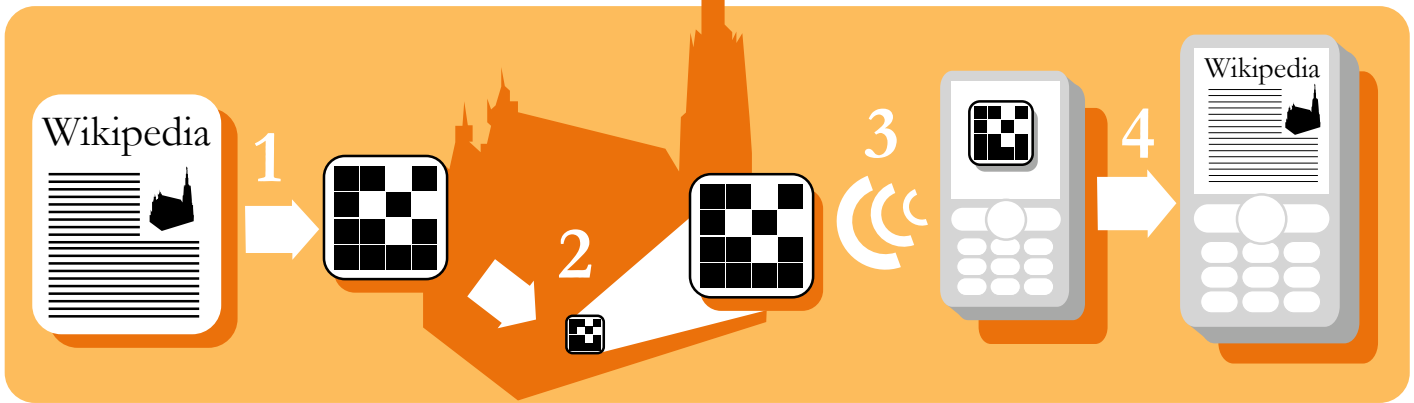




Semapedia.org: Hyperlinking Physical Places with Information that Matters

“Our goal is to connect the virtual and physical world by bringing the right information from the internet to the relevant place in physical space.”

Semapedia is a community-driven project that invites you to create connections between physical places and their respective virtual information.

We create this connection by merging the physical annotation technology of Datamatrix with content from the free online encyclopedia Wikipedia.

www.Semapedia.org provides all means necessary for providing and consuming such physical hyperlinks.

MOTIVATION

Our motivation behind Semapedia is to create and support a growing community and infrastructure for sharing relevant information in space in order to explain and understand our beautiful, complex world. Semapedia can be used in contexts such as tourism, informationsystems and education. Furthermore we believe it is useful wherever access to relevant

information provided by peers makes a difference, yields explanation and changes minds.

USERS

According to the graphic above we wish to explain how it works: A “Tagger” chooses a physical place and encodes the according Wikipedia-URL into a printable Datamatrix Semapedia Tag [1]. After asking for permission, this Semapedia Tag is attached to the relevant place [2].

A “Reader” such as a tourist can now use his Smartphone to “click” (take a picture and decode the URL) the attached Tag [3]. The obtained URL can then immediately be downloaded, read and edited via mobile Internet [4].

TECHNOLOGY

To implement this idea we employ a very practical combination of technologies that are useable by standard Smartphones already today. Semapedia Tags are Wikipedia-URLs encoded into the ISO/IEC16022-based Datamatrix Standard. These Tags are easily read and decoded by Smartphones using an installed Datamatrix reader application such

as the Semacode Reader. The obtained Wikipedia-URL is then accessed via standard mobile internet services.

COMMUNITY

Since our launch in early September 2005 we have attracted many active members that are hyperlinking their areas with Semapedia Tags in Austria, China, Finland, Germany, Sweden and the US. Specific places of taggings include Harvard University, MIT, New York City, Tjanjin and Vienna. Semapedia has been featured in numerous blogs and newssites such as heise.de, metafilter.com and lifehacker.com. We are proud to have received two thumbs up from people such as Eric von Hippel and Gerald Quirchmayr.

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