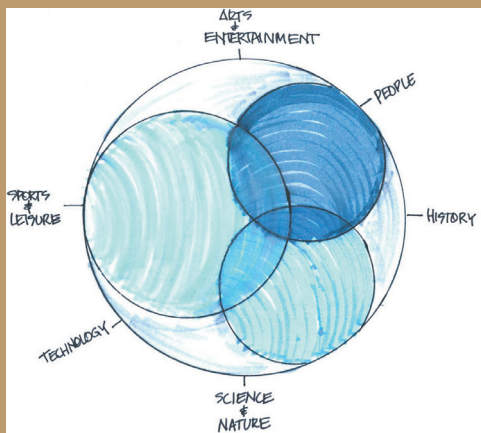


IDEA 2

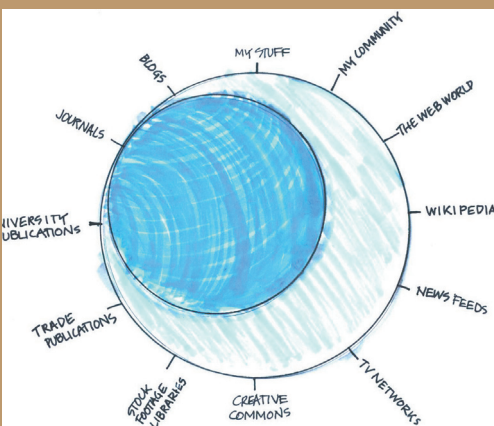
Contextual framework

attribute-driven display of topics and communities

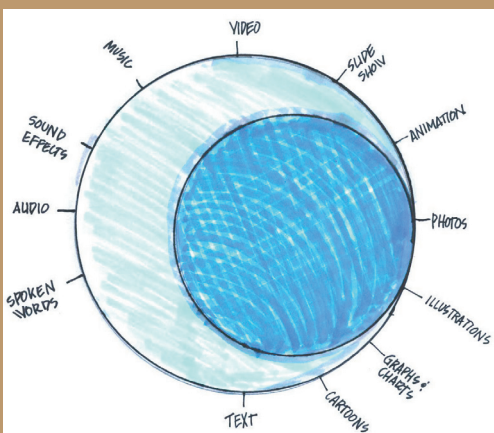
In-context navigation and filtering that enables the customer to easily focus their query across the multiple dimensions of topics, sources, and data types.



topics



sources



data types

Provides support for manual and automatic attribute definitions. Enables opportunities to generate in-situ metadata that can automatically be applied during customer's session.

types of contexts

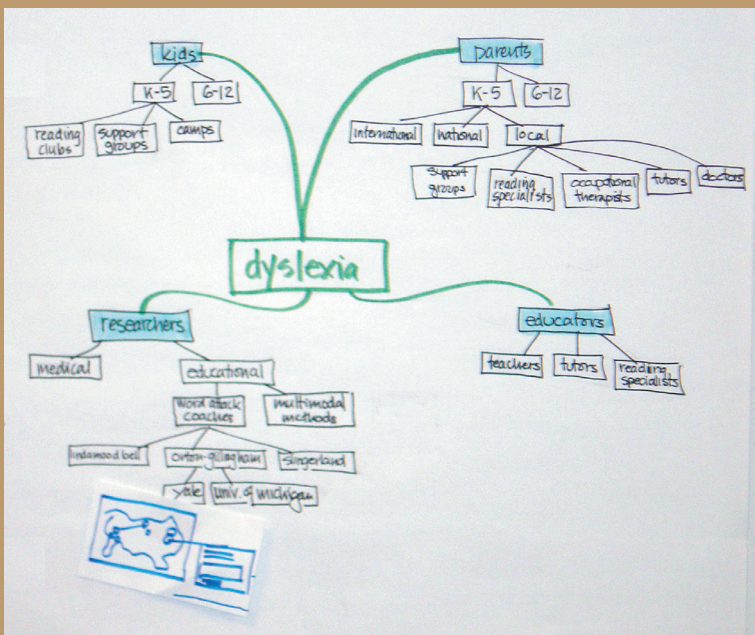
inherent context

- mobile device vs. pc
- browser type
- date & time stamp
- physical location
- weather
- season (fall, holiday, tourist)

customer-defined context

- query
- query log
- 360° data
- click pattern
- hover time
- widget interaction

exposing the humanity behind the information



social context mapping for a single term

Who in the world knows what I need to know?

How does the intellectual space break down by people who know?

Where do you start looking for these people?

How trusted are these sources?