



ENABLING SEMANTIC APPLICATIONS THROUGH CALAIS

Summer School on Multimedia Semantics
September 2008
Crete, Greece



THOMSON REUTERS

A QUICK 45 MINUTES

INTRODUCING THOMSON REUTERS

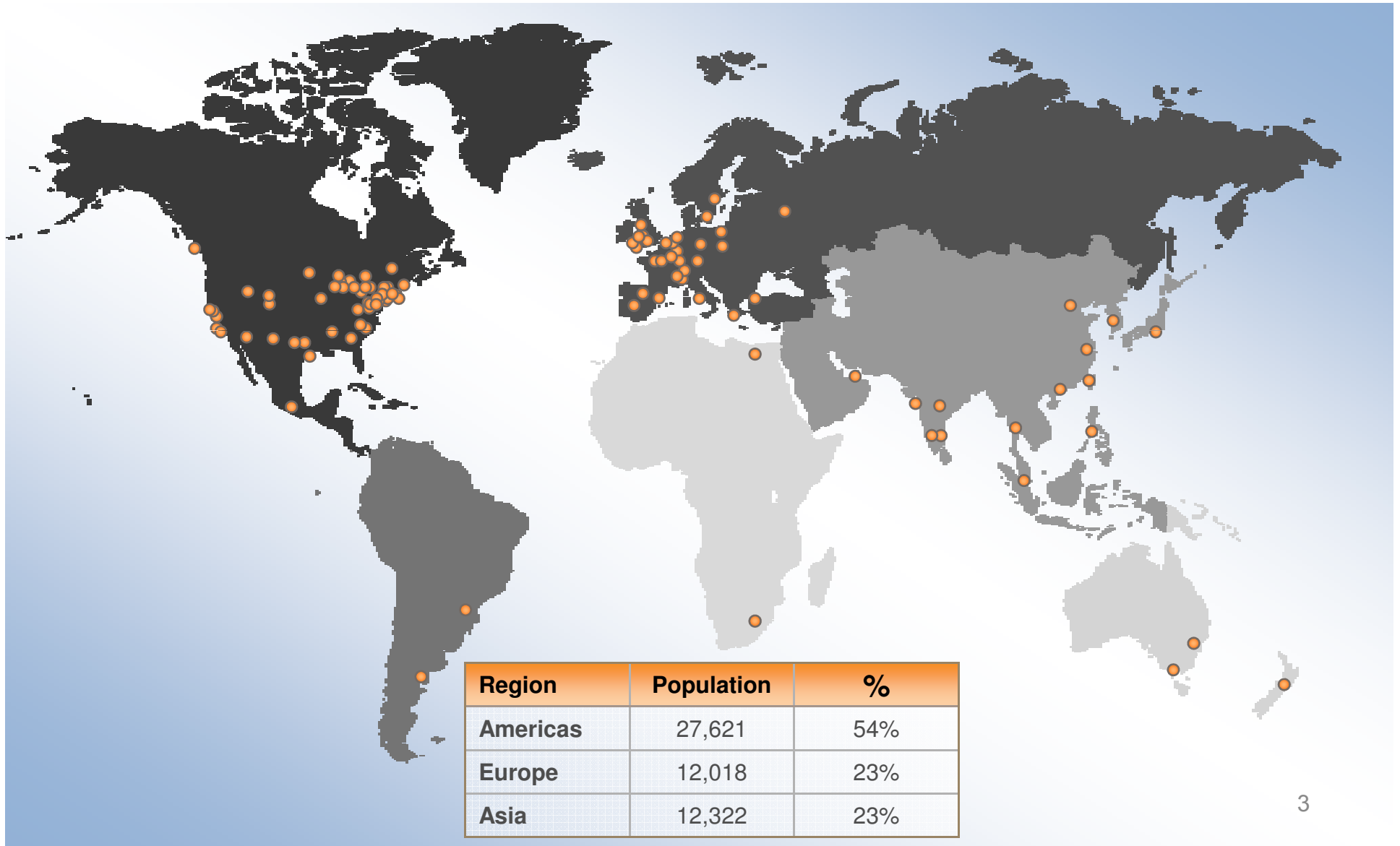
- WHAT WE MEAN BY 'INTELLIGENT INFORMATION'
- A STRATEGY FOR CONTENT INTERPERABILITY

