

# **The Intelligent Web Services (IWebS) Project**

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- "Semantic yellow pages directory services in your pocket"
- Two-year Tekes-funded project
- Partners: Fonecta, TietoEnator, TeliaSonera, HIIT, University of Helsinki
- The problem IWebS tries to solve
  - Finding service(s)
    - Especially when the end-user is not sure on which services could solve her problem
      - "I have a headache!", "My car got broken on the road!", etc
  - Annotating service(s)
    - Maximizing the recall and precision and minimizing the annotation effort



University of Helsinki



FONECTA

TeliaSonera

TietoEnator<sup>TE</sup>

Building the Information Society



TEKES

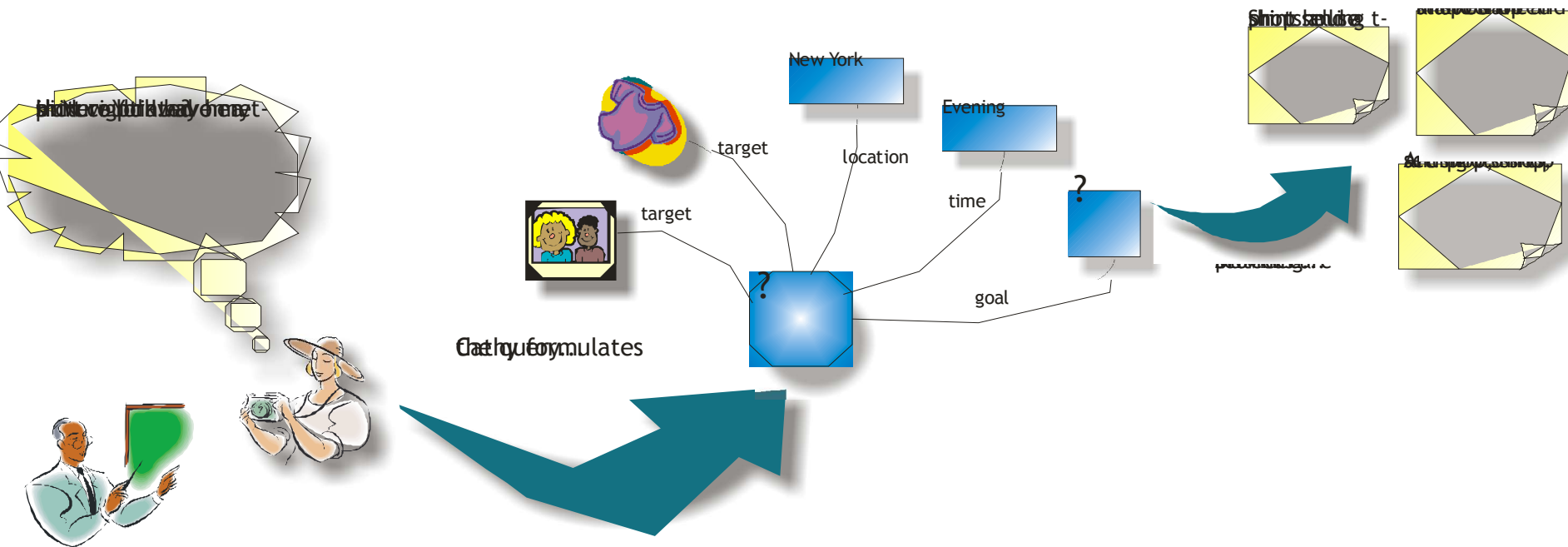
## What is actually IWebS?

