

## Web 3.0?

For once, most of the technology futurists seem to converge on the next evolution of the Web – whether we can call it 3.0 remains to be seen. This article deals with some of the key trends for 2008 and how they will impact us. Just to recap, Web 1.0 was about 'Read only' with largely static information push whereas Web 2.0 dealt with 'Read Write' phenomena – examples are Social webs, refined Search engines, Online media, Content aggregation / syndication and Mashups (Flickr, Google Maps etc). Let's find out what's next...

As per ReadWriteWeb's Richard MacManus, some of the key trends are –

- **Structured Information** (Data and Services) and not Pages are the future focus (e.g. Amazon E-Commerce API, Dapper, and Twitter API etc) which leads to concepts such as Symantec Web, Filters / recommendations and Personalization.

**Symantec web** focuses on leveraging existing web information, applying specific vertical semantic knowledge and delivering results as a consumer centric web application. A good example is Reuters Open Calais API that does a semantic markup on people, companies, places and events. Therefore, data portability and connectivity become very important for enabling the Symantec web. Some of the other products to watch include Twine, Freetset, Powerset, Talis, TrueKnowledge, AdaptiveBlue, TripIt, Spock, Quintura and Hakia.

- **Data driven web** is another key trend as APIs, web services and open data standards become prominent – also beyond the PC, the focus again shifts to mobile and IPTV which are again structured content – we can also see a lot of PC applications being made available on the mobile to provide a seamless experience. There are many open data products – e.g. Google's Android mobile OS, data remix products like Dapper and Yahoo! Pipes, lifestreaming apps like Tumblr, Jaiku, Onaswarm, FriendFeed etc

**Open data standards** involve data portability (taking data from one site to another – e.g. dataportability.org), open IDs (portable single sign on IDs), Social networks (e.g. Google's Open Social) and APML (attention standard or what you read, write, share and consume)

- **Mobile web** is a big thing as well with portable, location aware and integrated with physical world. The mobile phone is always on, always carried and has a built in payment model that makes it attractive as a revenue generator. Devices like iPhone have revolutionized the web UI, added full feature desktop applications and rich HTML emails (competition to blackberry). Some interesting mobile apps include Gmail Java app, Google maps for mobile, Opera Mini, Fring (VoIP and IM), Twitter (for micro blogging) and Shozu (send media to the web).
- **Recommendation engines** cannot be far away with all that content on the web! These are primarily driven by a user need for personalization and involve different techniques (personalized, social, item or a combination of all the three). Examples of such engines include Amazon, Netflix, StumbleUpon, del.icio.us, Pandora etc.

## The Business view of these trends

As per the McKinsey quarterly, some of the key business trends include Information based business, Automation of information, putting more science into management, using customers as innovators and extracting value from interactions – interestingly these map directly to the tech trends mentioned above in more ways than one and mostly revolve round the internet! Throw in a few more concepts like virtualization 2.0, web gadgets, branded professional video content, wireless USB and high speed Bluetooth and you have a quite a technology handful to keep you busy for one year!!

## So what is Web 3.0?

Only time will tell that Web 3.0 has arrived since a lot of these technologies are in nascent stages. Most users are already burdened with a plethora of apps and devices that they barely use. Well – you can always use the analogy of technology with fashion – so if you want to make a fashion statement on the latest and greatest technology – you have plenty to run with as long as you have the energy, disk space and time to experiment.

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