

שימוש בסמנטיקה להפיכת מידע ארגוני וחיצוני לידע שימושי מותאם אישית

May 8, 2013



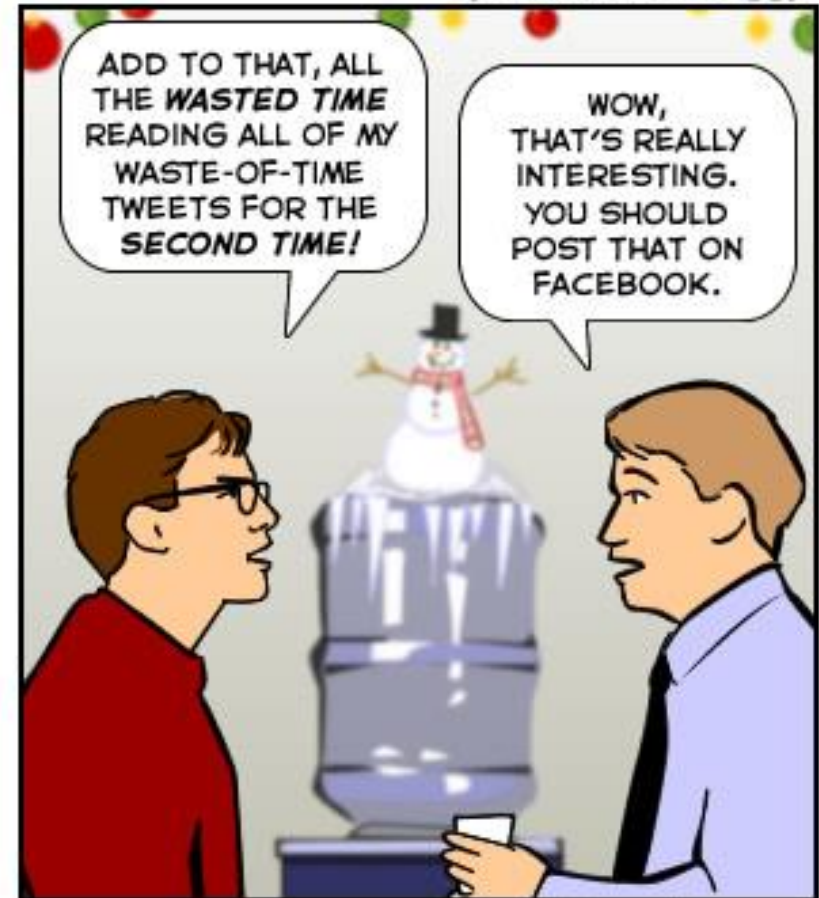
Too much information, dispersed & costly

The Joy of Tech™

by Nitrozac & Snaggy



©2012 Geek Culture



joyoftech.com

Each of us facing similar challenges on our own

Agenda

הדגמת שימוש בטכנולוגיות סמנטיות במודל DIY

SaaS לפיצוח אתגרים בתחום ה-e-commerce

- ▶ *Video: the DIY (do it yourself) user experience*
- ▶ Sample e-Commerce use cases
 - Catalogs, Pricing, Product News, Social sentiment
- ▶ Pervasive next-generation challenges
 - End-to-end Big Data harvest, harmonize, enrich, apply
- ▶ The economics of DIY semantic SaaS
 - Automate, instant ROI, DIY personalize & maintain

[kSpheres DIY UX](#)

Vision: Accessible semantic power for all

- ▶ Data/content from any source including deep web
- ▶ Semantic automation of ETL/EI harmonization
- ▶ Semantic rule-based data QA and enrichment
- ▶ Semantic NER/category/sentiment enrichment
- ▶ Semantic querying, personalized views
 - Essentially an integrated personalized database for any use
- ▶ With collective semantic learning as a by product
 - Latent transferred semi-supervised machine learning
- ▶ DIY self-service - no IT experts/infrastructure
- ▶ All SaaS in a cloud - tiered pay as you go

