

playence

Partner Description

Overview

playence develops games dealing with user-generated multimedia content (i.e. videos and pictures), that help producing semantic annotations with the aim of improving the quality of multimedia search results, also in-video search results. playence masquerades tasks that cannot be done by computers but are trivial for the human user behind fun to play and highly rewarding online games. This human-provided input is combined with automatic information extraction methods to leverage user input and expand the information availability. playence focuses on casual games, which are typically simple online (browser) games, both in story and graphical design, that require only little time to learn. playence is a start-up company based in Innsbruck, Austria.

Technology

playence presents a novel approach to overcoming the knowledge acquisition bottleneck for describing user generated multimedia content. playence technology consists of the following conceptual components (Figure 1):

1. **Ontologies** provide the structure and expressivity as well as domain knowledge required to semantically describe multimedia content.
2. **Games** unite an entertaining player experience as well as the means to produce useful output.
3. **Intelligent methods** include algorithms for deriving formal semantics extract knowledge from the data produced by the games and exploit the collective intelligence of the players and ensure the quality of the data.
4. The foundation of the technology is a **scalable and generic platform** for storage and retrieval, basic game functionality, and the intelligent methods.

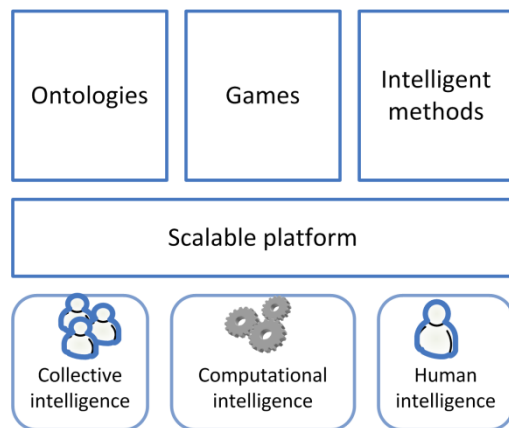


Figure 1. playence technological components

As a result, playence technology optimally combines human and computational intelligence while exploiting the collective intelligence of the player community.

Team

Dr. Sinuhe Arroyo (Founder and CEO)

Dr. Arroyo is responsible for playence's management, sales and investor relations. He started his career at iSOCO where he held various engineering and Project Leader roles back in 2000. Together with his team colleagues, he pioneered the application of AI techniques to Web projects resulting on the development of one of the first commercial Semantic Web applications world-wide. In 2002 Dr. Arroyo moved to Austria, where he worked as a researcher in various Semantic Web EU-funded projects.

In 2005 Dr. Arroyo took a Corporate Development Manager position at phion, at the time a private company that went public during his tenure. While at phion Dr. Arroyo worked hand in hand with the management of the company in the acquisition of various companies and the establishment of new business partnerships internationally.

Dr. Arroyo holds a PhD in Computer Science (Semantic Web) from the University of Innsbruck (Austria), a Master's degree in Computer Science from the University of Malaga (Spain), as well as a Bachelor's degree in Business Informatics from the University Complutense of Madrid in Spain. He has published numerous internationally peer-reviewed articles in high impact international conferences and journals, as well as various book chapters. He has taught numerous lectures and tutorials in the fields of Semantic Web, B2B, Software Engineering, Logics, Databases, and many more. Dr. Arroyo is regularly sought after to act as referee for international conferences and journals. Contact him at sinuhe.arroyo@playence.com

Dipl. Ing. Katharina Siorpaes (Founder and Chief Scientist)

Katharina Siorpaes is a researcher at the Semantic Technology Institute (STI) Innsbruck at the University of Innsbruck, Austria, since 2004. She holds a master in computer science from the University of Innsbruck, Austria. She is currently finishing her PhD studies. Siorpaes has extensive experience in working in national and EU-funded research projects. Furthermore, she was in the core team acquiring the FP7 INSEMTIVES¹ project, starting April 2009.

Her research interests include games for the Semantic Web, incentives for semantic applications, Semantic Web & Web 2.0, and community-grounded ontology building. She is an active member of the semantic research community and is co-organizer of the INSEMTIVE 2008 workshop on incentives for the Semantic Web at ISWC 2008 as well as the WEBCENTIVES'09 workshop at the WWW'09.

In her PhD and main research work she has created *OntoGame*², where semantic content authoring tasks are modeled as online, multi-player games in order to create proper incentives for humans to contribute. Contact her at katharina.siorpaes@playence.com

¹ www.insemtives.eu

² www.ontogame.org

www.playence.com