

## Editorial

Another late issue – time to reset the schedule!

As you'll see we've had a busy summer getting involved with a wide range of different projects. Recent wins have included a business game for a German university, and a chatbot for a London based management consultancy and business information company.

Make sure you take a look at our NewsGlobe project. What with tsunamis, hurricanes, earthquakes, bird flu and our very own Moseley tornado a global perspective is becoming increasingly important. If you want to know where it might all lead, check out "Epic 2015" on the web.

If you're in the Midlands be sure to come to the Regional ICT Conference on 18 Nov. Peter Rigby is the keynote speaker, there'll be the first regional ICT awards, and we're hosting one of the seminars. Go to [www.wmictcluster.org](http://www.wmictcluster.org) for details.

David Burden  
Managing Director

Our Newsletter is sent out three to four times a year to customers, prospects and friends of Daden Limited and Advanced Chatbot Solutions.

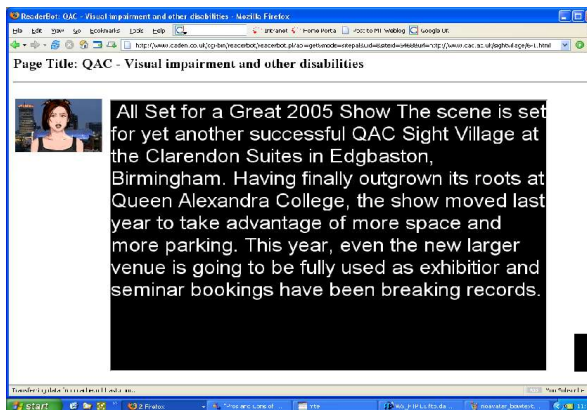
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## Talking Web Sites for Visually Impaired Users



When we first started getting involved with text-to-speech the application of the technology for visually impaired users wasn't lost on us. In fact we had our first meeting with the RNIB almost 5 years ago!

With chatbots we thought that we had an innovative new way for VI users to interact with web sites. But talking to blind users and related organisations it soon became clear that chatbots might be a step too far. The standard approach at the moment is through screen-readers, software that reads what's on the screen, word by word, top to bottom.

Looking at the current state-of-the-art in screen-reader technology we thought that we could probably do just as well, if not better. So we took the components of our chatbots, rearranged them, and have come up with ReaderBot.

ReaderBot is a web-based screen-reader. This means that all the software sits on our servers. The site being read needs no special software, and neither does the PC doing the reading (beyond having Flash installed). Whilst a VI user is still likely to have a dedicated screen-reader such as JAWS installed on their PC (for all their non-web applications for a start), we see three major opportunities for ReaderBot. First web site owners can use it to make audio described versions of their web site available to VI users regardless of where the VI user is, second libraries and other community centres can use it as an easily managed voice browser, and third VI users themselves can use it whenever they are away from their "home" PC.

ReaderBot was previewed at Sight Village, and is now in the final stages of user testing with a local charity for blind people and a local university.

But.... In discussions at Sight Village and elsewhere it was apparent that there *is* an appetite for a new approach to the web for visually impaired users. Our concept is of a software agent which can "read" the web site on the users behalf, and the blind user then has a chatbot type dialogue with the agent to gather the information from the site. We have had a paper on the idea accepted into Techshare, the RNIB's annual technology conference, and we're talking to a variety of organisations, commercial, academic and charitable about how to progress the concept. We'll keep you posted. *In the meantime you can check out Readerbot at [www.readerbot.com](http://www.readerbot.com).*

## GoogleEarth and NewsGlobe



In July Google launched GoogleEarth. This gives you with a whole-globe view of the Earth built up from satellite imagery. Nice, but then you zoom in, and in, until you get to house and car level detail! Want to check out Number 10's garden, or that air-base in Iraq? It's all here, even if the images aren't real-time, and can be a few years old.

Needless to say we got very excited by GoogleEarth and particularly by the fact that we could write our own applications for it. First out the box was NewsGlobe - the first application in the world to take RSS feeds and plot the stories they contain on the globe. It has been used over 50,000 times in the last 3 months. Described as "spectacular", one PR guru said "this is the first use of Google Earth that has made me go wow." Another noted that "every story also includes a link back to the authors - Daden Consulting. Smart business move!" You can check out NewsGlobe for yourself at [www.daden.co.uk/newsglobe](http://www.daden.co.uk/newsglobe).

*Stop Press: We've just added a Bird Flu RSS feed to NewsGlobe, - details on the NewsGlobe page.*

### This quarter we've also ...

- Introduced a Government agency to the wonders of the Balanced Scorecard
- Carried out a communications survey for a leading regional IT association
- Helped sell a virtual newscaster package to a US TV station
- Built a talking TV Times for BBC Backstage
- Revived a talking game system for blind users

### Models of the Month

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

- Information Economics
- The SIVA Marketing Model
- Quality Curves

Visit [www.dadenconsulting.com](http://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

Download a Tech Brief from the web site for more details of these and other new technologies, and learn how they could help your business.

- **RDF and the Semantic Web:** The semantic web (also called Web 2.0), is a web which contains information, rather than pages of nicely laid out, but dumb, text and images. It is one of the key ways by which we'll be able to make sense of all the information we are bombarded by, as well as tailoring that information to our needs. Resource Descriptor Framework (RDF) is a key enabling technology, and is built on the idea of triples – every piece of data represented as subject-predicate-object. RDF and triples are ideal for any information or knowledge management project, and we are combining the triples approach with topic maps (see last issue) for the next release of our chatbot engine.

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

## Toby the Virtual Marketeer



One recent project tested our knowledge of both marketing and chatbots when we were asked to build a virtual marketeer for Your On-Line Marketing Agency, an innovative web-based virtual marketing company. Toby was the result. Looking, admittedly, like a member of Jack Bauer's CTU he is now working on the YOMA web site 24 x 7 answering visitor questions. *You can see Toby at [www.youronlinemarketingagency.com](http://www.youronlinemarketingagency.com).*

### Daden in the Press

Here's the things we've been sounding off about in the Birmingham Post and elsewhere.

- BBC Backstage, in the Birmingham Post
- GoogleAds, in Marketing
- The Web – Have it Your Way, in the Post

You can read the articles on our web site at [www.daden.co.uk/articles](http://www.daden.co.uk/articles).

## About Us

Daden Limited is a consulting and venture organisation focused on the identification, analysis, understanding and communication of information. We use models and meta-models to provide a powerful approach to our analysis, and develop leading-edge technology ranging from games and wireless to Artificial Intelligence to communicate information in original ways.