Semantic auto harmonize, learn & merge

DIY E2E

Script

Scrape

Onto-tag

Decompose

NER

Normalize

Affinity

QA

Enrich

Categorize

Sentiment

Model/Learn

Aggregate

Search

Inform

	HP/Compaq Pavilion Elite m9040.pl
SKU	KTH-XW4300/512
Memory Size	512MB 667MHz Module
	396520-001 (HP/Compaq); EK477-69001 (HP/Compaq); PX975AA (HP/Compaq); PX975AT (HP/Compaq)
Compatible	
Price	US \$17.99

	Compaq Memory
Model	Presario Memory
Memory Size	512MB
	SDRAM Module for Compaq OEM 401063-B21
Description	
PC number	PC-100
	\$18.99
Max memory	2048MB
Memory banks	2
Sockets	2

	HP – Compaq Presario 8680SE Desktop/PC	HP – Compaq Pavilion Elite m9040.ch Desktop/PC
Part#	CT757381	CT745200
Memory Size	512MB	512MB
DIMM	184-pin DIMM	240-pin DIMM
PC number	DDR PC3200	DDR2 PC2-5300
Price	US \$21.99	US \$17.99
	DDR PC3200 • CL=3 • Unbuffered • NON-ECC • DDR400 • 2.6V • 64Meg x 64 •	DDR2 PC2-5300 • CL=5 • Unbuffered • NON-ECC • DDR2-667 • 1.8V • 64Meg x 64 •
Max memory	2048MB	4096MB
CPU		Intel 945G
Memory banks	4 (2 banks of 2)	4 (2 banks of 2)
Standard	256 or 512MB removable	2048MB removable

