







Research Studios Austria Forschungsgesellschaft



# The Web as a Marketplace





Supply

**Demand** 



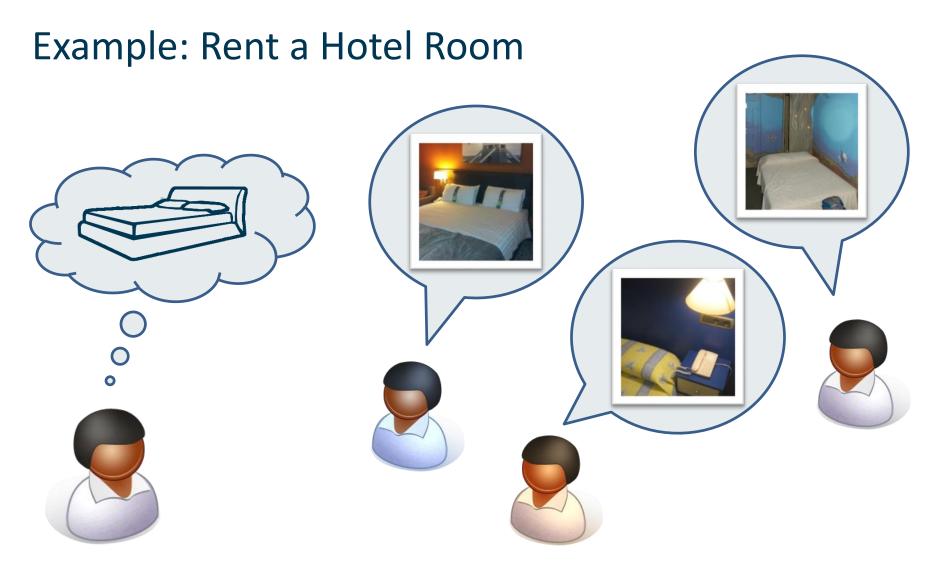
# Marketplace Functions

Publish intention (supply, demand, and others (!))

