

# MEDIA ZONE

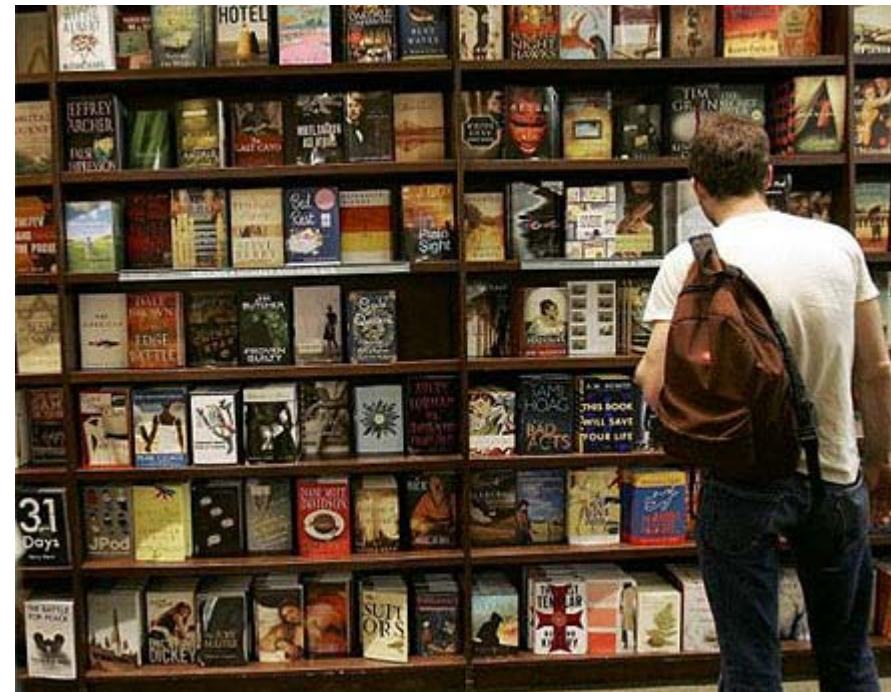
## - semantic navigation in multiple sources

Pia Jøsendal



# Libraries, museums & archives : dealing with multimedia

- Different standards
- Digital formats/media
- Proprietary issues
- IPR
- Security
- Availability
- Wide user base



# What has Media Zone contributed with?

Media Zone is a **tool to align** movies, texts, sound/music and pictures  
→ ONE pair of glasses to look at the material

**An architecture** to allow many collections of previously unavailable material (outdated formats/lack of “show rooms”)  
→ presented like ONE archive to the audience

Replaceable ontologies  
→ **flexible** to thematic changes of view



# The focus of direction

From Web *of* documents



to Web *of* data



# What do I mean with data?

**ANYONE can say ANYTHING  
about ANYTHING**

*GPRS location*

*E-mail address*

*An author*

*Music titles*

*A type of chair*

*My opinion on a book`s genre*

# The semantic web

- With its *explicit* semantics
- ..is an extension of the existing web
- ..with meaningful *relations* – new & old
- ..to tackle heterogeneous & partial data