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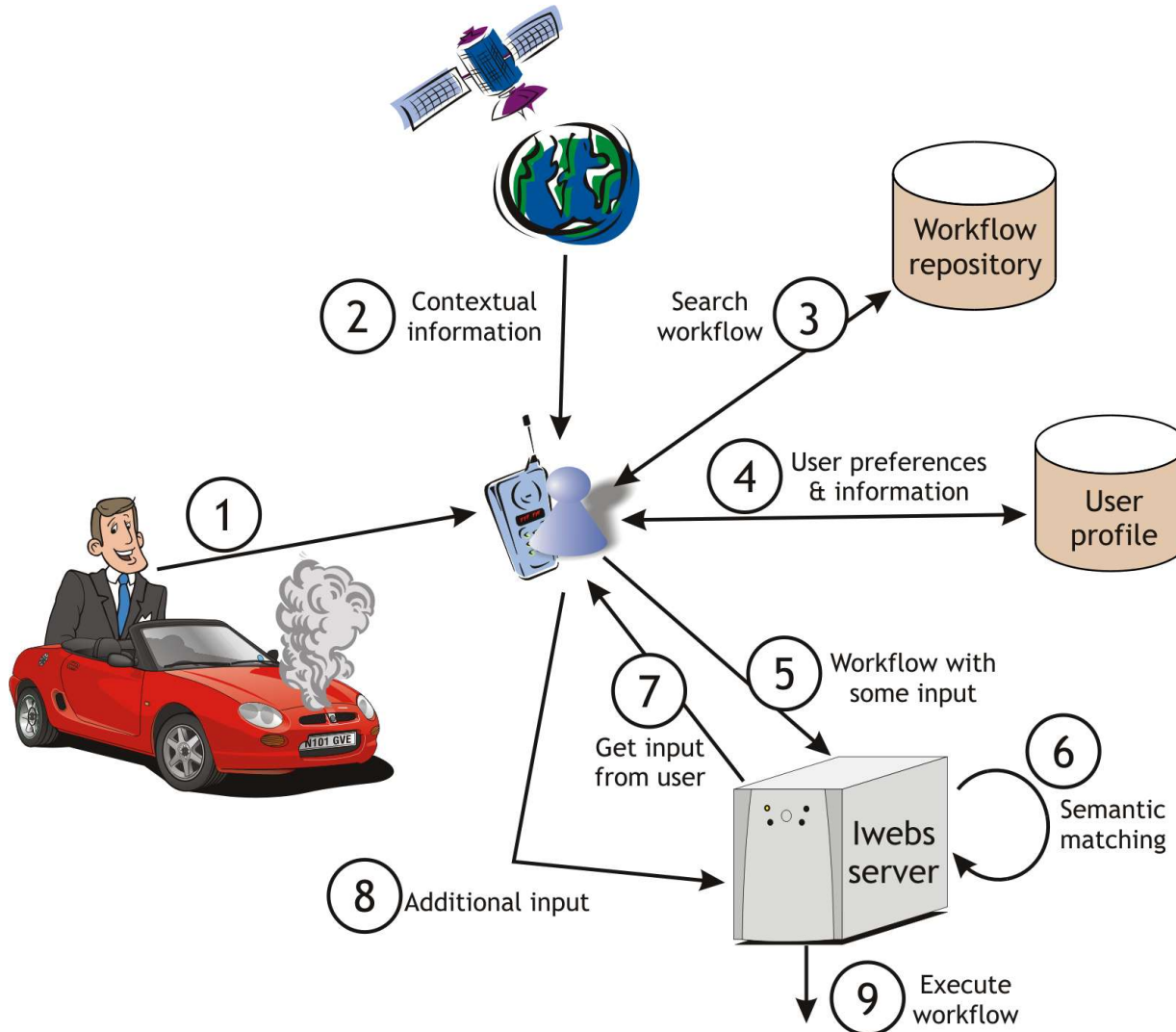
- IWebS is a Semantic web-based yellow-page directory service, which is based on
  - Using ontologies for searching and annotating real-world services, such as car rental
  - Providing end-users with a “semantic” search engine
  - Intelligent annotation editor for the service providers
  - Supporting services that are updated and made available dynamically based on the context
- The data (over 220 000 real-world advertisements) are provided by Fonecta
  - One of the goals is to add semantics to the yellow page services, such as the [www.020202.fi](http://www.020202.fi) portal

## Motivating Scenario I – Currently in Work

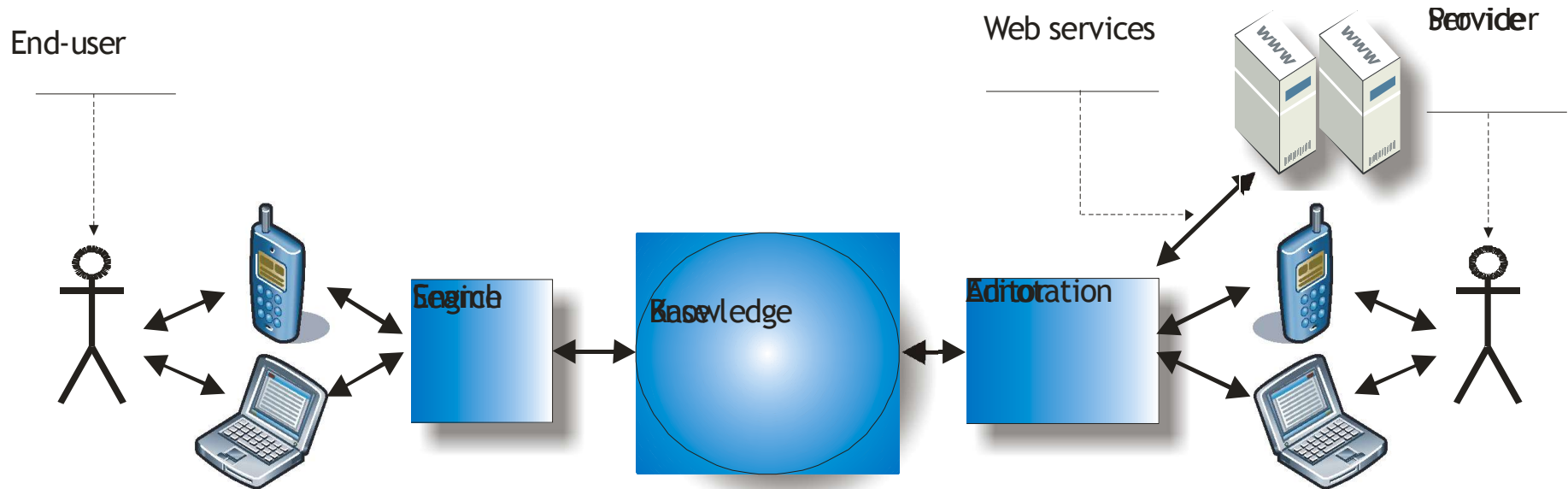
Cathy is attending a WWW-2004 conference, and got into a picture with a famous keynote speaker...