**Find Partners** 

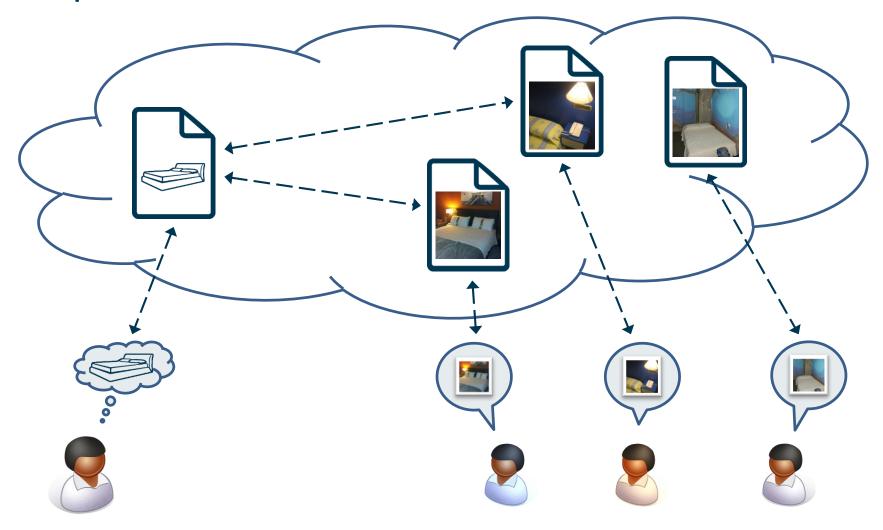
**Perform Transactions** 





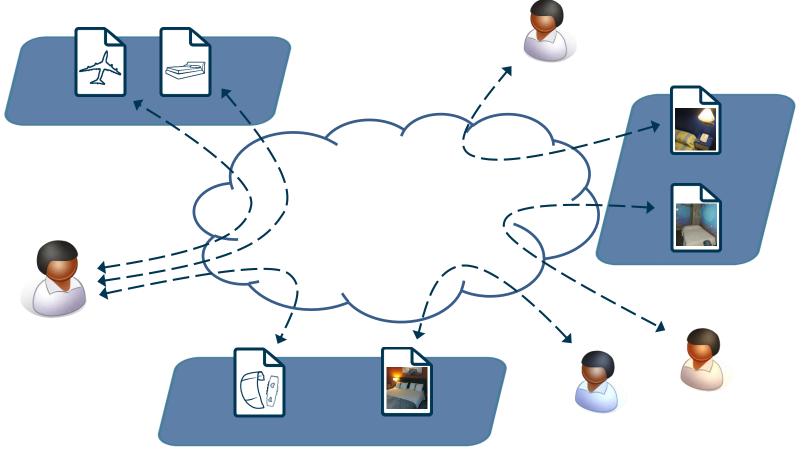


# Representation



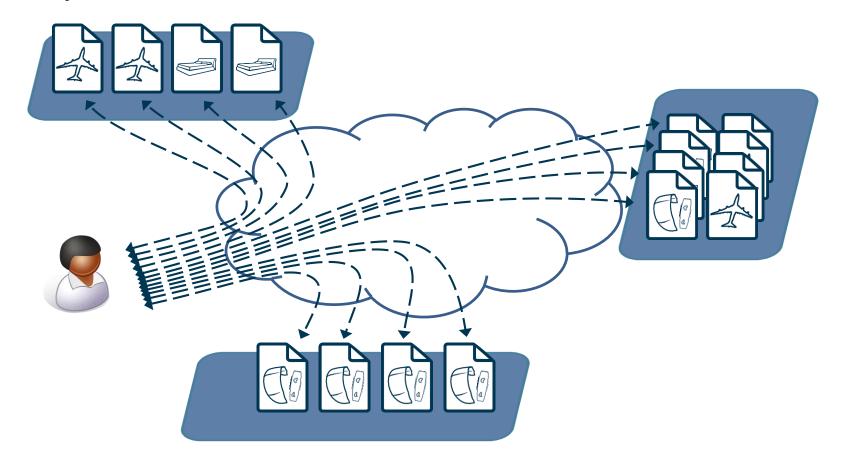








# Simple Unit Creation



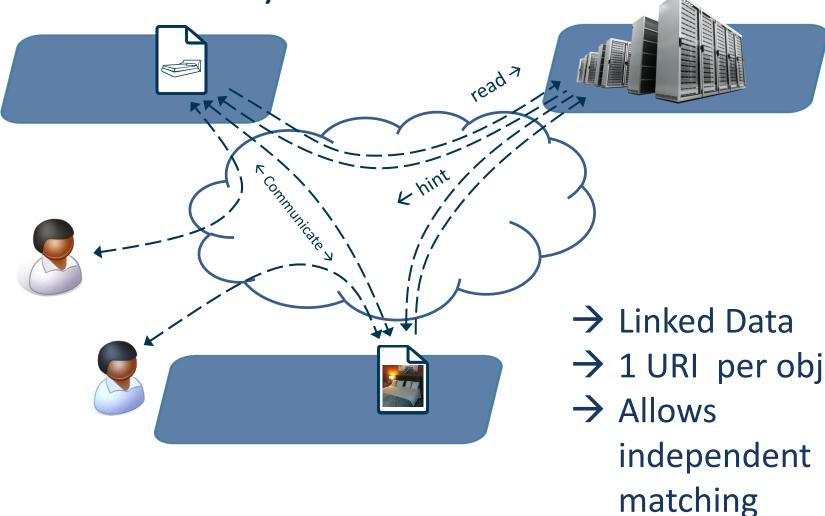


# Flexible Description Language

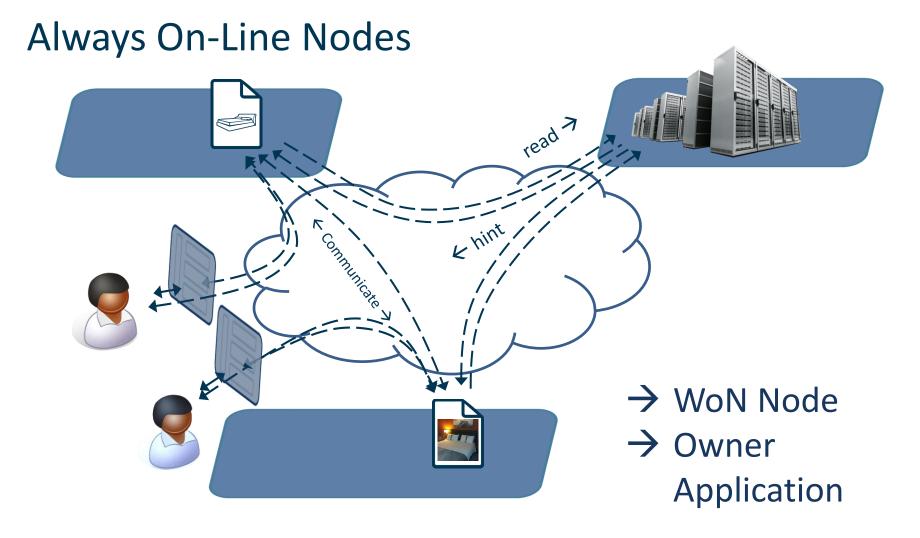




