

# Obstacle: Understanding (lack)

## ● Understanding the Web

### ● The UDDI case

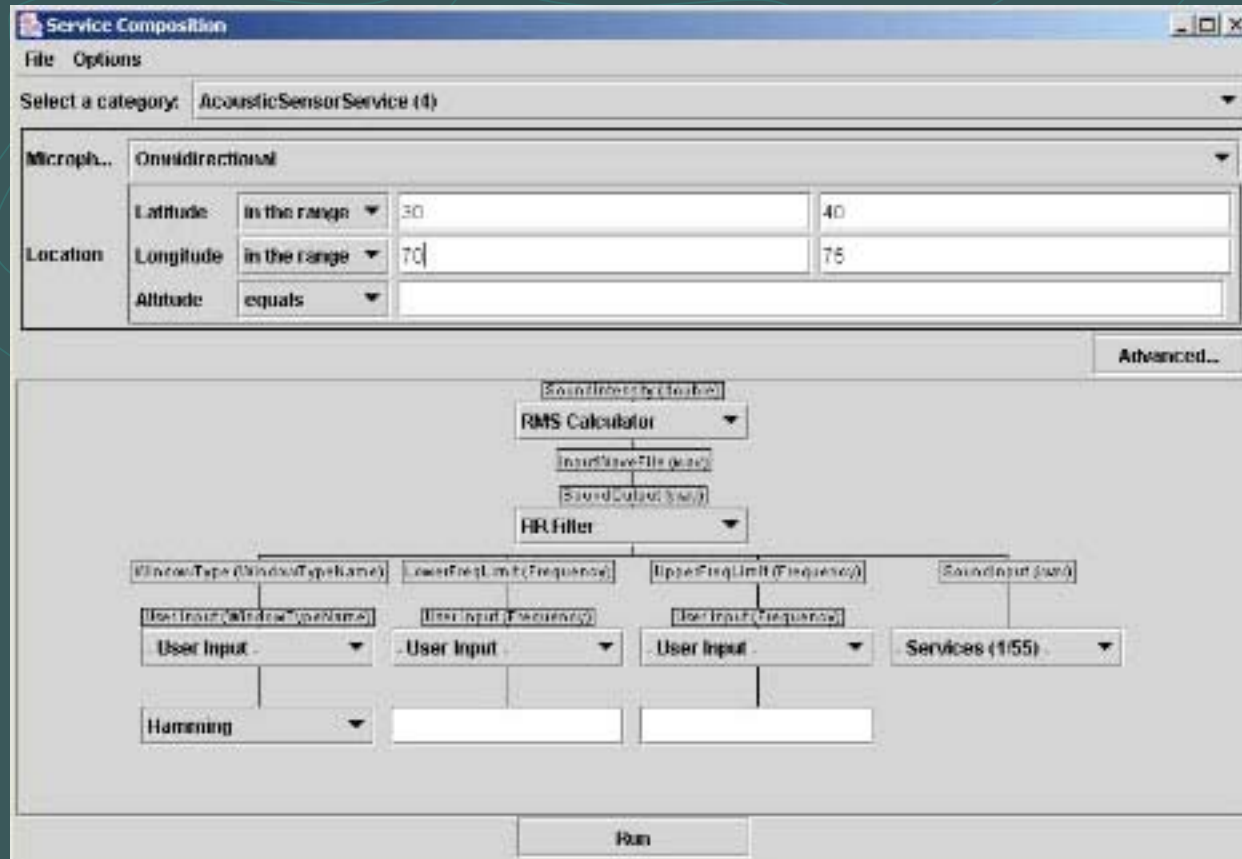
- UDDI is "a 'meta service' for locating web services by enabling robust queries against rich metadata." --UDDI 3.0 Specification
- "Until now, there has been no central way to easily get information about what standards different services support and no single point of access to all markets of opportunity, allowing them to easily connect with all potential service consumers." (pg. 1)
- "Publishing your URL's[sic] to the UDDI registry is much more of an exact science that[sic] it is trying to get your web site's URL into an Internet search engine. With UDDI, you have complete control over which of your business and service and service address information is published and when. This is because you are the one who publishes it." (pg. 4)

## ● Understanding (on) the Semantic Web

# Attraction: Principled *Ad Hoc*ary

- Very late, situationally directed composition of human and program activity
  - First responders
  - End users in casual contexts
  - Tuning small bits of big long running activities
- Composition
  - Automating various aspects to various degrees
  - Selection in a composition context
- Extending the push button experience

# A Killer App?



- Not just one, but many
- Perhaps, less “killer” more app