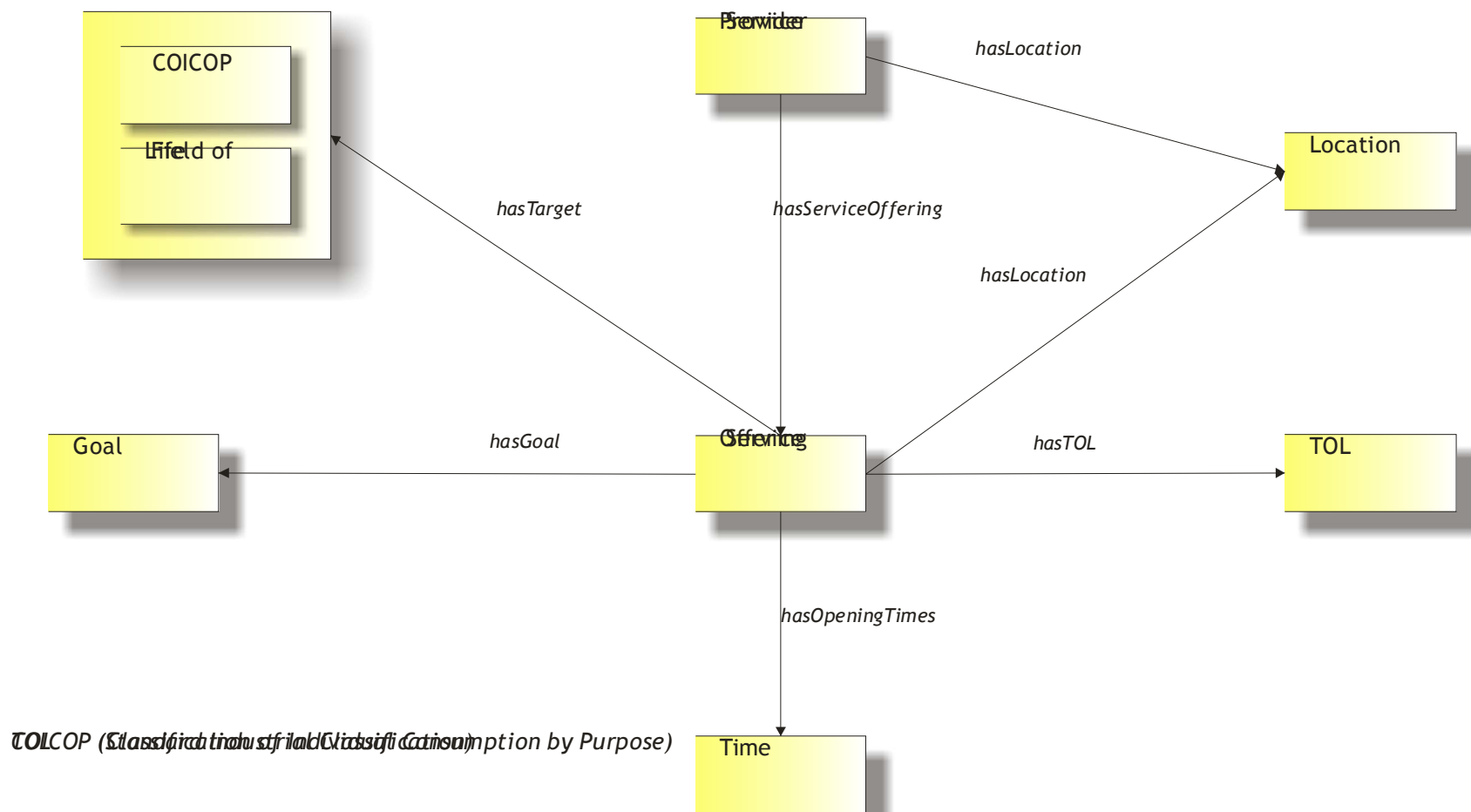
## Motivating Scenario II – Future Work



# IWebS Architecture and the Essential Components



## Ontologies in IWebS



## The past, present, and future of IWebS

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- Happened so far (1st project year)
  - First prototypes multiview-based search engine and annotation editor are ready
  - Ontologies (both generated/converted from existing data and self-made)
  - Poster paper published in WWW-2004 workshop
- Currently in work
  - Evaluation of search engine and annotation editor
  - Ontologies
- What next (2nd project year)?
  - Search engine development towards problem solving
  - Adapting IWebS for mobile use
  - Dynamic services – availability based on context and state
  - Recommendations



Thank you!

Question & Comments?

## First IWebS prototype - Demo

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- How does the IWebS differ from for instance Fonecta 020202.fi, Eniro, or even Google...?