# World Readability

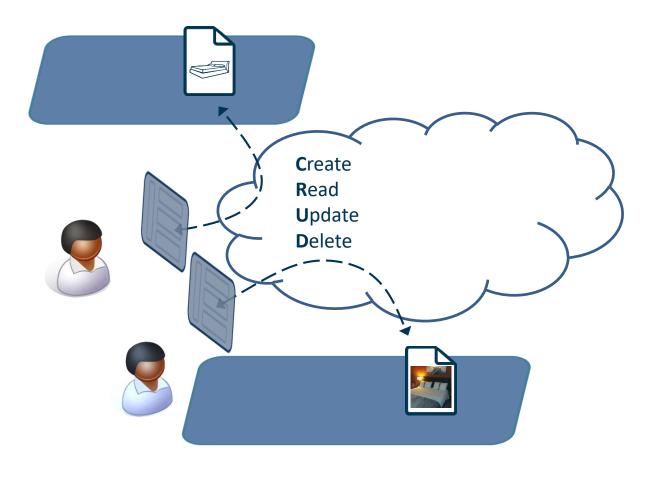






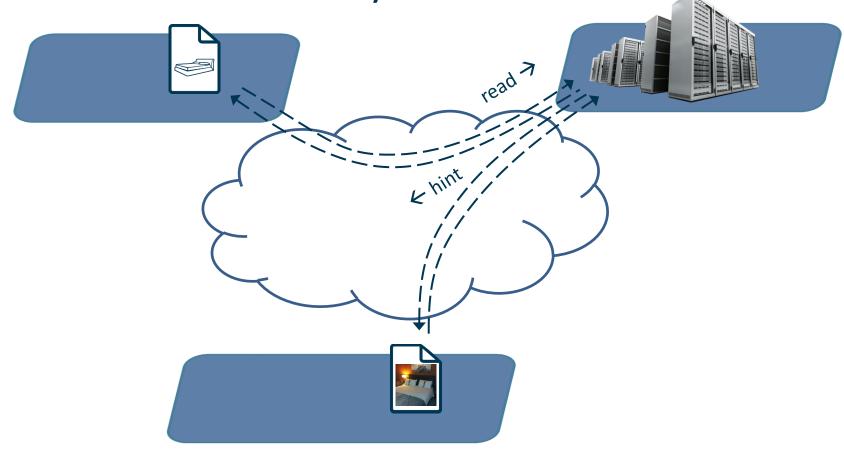


# Standardized CRUD Protocol



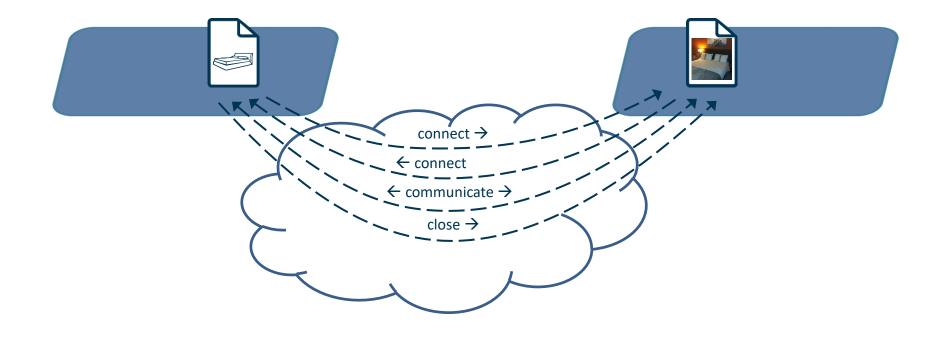


Standardized Discovery Protocol



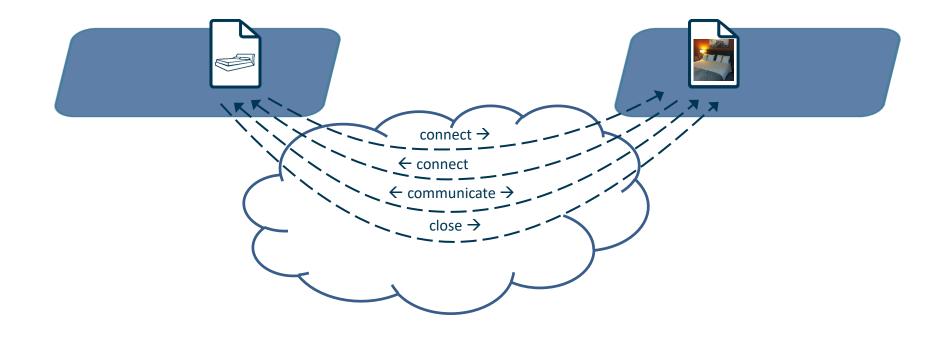


# Standardized Protocol for Making Connections



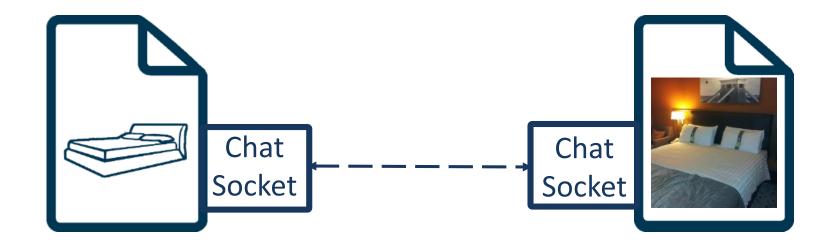


