

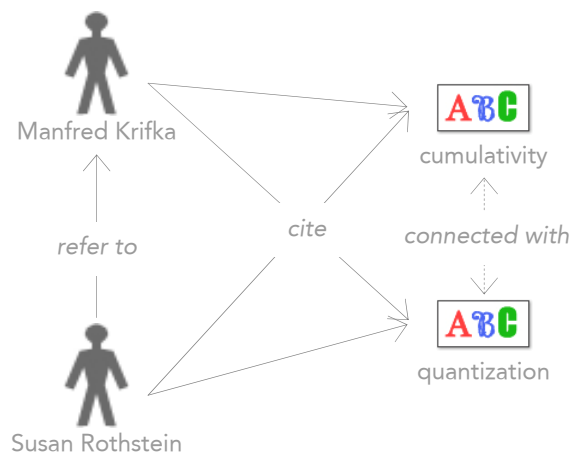


In the last decade, the publishing company's website has emerged as a new element of business. Most publishers have been launching e-shops to win customers who readily buy books and journal articles on the Web. Still most publishers do not go beyond providing a search kit ranging over a database of books and articles. Hence all the user has is to type a book title or an author's name in the search field and to look through hundreds of items on the search result page.

Ontos International AG is ready to provide publishing houses with brand new web-service called **OntosMiner™ Publishers** that allow users not only to search items they are looking for, but also to navigate over the website's content in the most optimal way.

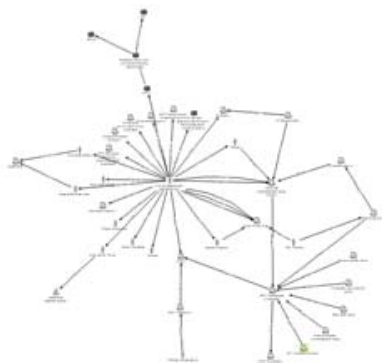
How it works

OntosMiner™ Publishers is a linguistic processor that recognizes in a plain text various 'named entities' (people's names, companies, book references, postal addresses, etc.) and relations which link the named entities between each other ('be the author', 'make a reference', etc.). E.g. if Susan Rothstein writes in her article, 'Krifka identifies cumulativity and quantization as crucial properties of verbal predicates', then OntosMiner™ Publishers immediately links the person 'Susan Rothstein' to 'Manfred Krifka' with the relation 'cite', and both of them to the notions 'cumulativity' and 'quantization' with the relation 'mention'.



It is important that OntosMiner™ Publishers provides a tool allowing to add your own types of entities with the corresponding dictionaries which can be extracted e.g. from the publisher's thesauri or keywords databases.

Once a collection of documents (e.g. articles' annotations and lists of references) is indexed by OntosMiner™ Publishers, you get a **semantic map** of the whole content of your publishing website.



Semantic Navigation

Furthermore, the semantic map can be visualized on the website in the following way. The occurrences of recognized objects (authors, titles, key notions, etc.) are highlighted and hyperlinked. Once the user clicks a link, she gets to a navigation bar where the relations of the selected object are listed. Then she can click a relation and to get to the list of objects which are linked with the

object in question by the relation in question, and so on and so forth. The user navigates freely on the website, getting exactly what she is looking for.

Widgets and More

OntosMiner™ Publishers is a powerful tool for collecting data from the publisher's database on basis of various parameters. The output of this collecting is brought by what people call **widgets**, small web tools depicting the data in question in a real time mode.

1. 'Invisible Research Teams'

In a collection of academic papers there are a huge number of references. Since OntosMiner™ Publishers identifies the relation 'cite', it can count what authors are most closely related to each other. The 'Invisible Research Teams' widget provides a list of the authors and/or their papers most closely related to each other.

If the user is exploring an author (e.g. she clicked the author's name), she gets the list of the nearest authors. If she is exploring a paper, she gets a list of the most related books and articles, and so on and so forth.

2. Top Cited Authors/References

In a similar fashion, OntosMiner™ Publishers provides a widget itemizing the most cited authors and books/articles within the scientific field. This widget can be integrated into a webpage with an indication of whether this item is available in your e-shop, its price, etc.

3. More Widgets

Since OntosMiner™ Publishers is delivered with an API to Ontos Webservice, you can invent and develop your own widgets, just making your own queries to the OntosMiner™ knowledge store. The more useful widgets you make, the more customers say 'thank you'.

The Semantic World

Today we are on the brink of a semantic era of the Web technologies. Year by year, people will advance the idea of machine learnt hypertext, i.e. the technologies allowing to interpret and create hypertext in a fully automatic mode. Try semantic web services today, and you will get:

- ❖ more traffic on your publishing website, even on the pages which have always been rarely visited
- ❖ more services with which you can provide your customer, going far beyond search tools and 'related books' sections
- ❖ more sophisticated indexing of your website by search engines like Yahoo! SearchMonkey, which recognize semantic metadata in the format supported by OntosMiner™ Publishers.