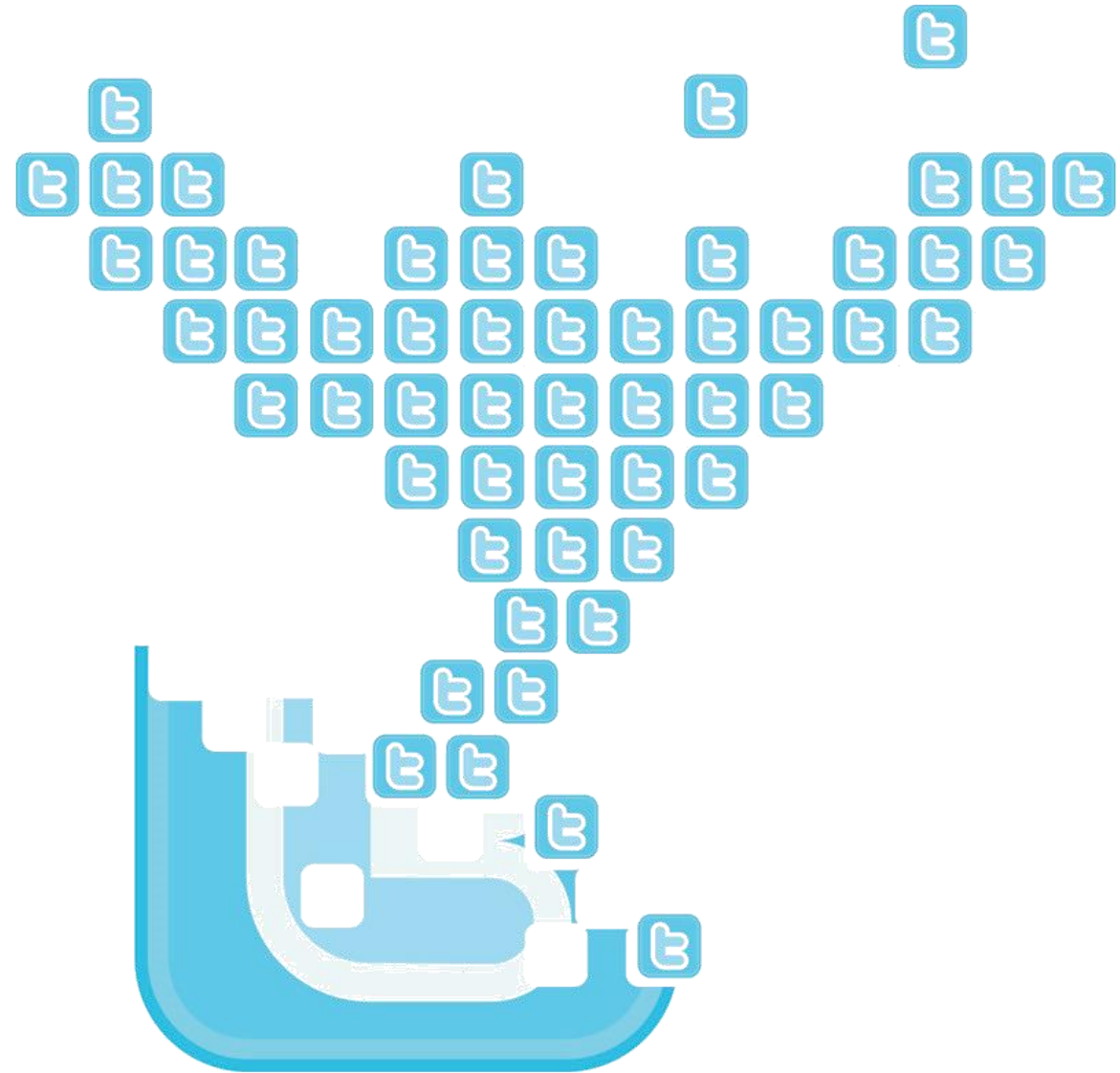
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conversations  
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ideas





