WDI-Lab was present at CeBIT 2011

Under the motto of „Match me, please“, this year we were exhibiting for the first time at the CeBit in CeBIT Lab.

Various versatile software solutions for web data integration have been presented.
Our exhibits:

**Online Product Manager: Backend solutions for online shops and portals** *(Handout)*

The Online Product Manager combines automatic categorization and matching (duplicate detection) of product offerings in one application and is optimized for large amounts of data. This solution was specifically designed for web stores and web portals; adjusting for other business sectors and industries can take place depending on demand. It supports the integration of product offerings from different sources into the own catalog. An enrichment of product offerings with additional information, such as the EAN, contributes to the improvement of data quality in addition to automatic categorization and duplicate detection.

**ImmoFuice: Approach for a real estate portal** *(Handout)*

ImmoFuice combines real estate listings from many vendors with so-called location-based, and geo-information services, in order to present purposeful offers to the user. We demonstrate a
data integration solution that goes beyond the mere presentation of properties on a map. Linked information e.g. about schools, bus stops or parks allow it to considerate personal circumstances and individual needs during the search process and the selection of offers respectively. Decisions to buy or rent a property can thus be taken more easily. The use of various technologies developed at the research laboratory in Immofuice creates added value that results in better information on real estate and its surroundings.

**PROOF: Automated product monitoring on the Web** *(Handout)*

Our online monitoring application PROOF is a web application that enables registered users to automatically monitor prices and products on the Internet. To be informed on current price trends is important to back up manufacturers and merchants to its market position, especially in online retailing. Technological advantages are the script-based control of the workflow, thus allowing for easier extensibility to new data sources and use in many industries and areas. The use of query generators to adapt to different query interfaces allowed an optimization of quality and efficiency of data queries. The clarity and quality of the results is ensured by additional object-matching techniques to duplicate cleanup. Unlike existing solutions, the management of monitoring jobs is executed directly by the user via a clear browser interface.

**ATOM: Automatic integration of ontologies** *(Handout)*

The proliferation of ontologies and taxonomies in many fields increasingly requires the integration of multiple ontologies to provide a unified view of them. We show our new approach that automatically merges large taxonomies, e.g. product catalogs or web directories. Our approach is based on an equivalence mapping between a source and a target taxonomy; its match can be generated largely automatically by our prototype COMA++. The union approach is target-oriented, i.e. it preserves the structure of target taxonomy as far as possible. The result consists of an integrated ontology and of the correspondences between the source taxonomy and the generated taxonomy.