# The Semantic Web Layer Cake



# Don` t eat the ENTIRE cake AT ONCE



Chris Madden



- den enes metadata den andres data

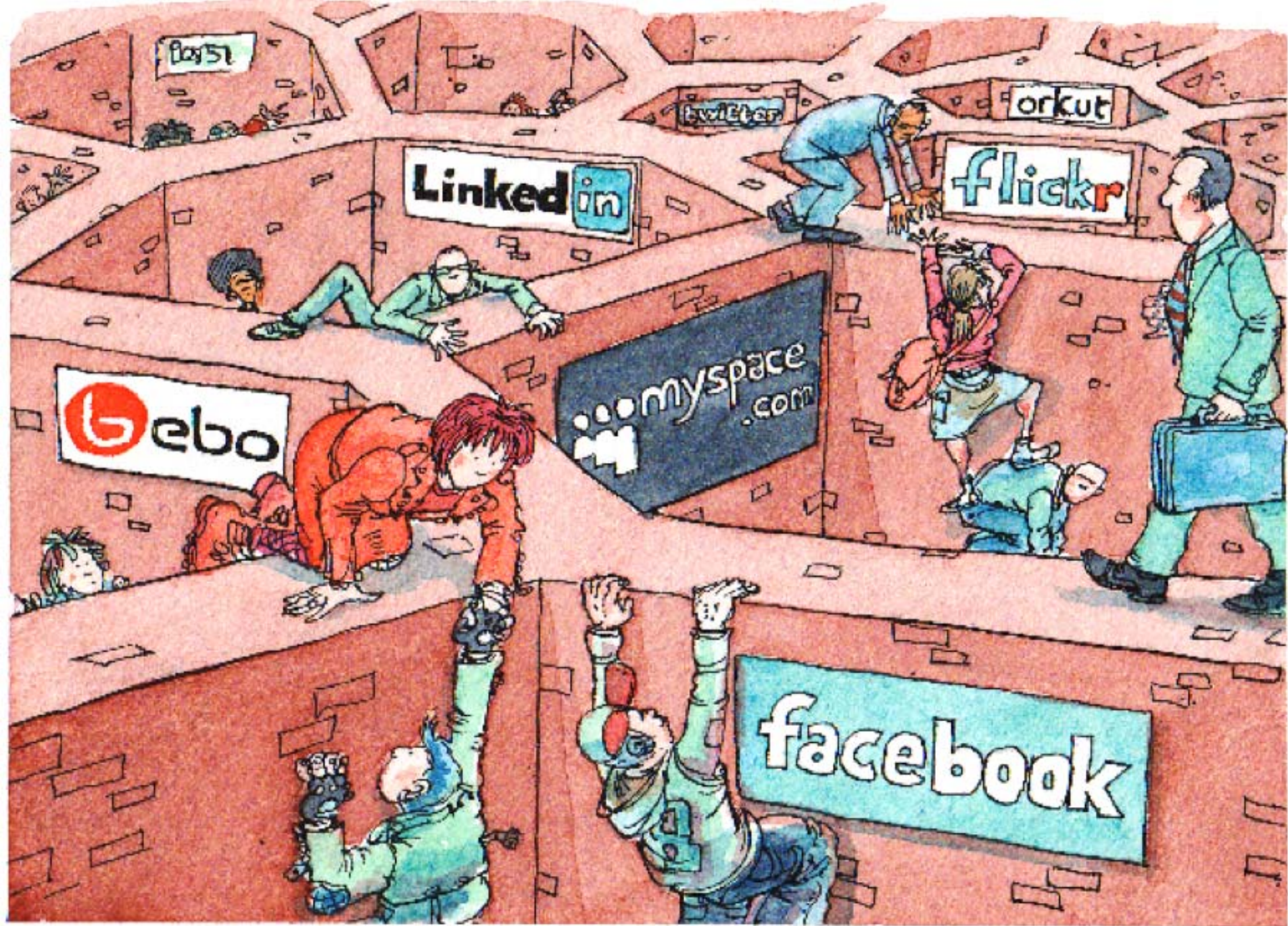


# Vocabulary

- Understand THE GLASS
- A glass with or without BEER IN IT
- It can have Coke in it as well...
- It is still a glass!









# Open your data



- Giving people access
- Recycle what is already *there*
  - Use existing ontologies
  - Share the **vocabulary**
- URI's ground RDF to the web.