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



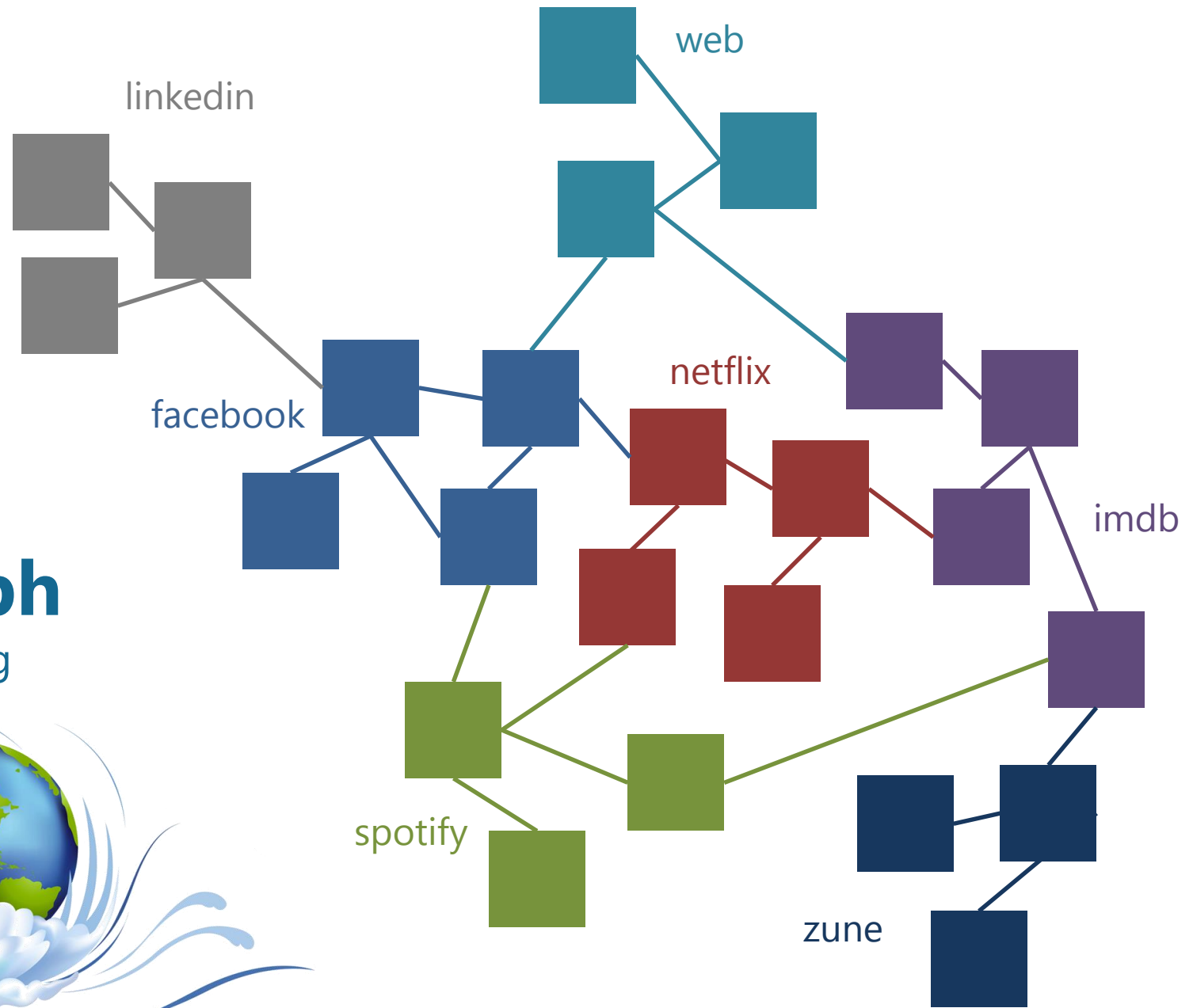
towards a knowledge platform

## **key ingredients**



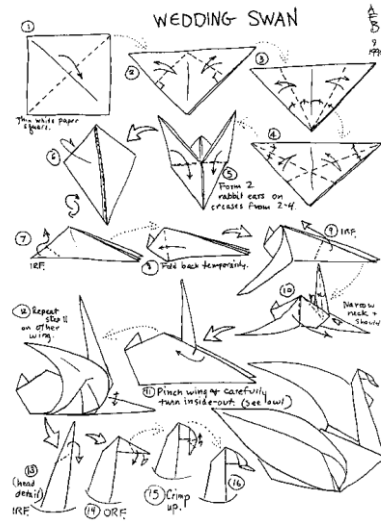
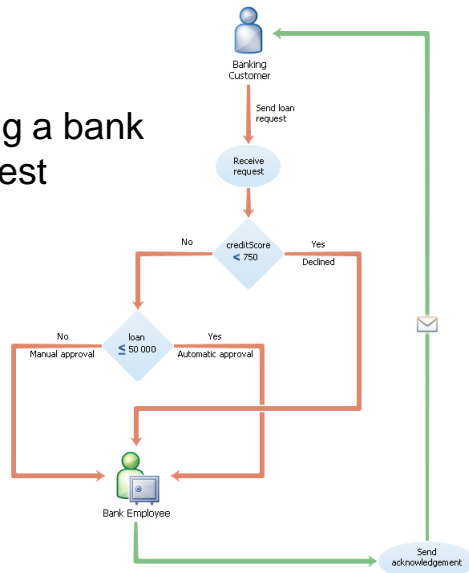


