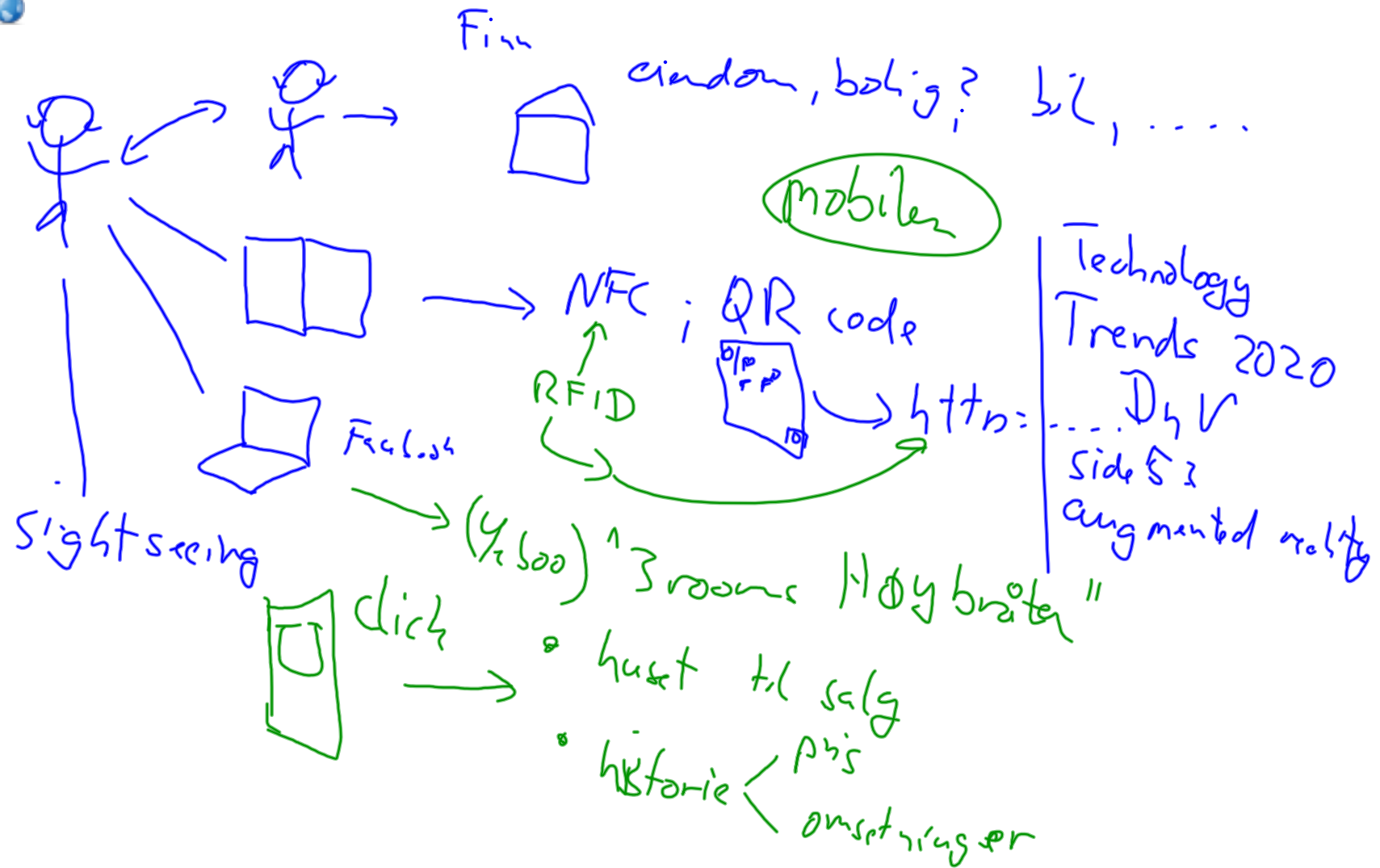


<http://cwi.unik.no/wiki/Yeboo:MainPage>



http://www.dnv.com/moreondnv/research_innovation/foresight/outlook/index.asp

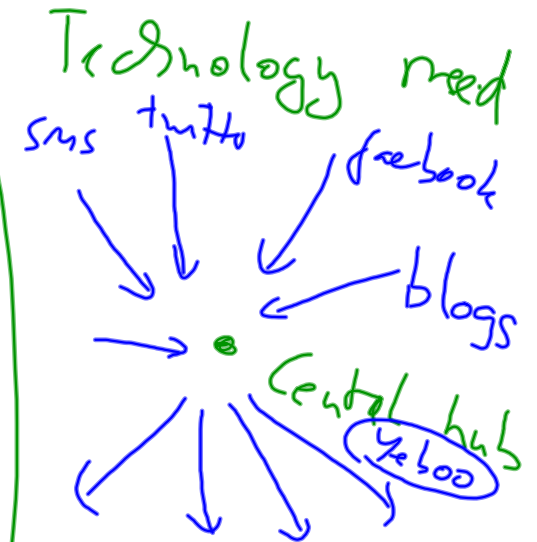


Go to the web page www.dnv.com/2020
Point your web camera at the square marker
on the right for a little while. Then you will see

konklusjoner

→ (mobil) vision
n. step PC

→ sosiale nett : Youtube, Facebook
Twitter, ...