INTRODUCING OPEN CALAIS

- TOP CALAIS APPLICATIONS
- FIVE EASY WAYS TO GET STARTED



THOMSON REUTERS: TARGETING EVERY PROFESSIONAL ON THE PLANET



THOMSON REUTERS AT A GLANCE

Financial

Provides financial applications for over half a million professionals globally

Legal

Westlaw relied upon by 98% of the world's major law firms

Tax & Accounting

Checkpoint used by 99 of the top 100 U.S. accounting firms

Scientific

Used by over 20 million researchers worldwide

Healthcare

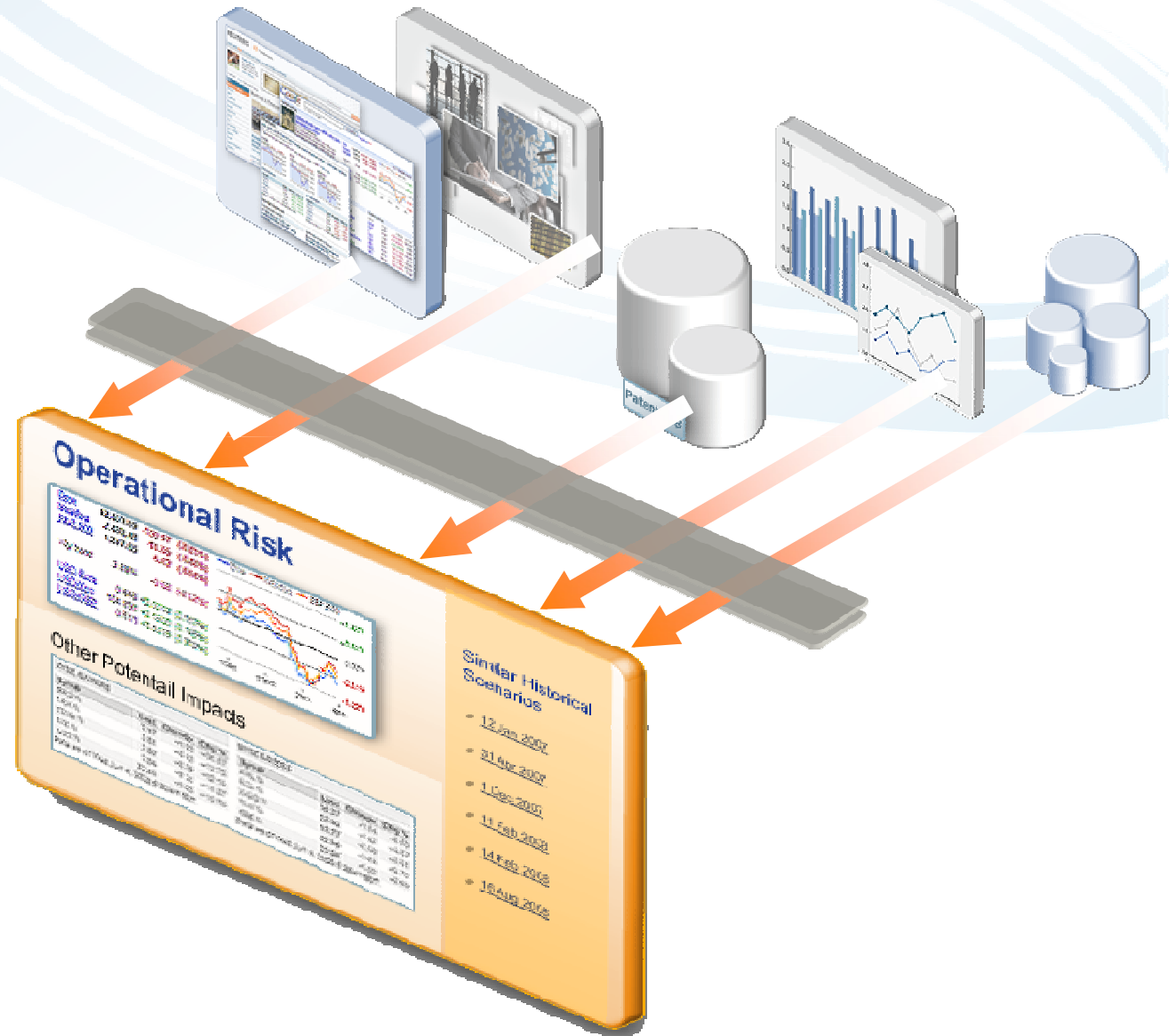
The largest U.S. hospital decision support provider