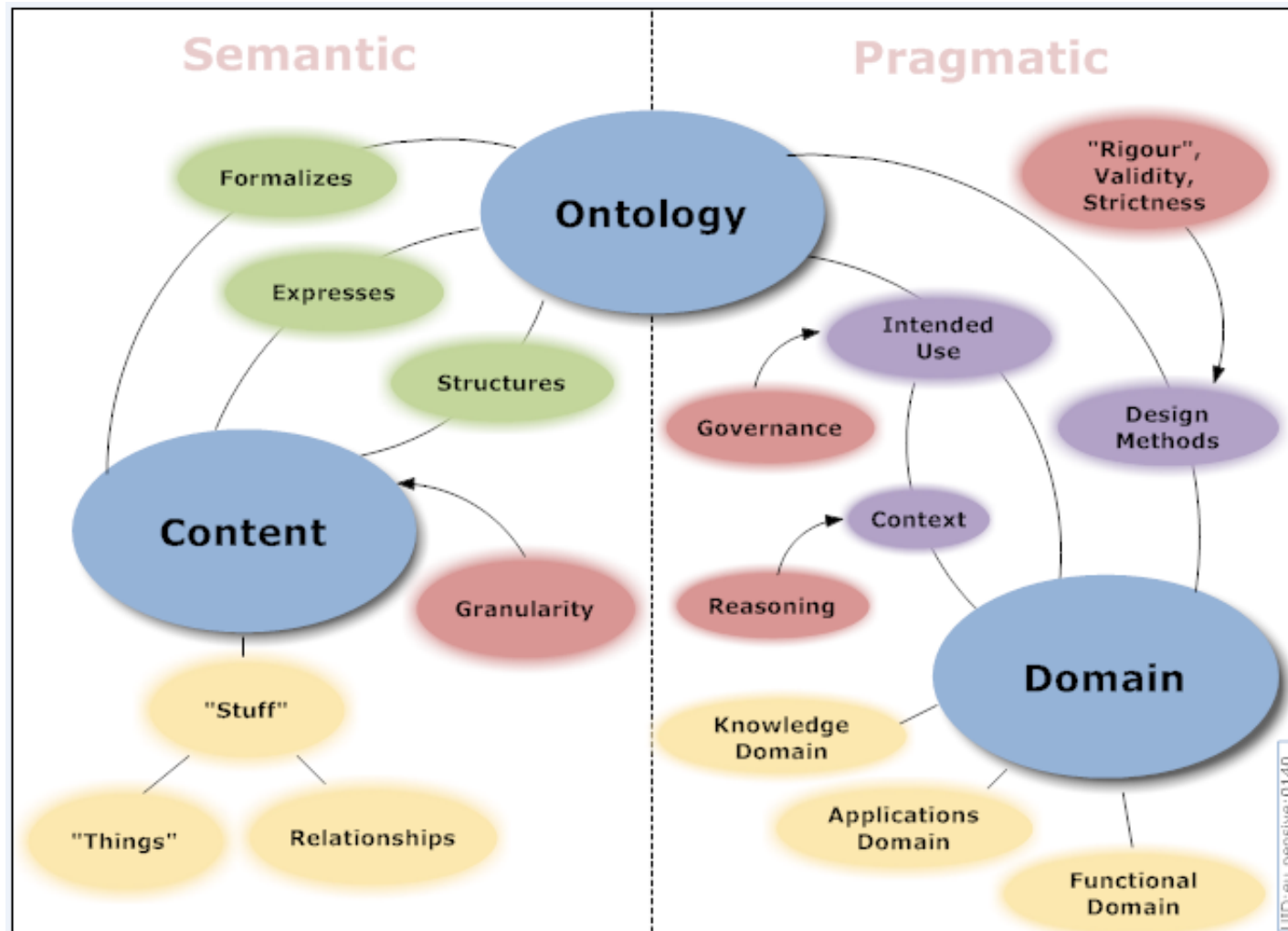
# Ontologies

Defines *what* one thing is *in relation to* something else

- A "vocabulary" to ensure..  
"Specification of a conceptualisation"
  - E.g. Foaf, Dublin Core, SKOS, lingvoj, Dbpedia
- ..communication on equal terms..  
eg. Viking
  - Old Norse men? A restaurant? Football club? A car rescue service?
- ..for people *and* computers.



# The Semantic Balancing Act

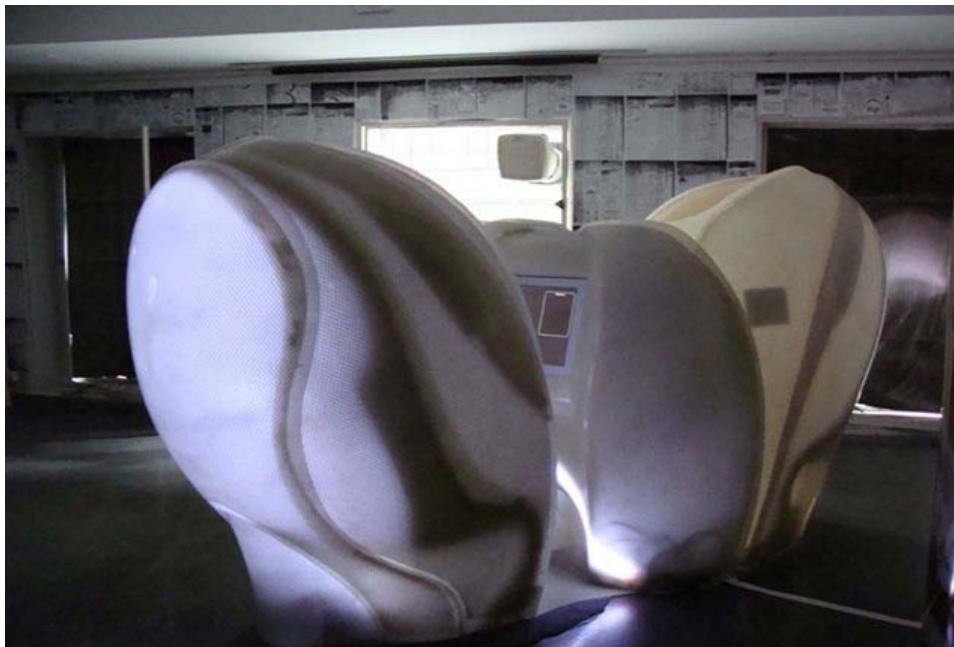


DeborahMacPherson

# Media Zone - general outline

- Project for Deichmanske library
- Developed by OKADO and Esis and Computas
- Finished in June 2009
- Bleeding edge semantic technology
- A touch screen UI that enables you to:
  - Search, navigate, watch and download
- Multimedia content
  - Film, music, texts and pictures

# Demo - Media Zone



# SUMMARY

- REUSE - Metadata driven architecture
- UNITING - Presenting several archives as ONE
- FLEXIBILITY - Replaceable ontology





