Rich Web Applications

**Built out of Web parts**

- Content aggregators — feed-readers
- Content integrators — Web mash-ups

*Web 2.0 should have been called Web^2*
What Comes After Web 2.0?

Web² brought about by

- Pairwise combination of Web content
- Asynchronous data retrieval
- Incremental page updates
- Custom views based on delivery context

Look forward to more than Web³!
Integrate over all Web content

Let $\mathcal{W}$ denote set of all Web content. Integrating over $(\omega \in \mathcal{W})$ gives

$$
\binom{\mathcal{W}}{0} + \binom{\mathcal{W}}{1} + \cdots + \binom{\mathcal{W}}{\mathcal{W}} = 2^{\mathcal{W}}
$$

The Web every which way you want!
Web 2.0 And Beyond

The Web, every which way you want!

- Mash-ups that aggregate data
- Mash-ups that provide multiple views
- Mash-ups that mash-up mash-ups
Pre-requisites For Getting There

$2^W$ will not come for free.

- RESTful application access
- Separation of interaction logic from data
- Open standards for open content
Watch The Web Take Off!