

Message from the Demo Track Chairs



The goal of the WWW2012 Demo Track is to allow researchers and practitioners to demonstrate new Web-based systems illustrating the diversity, power, and benefit of the technology. In our CFP we encouraged submitters to search for “the WOW! effect” – something in their demonstration that would cause attendees to think to themselves and say to others, “this is really amazing! This is what the Web is for!” The submitters met our challenge and provided a collection of demonstrations that have something for everyone. Our Program Committee had the difficult task of choosing the few that we were able to fit into the program. Out of 79 submissions, we were able to accept 14 full demonstrations and 22 short demonstrations.

The demonstrations have been organized into five logical sub-tracks:

- Web Culture and Media
- Social Networks and Personalized Access to Information
- New Paradigms for Searching and Finding
- Helping Developers to Tame the Web
- Government and the People on the Web

We are also fortunate to have 3 exceptional invited demonstrations. Piotr Adamczyk of the Google Art Project Team will demonstrate how Google has collaborated with some of the great art museums of the world to provide access to hundreds of artworks at incredible zoom levels. Such detail to art masterpieces has never before been possible except to museum curators. Curtis Wong, manager of Next Media Research for Microsoft, will reprise his immensely popular TED talk on the WorldWide Telescope. This powerful Web-based tool for exploring the universe compiles images from telescopes and satellites to build a comprehensive, interactive view of the cosmos. Our third invited demonstration is from the office of the Conseil Général de Saône-et-Loire in France. The objectives of their Opendata71.fr project is to transform the relationship between citizens and local government by increasing the understanding of the missions, actions, and roles both of the administration and the elected representatives.

We would like to invite WWW2012 registrants to attend as many sessions in the Demo Track as your schedule allows. Many of the demo presenters have also consented to repeat their presentations and host face-to-face discussions in an area specifically designated in the exhibition hall. In a joint experiment with the IW3C2, some of the demonstrations will even be available in the virtual world *Second Life*.

We would like to thank everyone who offered time and support in order to make the WWW2012 Demo Track a success – the authors, reviewers, the WWW2012 organizers and attendees. We look forward to your feedback and suggestions to help make the Demo Track a valuable part of future WWW conferences.

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