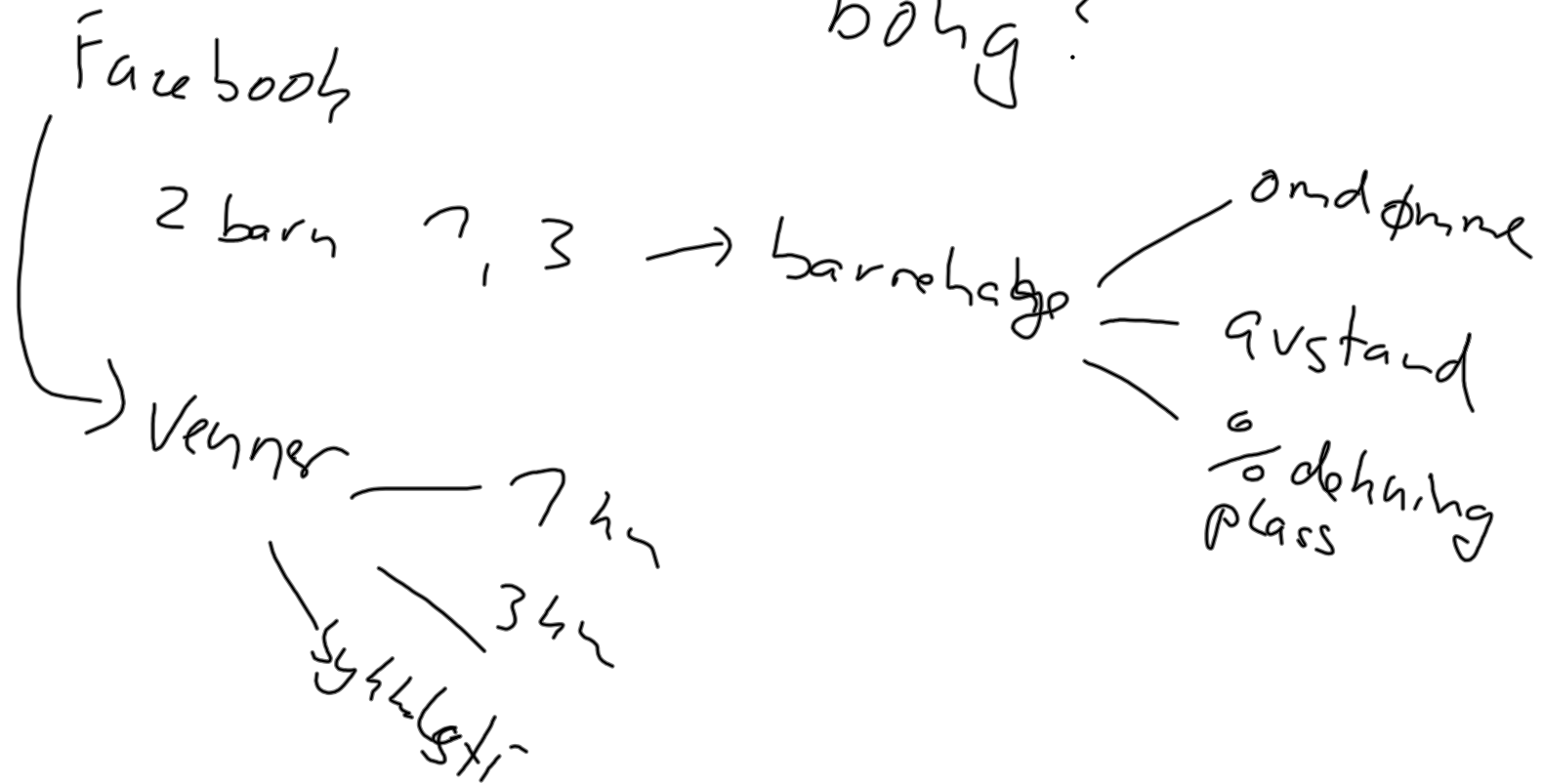


Koblingsbox

Vishing:
↳ video → Vekn

- Sosial, litt
- business modeller: prosumer
- technology: personlig, context-aware
CV, profil, "barnevennlig"

bolig?



Fra eiendom til

båt, bil, jobb

← sosiale nett
↑
↑
tillit

Plans

2011/2012 establish PhD coll. international

↳ contact Q3.2011
start Q4.2011

↳ 50% invite → samarbeid R&D
70-72 PhD (40+ science professor)

Q3.2011 flere muligheter (>50% av markedet)

Q4.2011 første antakelse internasjonalt

Q3./Q4 → Skibsted? / rett

Q3/Q4 → specs for hvil / båt / jobb (en av dem)

Technology R&D

- facebook 80% (keywords, myslernavn,
(more...) back to Yeboo/Finn/Hybel)
↳ 3-4 uhr

- Yeboo → Wordpress tåler skalering? ↑ 150 k 14%
20%-70% a) bæreren
b) dynamic page > 5000 annoncer + 30 direct.

- white label

hybel

f.hn

zett

- internationalisering
annonselisten?
— språk
— yeboo.se
— søk

"look & feel"

• 2012

mobile

Semantic match

- app & camera &
history

③ "match"

(GPS) + egen camera

google street view

open formats
"retuning info"
pattern matching

↳ partner?

⑦ video, picture share
facebook, vimeo

② interaction? life

2 PSD → speed, standards

API def for sammspill
Google, facebook, twitter, ...

*1 stg1:

bilde → facebook

Stg 2: facebook comm. ← #yeboo

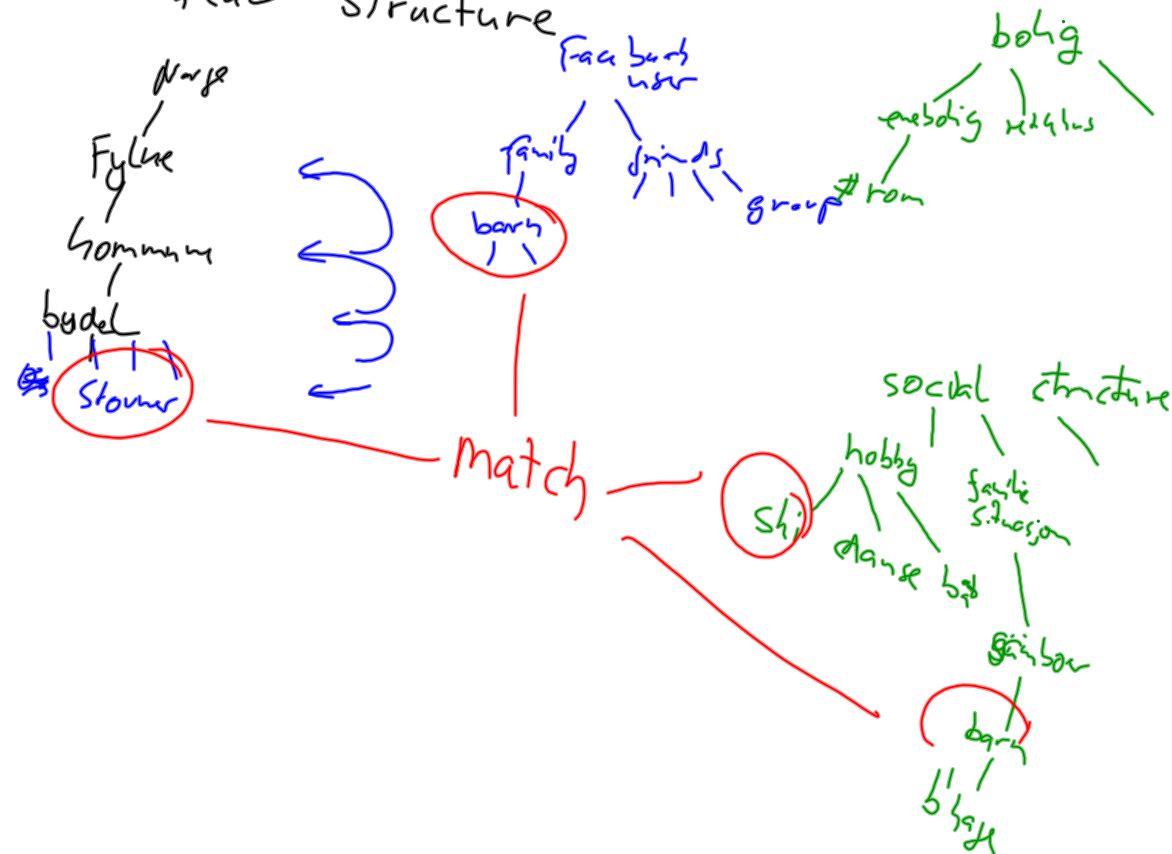
Storverbalen 2 ← #Storverbalen2

Semantisk Web

<http://wiki.unik.no/index.php/Unik/MiscActivities#Tutorials>

"Semantic Service Creation for Mobile UsersΔ", 15. August 2007, Lappeenranta, Finland
"What is Semantic Service provisioning?Δ, Teaching Session, WWRF #18 meeting, WG2,
Espoo, FIN, 13.-15.6.2007

• hierarchical structure



1. hierarchical structures — establish
"from random search → structured results"

tags, group memberships

"text mining" → interests

2. Semantic Match

2.1. ~~enebolig - Oslo S~~

villa, enebolig, hus, eiendom ?

→ 3 rooms → pris "dk" - "tr"

2.2  verdi trett

2.3 social information

- shole - omndomme
nasjonal prøve
- avstand
- blogg

250-500 kr / annonce

Postbank
nr 2200 (2 Q)

2011 (Q3, Q4)

3000 · 300 kr
900.000 → Q4

6000 / år

50%

Q4	Myskr (30 %)
Q1. 2012	30 %
Q2	50 %
Q3	70 %
Q4. 2012	80 %

70 kr / and ⇒ infrastructure

50 kr · 300 kr
75 Mio

120-200 kr annonser / år
→ 5 Mio R&D

R & D costs. $\begin{matrix} < BI \\ < NMH \\ < Uio \end{matrix}$ Univ. Tampere
Science 7 PhD = 825 k Noh/yr \Rightarrow 70-72 PhD \leftarrow Special opding

+ 3-4 Proj-

\rightarrow 70 Mio

$\rightarrow \frac{5}{75 \text{ M/yr}}$

Dev

Fixed \sim 1 M/yr

n x intemas. 300k/land

m x kunde 50-100k/kunde

Mobil

2.1 150 k

2.2, 2.3 500 k

Semant. 600-800 k Noh/yr