Media









Reuters News reaches over one billion people daily

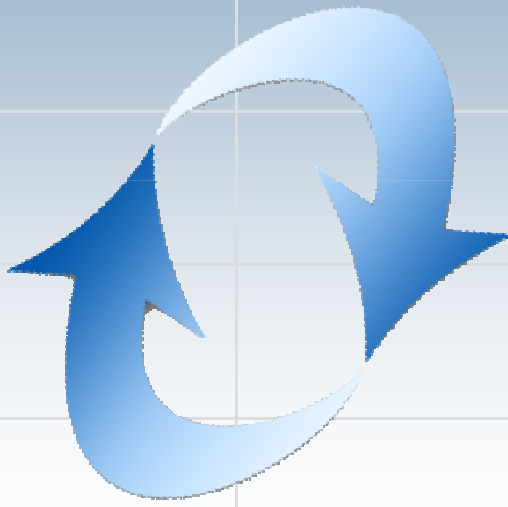
WHAT IS INTELLIGENT INFORMATION?

- Perfect support of the underlying task
- The II for a particular situation probably must be created in real time



THE CONTENT LANDSCAPE

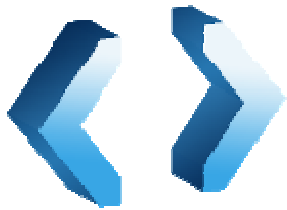
	TR Products	Non-TR Products
TR Content		
Licensed (3 rd party) content		
Non-licensed content (Web)		
Customers' proprietary content		



TR'S WALLED GARDEN OF DATA



INTRODUCING OPEN CALAIS: EVERYONE WINS



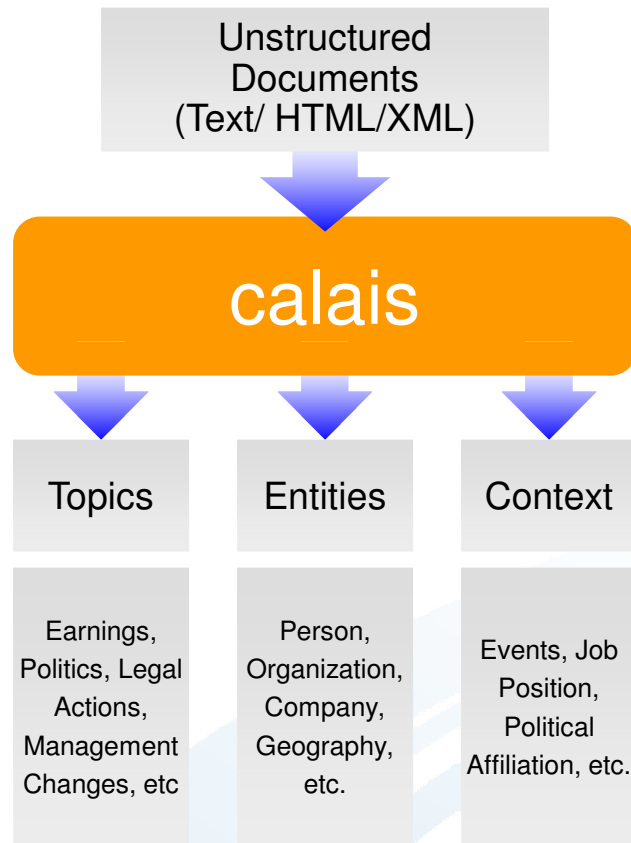
Powerful, free markup services to anyone who creates, aggregates or consumes content

Standard, simple access to unwashed Web content for all of TR's products and services.