Complete
Product Specs

Data QA

Implicit
Unique ID

Semantic harvesting benefits

DIY E2E

Script

Scrape

Onto-tag

Decompose

NER

Normalize

Affinity

QA

Enrich

Categorize

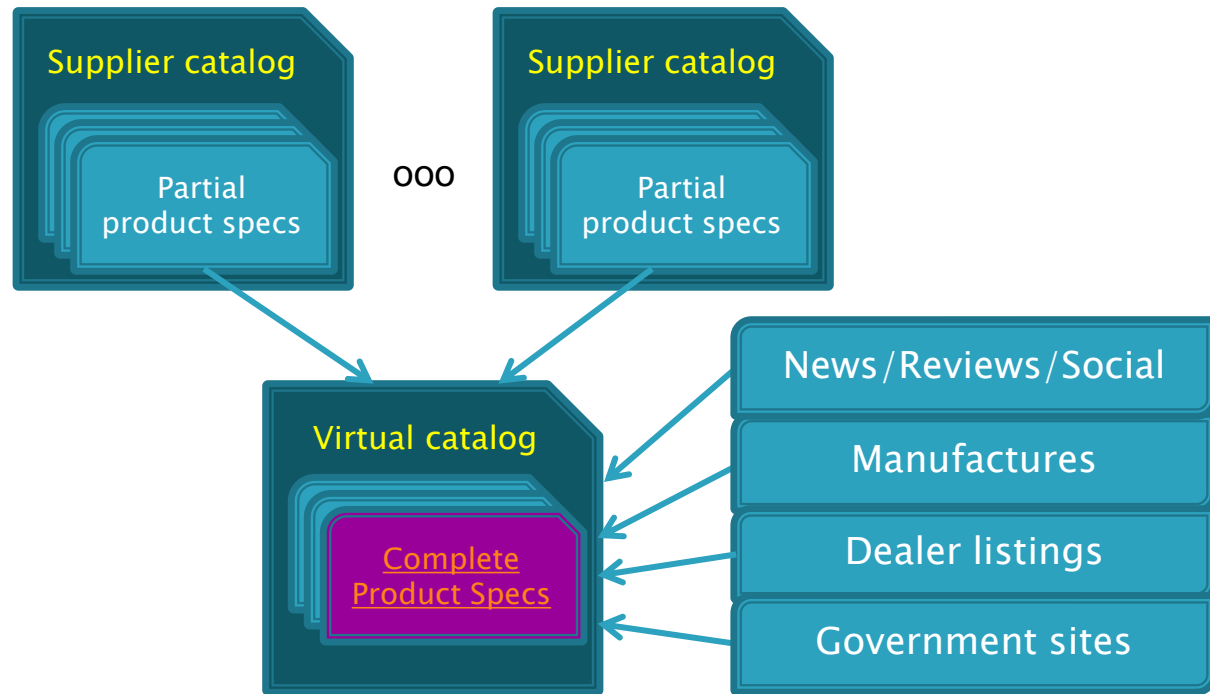
Sentiment

Model/Learn

Aggregate

Search

Inform



- ▶ Frequent website flux on a grand scale
- ▶ Rapid DIY non-technical end-user scripting
- ▶ Consistent scraping of varying page layouts and content
- ▶ Dynamic navigation/mapping including active clients
- ▶ On-demand micro-harvesting

From a variety of internal/external sources

DIY E2E

Script
Scrape

Onto-tag

Decompose

NER

Normalize

Affinity

QA

Enrich

Categorize

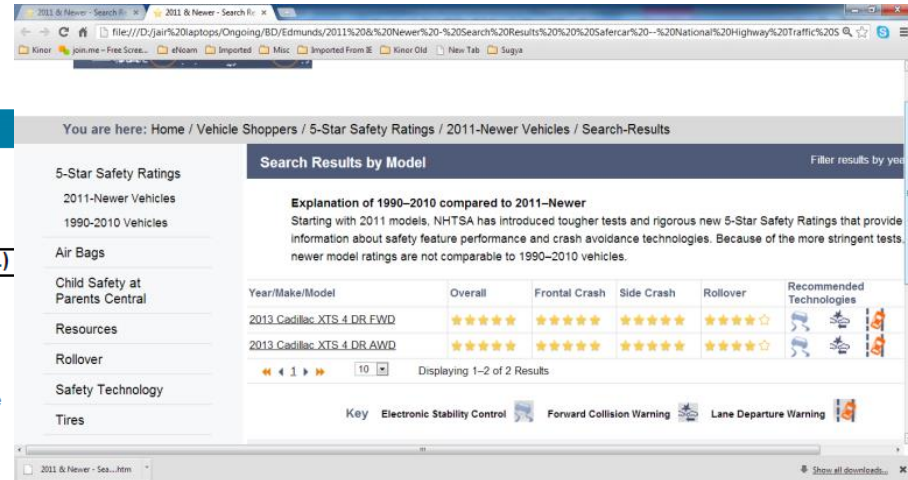
Sentiment

Model/Learn

Aggregate

Search

Inform



STICKER



2012 MODEL YEAR CHRYSLER 200S

PRICE INFORMATION

MANUFACTURER'S SUGGESTED RETAIL PRICE OF THIS MODEL INCLUDING DEALER PREPARATION

Base Price: \$ 26,980

CHRYSLER 200S

Exterior Color: Deep Cherry Red Crystal Pearl Coat
Exterior Paint
Interior Color: Black Interior Color
Interior: Leather Heated Bucket S Seats with Suede inserts
Engine: 3.6-Liter V6 24-Valve VVT Engine
Transmission: 6-Speed Automatic Transmission

STANDARD EQUIPMENT (UNLESS REPLACED BY OPTIONAL EQUIPMENT)

FUNCTIONAL/SAFETY FEATURES

Advanced Multistage Front Air Supplemental Front Seat-Mounted Supplemental Side Front and Front Seat Active Head Restraints
ATCH-Ready Child Seat Antilock 4-Wheel-Disc Brakes
Fire Pressure Monitoring Disp
Electronic Stability Control
Traction Control
Sentry Key(R) Theft Deterrent
Keyless Entry
Security Alarm
Speed Control

PRICE INFORMATION (contd.)

