

Editorial

Ok, so it's a bit more than 3 months since the first issue – but I suppose that's what happens when you're busy!

This issue we present NewsBots, our new virtual newscasters, as well looking at some of the work that we have been doing recently for the Learning and Skills Council.

We again summarise some of our regular activities, such as our “Models of the Month”, and our columns for the Birmingham Post.

I hope that you'll find the newsletter a useful way of keeping in touch with us, and that there is always something in it to interest and educate you.

And if you see me looking bleary eyed on 6th May it's because I've been up half the night watching the election results come in!

David Burden
Managing Director

Our Newsletter is sent out four to six times a year to customers, prospects and friends of Daden Limited.

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Virtual Newscasters



In last month's TechWatch we talked briefly about Rich Site Summary (RSS). The RSS juggernaut continues to gather momentum, and in fact since our first opinion piece on RSS for New Media Age they have run their own double page spread on the technology.

One of the great things about RSS is that it provides information in a very formatted way – which makes it ideal for use by other systems. Our Halo chatbot has been able to read RSS feeds for several months now, and so we've decided that the time is probably right to produce a dedicated RSS virtual newsreader – the NewsBot (or “Frank” to his friends).

The NewsBot is designed to sit on your company or organisation web site and read out your news headlines to your visitors. Most content management systems can provide these feeds out of the box, and for those still with legacy CMS we can generate the feeds from any suitably structured page.

The NewsBot is implemented as an HTML tag, and so needs the minimal amount of coding to install, and need only take up a small amount of real-estate on the screen. The NewsBot will then read out your news to every visitor – instantly capturing their interest and attention, and making your site stand out from the crowd. As RSS feeds are not just limited to news, the NewsBot can cover events, product updates, or any form of information that regularly changes. For the technically minded a NewsBot can deal with ATOM and RDF feeds, as well as RSS.

Just visit www.chatbots.co.uk/newsbot to try a NewsBot out. If you know the URL of your own RSS feeds, then you can put them straight into the demo system to hear your news read out to you. Otherwise we've a couple of examples for you to try out.

Although we like Frank, you can of course choose from a wide range of avatars and voices, and we can even build custom avatars to suit your specific needs.

If you think that a NewsBot can help your web site stand out from the crowd, please give us a call now on 0121 247 3628 and take advantage of our special introductory offer.

iTQ – The IT Qualification for the 21st Century



During the last few months we have been helping the Learning and Skills Council (LSC) with communicating information about the new iTQ (a qualification for users of IT) to their offices across the country.

e-skills UK (the employer body which advises government of IT skills needs) has identified issues with the low levels of IT skills in the UK, and the Government wants to make training and qualifications more employer focused and led. As a result the LSC has recently been working with e-skills UK and others to create a new NVQ for IT users – the iTQ.

iTQ has been piloted with over 3000 learners and several hundred companies. As this stage of work draws to close, iTQ will become available in colleges across the country. As a result the LSC needed to brief all 9 LSC regions, and over 40 local offices, on the iTQ, its features, advantages and benefits, and to encourage them to start to work it in to their local plans.

Working with the LSC National Office iTQ Project team we put together a workshop and supporting promotional material. We then took the workshop to each of the Regional Offices to brief regional and local staff, and to give them the opportunity to ask questions and debate issues. The workshops helped to highlight and capture actions and activities that would be required at a local and national level to make iTQ a success.

With the workshops complete we have now documented and presented the feedback received and ideas for further action. We hope to play a continuing part in the promotion of this excellent qualification.

Visit www.itq.org.uk and www.e-skills.com for more information.

Models of the Month

This quarter we've put the spotlight on the following models:

- DPICT eBusiness Model
- The Value Snake
- Behaviour Change Ladder

Visit www.dadenconsulting.com to read about any of these models and techniques.

Contacting Us

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We're always keen to have a chat about life, business, technology, or even how we can help your business grow.

Tech Watch

These are the technologies that have caught our eye this quarter. Download a Tech Brief from the web site for more details, and to learn how they could help your business.

- **Topic Maps and XTM:** How do you organise your information? Whilst linear indexes and hyperlinked webs are a start, many applications (not least Expert Systems and Business Intelligence) need something a bit more powerful. Topic maps are a way of representing an ontology (a categorisation of things) in terms of a hierarchical set of topics, occurrences (links to information), and associations between topics. XTM is an XML based notation for topic maps. With projects like the Semantic Web and issues like data overload topic maps and ontologies are likely to be significant technologies in the coming years. Indeed watch out for an Infoconomy feature on ontologies in May.

We're more than happy to come and give you a **FREE** briefing on these technologies to see if they can be of benefit to you. Just give us a call.

Wireless LAN 2005



In April we spoke at this major exhibition in London for wireless LAN and mobile data users as part of the Mobile Data Associations seminar stream. Our topic was the use of web services in delivering cost-effective mobile solutions. As an example we showed the Talking Google and Amazon By Phone applications that we've been working on which allow access to both services as speech over any modern telephone. As a result of the conference we now have a White paper on Mobile Web Services available for download from the Daden Consulting web site.

Daden in the Press

Here's the things we've been sounding off about in our regular column in the Birmingham Post.

- Runescape, Children and VR
- Car Safety and Entertainment
- The Year of the Home Network

You can read the articles on our web site at www.daden.co.uk/articles.

About Us

Daden Limited is a consulting and venture organisation focused on strategy, marketing and technology. We use models and meta-models to provide a powerful approach to analysis and communications. Our current technology focus is on wireless, speech, AI and knowledge-based systems.