End users get closer to information they need, vs. data that's available

OPEN CALAIS OVERVIEW

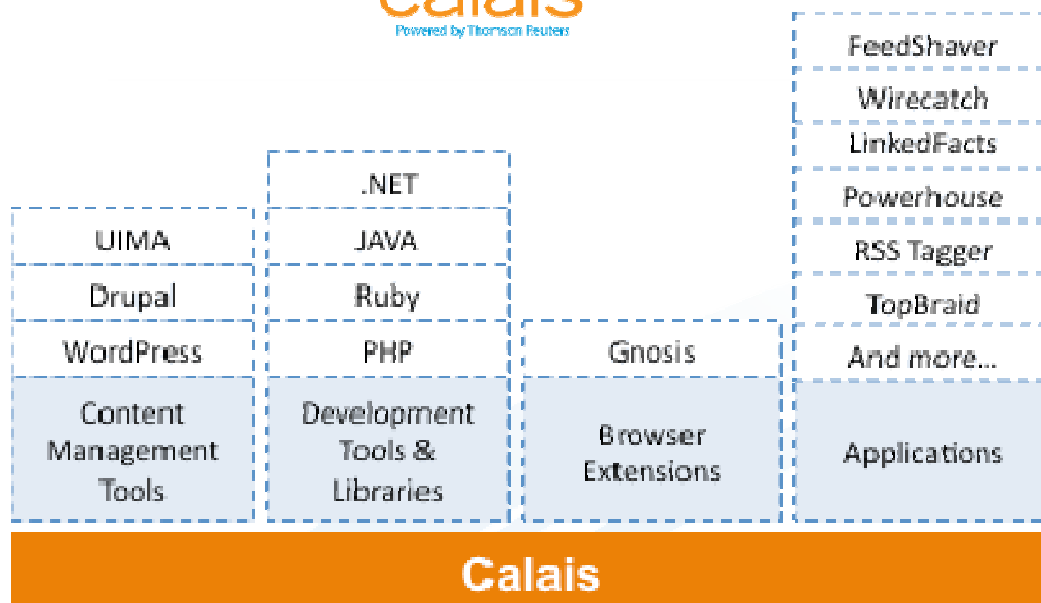


The Process



Calais accepts unstructured text and uses sophisticated NLP and machine learning techniques to return intelligent metadata

OPEN CALAIS OVERVIEW



The Toolkit

Isn't just a web service – but a growing ecosystem of libraries, plugins and applications designed to ease adoption

OPEN CLAIS – NINE MONTHS IN...

- Launched in late January 2008
- Already, 5,700 developers have joined
- Approx. 500,000 content ‘transactions’ per day
- Delivered two major update releases
- Lots of interesting apps
 - [The Mail & Guardian Online](http://www.mg.co.za/) (<http://www.mg.co.za/>)
 - www.powerhousemuseum.com
 - Gist.whistlehog.com
 - www.opencalais.com/gallery



FIVE EASY WAYS TO GET STARTED

- **Use Calais to automatically tag your archives**
= improved search & navigation
- **Use Calais to create microformat metadata for Yahoo! SearchMonkey**
= better search and usability
- **Use Calais to drive alerts or feeds based on events, not just keywords**
= timely alerts on events your users care about
- **Use Calais to enable semantic knowledge discovery**
= derive valuable content insights
- **Use Calais' toolkit of end-user ready applications**
= no coding required and you see immediate benefits



Questions?

A quick hit list of what's ahead for Calais:

- Continued rapid release of new tools & applications
- Major content partnerships
- Calais: Connected
- Calais Metadata Schema made public
- Four additional languages



Thank You!



THOMSON REUTERS

Barak Pridor, CEO, ClearForest,
a Thomson Reuters Company

Example: The Mail & Guardian Online, South Africa

Using Calais to optimize search and navigation; drive consumer engagement



South Africa's Mail & Guardian used Calais to metatag both new and historical articles. This enabled them to:

1. Build an index or topics A-Z
2. Pull out automatic related articles or pictures
3. Create news alerts on companies or people
4. Pull up maps for the countries named in articles
5. Predict readers' interests based on browsing habits
6. Create tag clouds, showing popular subjects, people, etc.



Example: Gist - today's news filtered by people, places & events

Using Calais to prioritize stories, rank newsmakers & reveal trends / reader demand

The screenshot displays the Gist website interface, which is designed for filtering and analyzing news. At the top, the logo "gist.whistlehog" is visible, along with the tagline "ALL THE NEWS THAT'S FIT TO SCRAPE". Navigation links include "Home", "People", "Orgs", "Cities", "States", "Countries", "Products", "Companies", and "All News". A search bar is located in the top right corner, with a "Login to Add DENVER to My Gists" button next to it.