OPTIONAL EQUIPMENT

Customer Preferred Package 27S
Uconnect(R) 730N SAT/CD/DVD/MP3/HDD/NAV
1-Year SiriusXM Traffic Service
40 GB Hard Drive with 20 GB Available
GPS Navigation
SiriusXM Travel Link/1Yr Travel Link Subscription
Flexible Fuel Vehicle

DESTINATION CHARGE \$ 850

TOTAL PRICE: * \$ 28,525

WHEELS 19" CHROME CLAD ALUM, WHITE DIAMOND TRICOAT, ROOF RACK CROSS RAILS (DEALER INSTALLED), TRAILERING EQUIPMENT
DUAL HEADREST DVD PLAYER (DEALER INSTALLED), CRYSTAL RED TINTCOAT, TRAILERING EQUIPMENT, FRONT LICENSE PLATE BRACKET
DUAL HEADREST DVD PLAYER (DEALER INSTALLED), WHEELS 20" CHROME (DEALER INSTALLED REPLACES FACTORY WHEELS/TIRES), CRYSTAL RED TINTCOAT, TRAILERING EQUIPMENT, 8 PASS SEATING W/ 2ND & 3RD, ROW SPLIT BENCH SEAT NO CHARGE
WHEELS 20" CHROME CLAD ALUM, POWER SUNROOF W/ 2ND ROW SKYLIGHT, AUDIO SYSTEM W/ NAVIGATION & DVD, TOUCHSCREEN NAVIGATION, DVD REAR SEAT ENTERTAINMENT, XM NAVIGATION & TRAFFIC, *SERVICE FEE EXTRA, *1ST 3 MONTHS INCLUDED
AUDIO SYSTEM WITH DVD, REAR POWER OUTLET, ENTERTAINMENT SYSTEM - DVD, HEADPHONES, REAR SEAT AUDIO CONTROLS, HEADPHONE JACKS, SPEAKER SYSTEM W/ PREMIUM, SOUND SURROUND AMPLIFIER, USB PORT, POWER SUNROOF W/ 2ND ROW SKYLIGHT, CRYSTAL RED TINTCOAT, FRONT LICENSE PLATE BRACKET
WHEELS 20" CHROME CLAD ALUM, POWER SUNROOF W/ 2ND ROW SKYLIGHT, AUDIO SYSTEM W/ NAVIGATION & DVD, TOUCHSCREEN NAVIGATION, DVD REAR SEAT ENTERTAINMENT, XM NAVIGATION & TRAFFIC, *SERVICE FEE EXTRA, *1ST 3 MONTHS INCLUDED, CRYSTAL RED TINTCOAT, TRAILERING EQUIPMENT
TOUCH SCREEN NAVIGATION W/ REARVIEW CAMERA DISPLAY, REAR POWER OUTLET, XM NAV/TRAFFIC-NAV/TRAFFIC, FEE EXTRA 1ST 3 MTHS INCLUDED, REAR SEAT AUDIO CONTROLS, HEADPHONE JACKS, AUDIO SYSTEM- PREMIUM, USB PORT, POWER SUNROOF W/ 2ND ROW SKYLIGHT, WHEELS 19" CHROME CLAD ALUM
PREMIUM AUDIO PACKAGE:, REAR POWER OUTLET, REAR SEAT AUDIO CONTROLS, HEADPHONE JACKS, AUDIO SYSTEM - BOSE PREMIUM, USB PORT, AM/FM STEREO CD PLAYER, WITH AUX INPUT JACK, TRAILERING EQUIPMENT, 8 PASS SEATING W/ 2ND & 3RD, ROW SPLIT BENCH SEAT NO CHARGE