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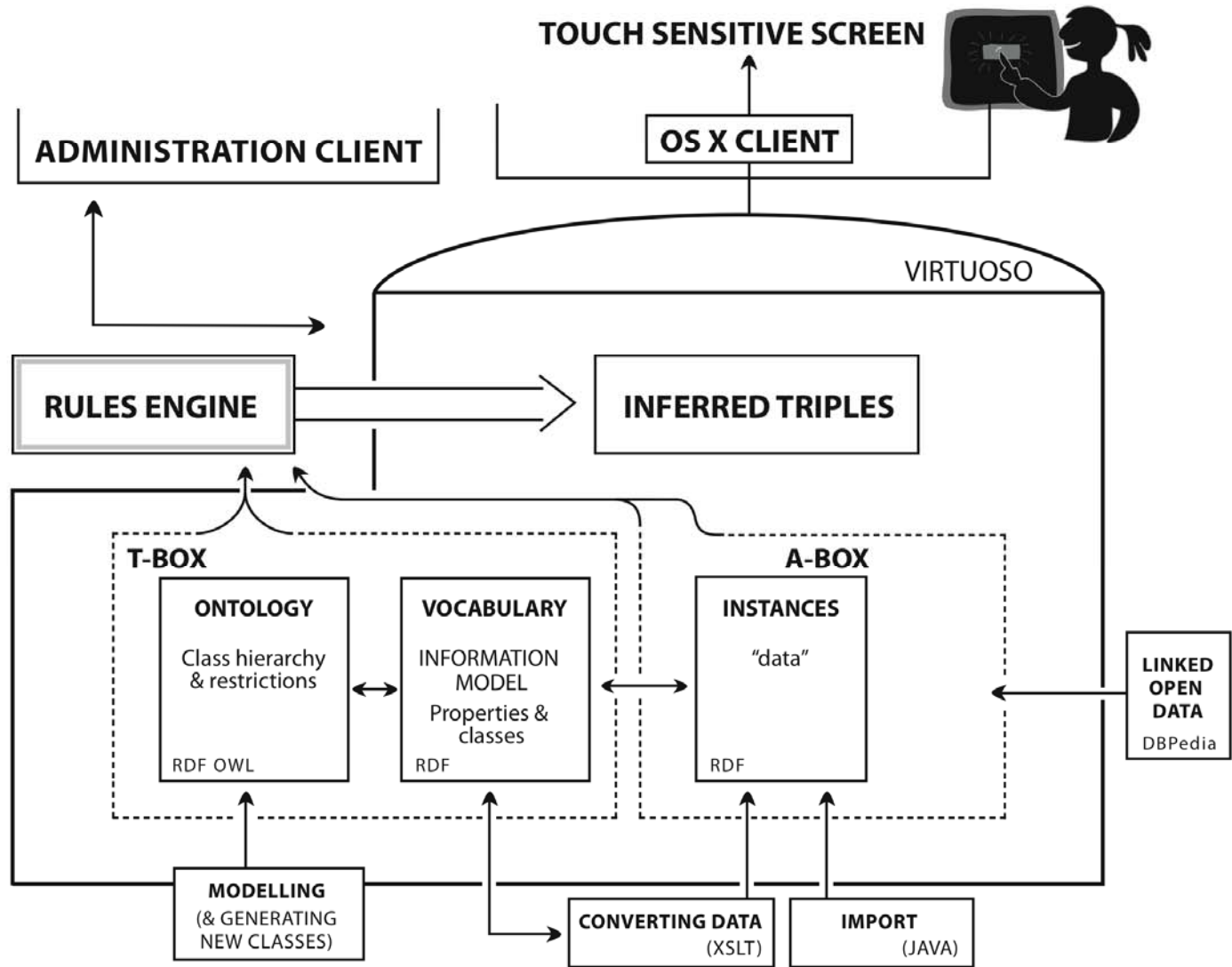
*[www.computas.com](http://www.computas.com)*



# An Open Architecture

- Open source
  - Sublima - prosjektet (tomcat)
  - Jena
  - Pellet
  - Protegé
- Open standards
  - RDF/Turtle
  - SPARQL
  - OWL
- Open licences
  - Creative Commons
- Open vocabularies:
  - Foaf
  - MusicOntology
  - Skos
  - Dct
  - GeoNames
- Open sources:
  - LOD/DBPedia

- Mac OSX client
- Semantic architecture backend
  - Metadata extraction and conversion (java, XSLT)
  - Metadata converted to Turtle (RDF syntaks)
  - Replaceable ontologies (OWL DL)
  - Reasoning the ontology(Pellet)
  - Query language (SPARQL)
- Administration interface for resource management (SUBLIMA)



# Information model