The main content area is titled "Articles in Tag DENVER" and features a large image of a statue in a cityscape. Below this, there are several filters for "Articles in Tag DENVER since 8/26/2007", including "Barack Obama", "United States", "Denver", "Joseph Biden", "Eric Thayer", "John McCain", and "Mark Leffingwell". A bar chart shows the number of articles for each filter over time, with a date range of "7/30/2008 through 8/23/2008".

The "At A Glance" section highlights a specific event: "August 23, 2008: An anti-abortion protester stands outside the gates of the Pepsi Center, site of the Democratic National Convention in Denver".

The "Articles about DENVER" section displays a grid of news snippets, each with a thumbnail image, a brief description, a date, and a time value. The snippets include:

- News Photos: Flowers decorate the gates of the Pepsi Center, site of...
- News Photos: Flowers decorate the gates of the Pepsi Center, site of...
- Entertainment Photos: An anti-abortion protester stands outside the gates of the Pepsi...
- Top News: Biden adds experience, signals tough line
- US Politics News: Biden adds experience and signals tough line
- Politics: FACTBOX: Speaker lineup for the Democratic Convention
- US Politics News: FACTBOX-Speaker lineup for the Democratic Convention
- Top News: Biden adds experience, signals tougher tact
- US Politics News: Jail inmate charged with mail threat to McCain
- News Photos: Workers install stars outside the Pepsi Center, site of the...
- News Photos: The lighting on the stage simulates a sunset over the...
- Sports News: Guard Smith signs multi-year deal with the Nuggets
- U.S.: Conventions bring river of cash to host cities
- U.S.: Two McCain offices evacuated after letter threat
- US Politics News: U.S. conventions bring river of cash to host cities
- Top News: McCain's Colorado office evacuated
- U.S.: McCain Colo. office evacuated after letter threat
- Election 2008 - Hillary Clinton: Giuliani and Romney to crash Democratic Denver party

Example: The Powerhouse Museum in Sydney

Using Calais to tag historical archives & using tags as search terms



Statement of significance

When George Emanuel Davison died in 1983, at age 94, he was the oldest Registered Surveyor in New South Wales. He was born in 1889 at Arncliffe. He joined the NSW Lands Department in 1908 as a cadet surveyor and then served articles with Surveyors Alcock and Harnett and qualified on 14 April 1914 (certificate 1222). He rejoined the Lands Department and worked with them until March 1950. He then continued to work as a freelance surveyor doing his last work in Kangaroo Valley on behalf of the Sydney Bush Walking Club when he was 88 years old.

He purchased this theodolite some time in the late 1920s and he used it for the rest of his surveying career. The theodolite is not remarkable in its own right being a standard instrument of the time but it is part of a collection of surveying equipment and an archive of papers and photographs that illustrate the working life of a surveyor in the first half of the 19th century

During his time in the field with the Lands Department George Davison usually lived under canvas and travelled by horseback. He would be away for months and sometimes his wife would accompany him. There are photographs showing the camp and George and his wife's tent including her personal effects.

George worked in many areas of New South Wales including the areas around Hay and Wagga Wagga, The Snowy Mountains, Armidale, Grafton, Forbes and Condoblin. His topographic work done in the Snowy Mountains was commended at the opening of the Snowy Mountains Hydro-Electric Scheme. SMHEA engineers were very impressed at the accuracy of the maps produced

- + H8015 A surveyors's theodolite made by
- + H8089 Theodolite, No. 41191, made by
- + H8087 Theodolite, Azimuth, Fennel, Mo
- + H8088 Theodolite, small Astro, Fennel n
- + H8090 Theodolite, 5 inch, C.T.S. made t
- + H9917 Theodolite, 8" surveyor's transit ..
- + H10061 Transit theodolite with accessor
- + H10062 Transit theodolite with accessor
- + 89/231 Theodolite & case, brass/glass/W

Auto-generated tags: [Beta]

City

- + London x
- + New York x
- + Sydney x
- + York x
- + Yorkshire x

Province or state

- + New South Wales x
- + New York x

Country

- + Australia x
- + Britain x
- + United Kingdom x

Continent

- + America x
- + Europe x

Person

- + Edward Troughton x
- + George Davison x
- + George Emanuel Davison x
- + James Simms x
- + Jesse Ramsden x
- + William Sessions x