ENCLAVE FWD-LEATHER GROUP	5GAKRCED8CJ198032	White Diamond Tricoat	Titanium /dk Titanium Accent	\$43,245.00
ENCLAVE FWD-CONVENIENCE GROUP	5GAKRBED3CJ161061	Crystal Red Tintcoat	Cashmere W/cocoa Accents	\$41,375.00
ENCLAVE AWD-CONVENIENCE GROUP	5GAKVBED5CJ165737	Crystal Red Tintcoat	Cashmere W/cocoa Accents	\$46,880.00
ENCLAVE FWD-PREMIUM GROUP	5GAKRDEDCJ174529	Gold Mist Metallic	Cashmere W/cocoa Accents	\$48,775.00
ENCLAVE FWD-PREMIUM GROUP	5GAKRDED9CJ161965	Crystal Red Tintcoat	Ebony	\$46,995.00
ENCLAVE AWD-PREMIUM GROUP	5GAKVDED9CJ170421	Crystal Red Tintcoat	Cashmere W/cocoa Accents	\$51,695.00
ENCLAVE FWD-LEATHER GROUP	5GAKRCED3CJ383072	Cyber Gray Metallic	Titanium /dk Titanium Accent	\$46,670.00
ENCLAVE FWD-LEATHER GROUP	5GAKRCED7CJ204287	White Opal	Titanium /dk Titanium Accent	\$42,010.00