# the graph of everything



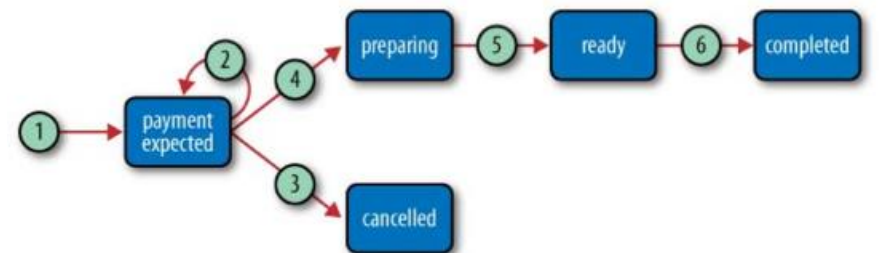
knowledge engineering is not only about information facts  
it's also about encoding the logical steps  
necessary to reason over those facts

processing a bank  
loan request



origami: how to create a wedding  
swan

the steps for placing a coffee order



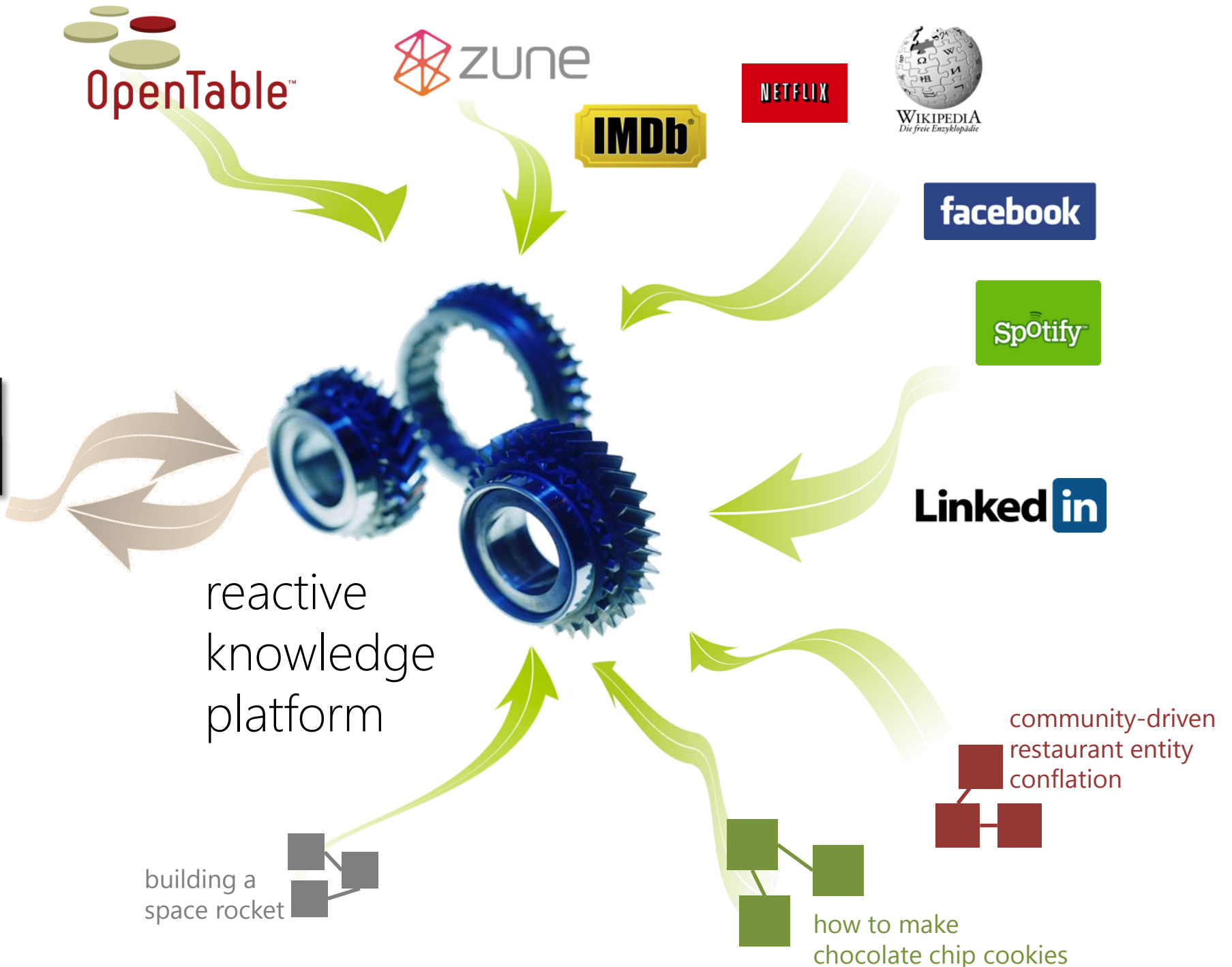


reactive  
knowledge  
platform

building a  
space rocket

community-driven  
restaurant entity  
conflation

how to make  
chocolate chip cookies



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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?



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