Semantic forum sentiment analysis

DIY E2E

Script

Scrape

Onto-tag

Decompose

NER

Normalize

Affinity

QA

Enrich

Categorize

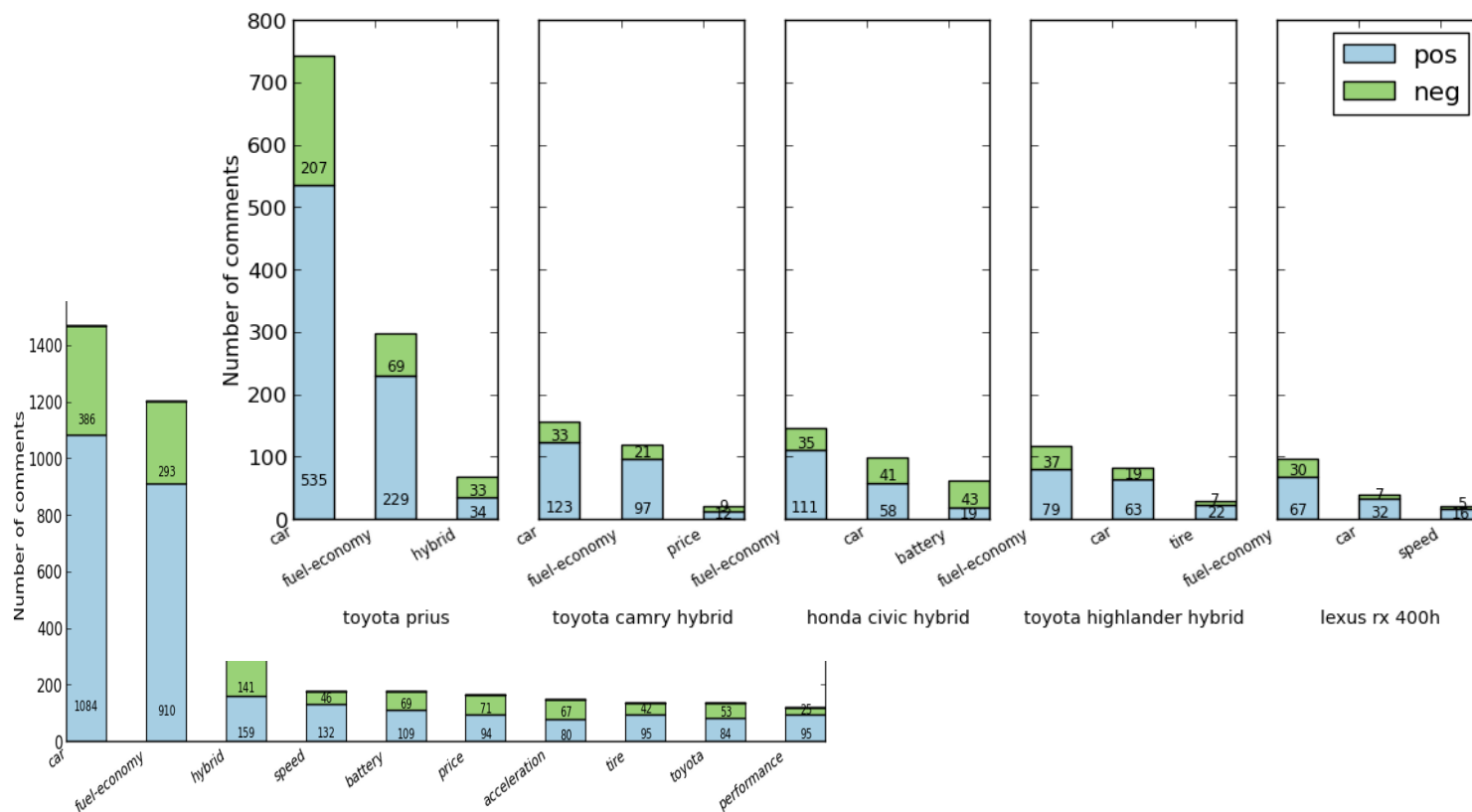
Sentiment

Model/Learn

Aggregate

Search

Inform



fpsfreak209] I would test drive it yourself around town and at speed on highway. Then have a mechanic check it. Any car over \$4000 is a big investment. Also see how long they owned it and what repairs they have done. Chevy Malibu Maxx Hatchbacks pf_flyer bluedevils 2012-03-15 17:44:06 GMT-0800 2012-03-15 17:44:06 GMT-0800 Sold our Maxx We sold our Maxx last fall after 187,000 basically trouble-free miles. The driver's seat had a frame/support problem, the steering rack (?) finally needed replacement for the first time, and a couple other minor things. Probably could've been well on our way to 300k miles if I'd been willing to put about \$1,000 into it, but decided it was time for something different. We really enjoyed the vehicle - comfortable, flexible, roomy, dependable, reliable. Kids cried when we sold it

DIY auto-structuring of the unstructured

DIY E2E

Script

Scrape

Onto-tag

Decompose

NER

Normalize

Affinity

QA

Enrich

Categorize

Sentiment

Model/Learn

Aggregate

Search

Inform

- ▶ Entity recognition and hyperlinking
- ▶ Content categorization
- ▶ Semantic/affinity search
- ▶ Affinity content recognition
- ▶ Parametric (topic) sentiment
- ▶ Geocoding enrichment
- ▶ Personalized integrated views
- ▶ Rule-based content enrichment (SEO)



Paving the way to self-sourcing SaaS apps

DIY E2E

Script

Scrape

Onto-tag

Decompose

NER

Normalize

Affinity

QA

Enrich

Categorize

Sentiment

Model/Learn

Aggregate

Search

Inform

- ▶ Sample E-Commerce SaaS applications
 - Personalized curated news feeds
 - Social/review topic sentiment extraction
 - Competitive intelligence, e.g. pricing, availability
 - Personalized push/pull product recommendation
 - Personalized push/pull content recommendation
 - Semantic Web auto-generation
- ▶ Out-of-box value, DIY customization
- ▶ With any number of verticals to follow

Economies of sharing raised to new levels

Accessible/affordable semantics for all

- ▶ **Pre-integrated leveraging and learning of “semantics”** for end to end automation of data extraction, enrichment, merging and personalized delivery.
- ▶ **SaaS/Cloud based design** enables:
 - Extreme scalability - suitable for Big-Data challenges
 - Out of box service with no startup costs and IT
- ▶ **DIY design for non-technical users** enables:
 - Simple end-user operation of our products
 - Simple end-user sourcing for any B2B application.
 - Greatly expanded range of potential customers.
 - Market readiness for B2C applications
- ▶ **Generic “sphere-oriented” frameworks** can be readily adapted/transferred to new domains and applications

Contact: jair@kinor.com
www.kinor.com