# **Layered Communication Protocol**





# Layered Communication Protocol

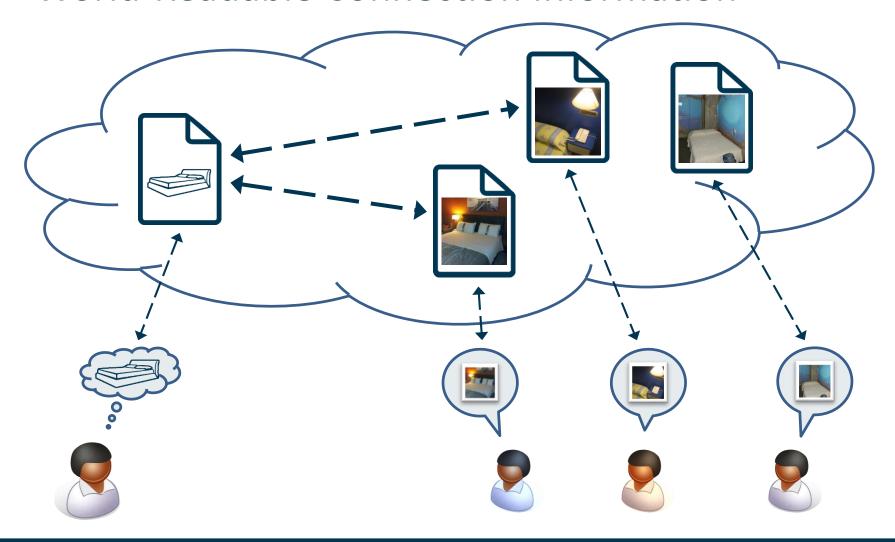


"socket" ≈ higher-level protocol

- → Chat, group chat
- → Object relationships
- → Agreements
- → more can be defined

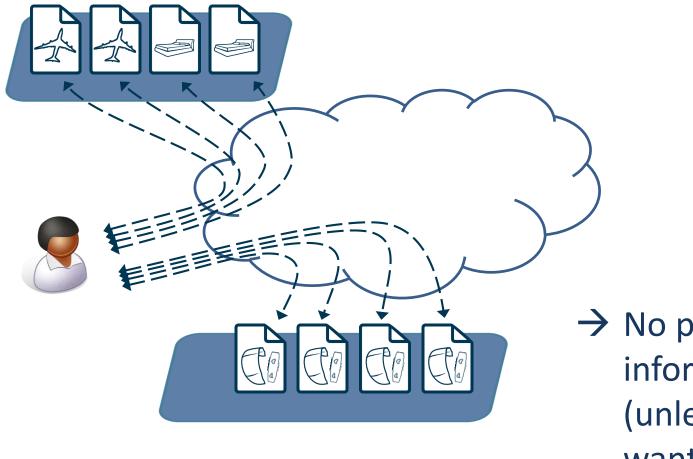


# World-Readable Connection Information





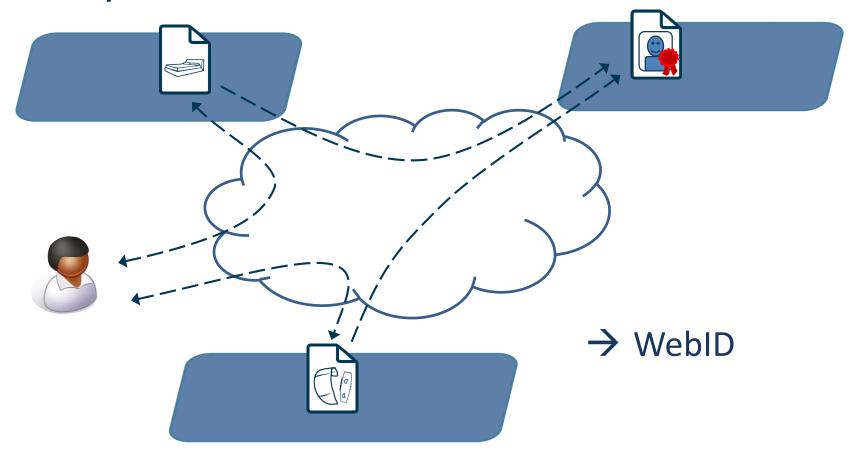
# Anonymity (weak)



→ No personal information (unless you want to)



# Identity





## **Access Control**



## public

### **Demand:**

- when
- where
- how
- ..

## restricted access

#### **Transaction-related:**

- invoice address
- email
- phone
- bank connection



## Supply:

- when
- where
- how
- ...

## **Contact:**

- email
- phone

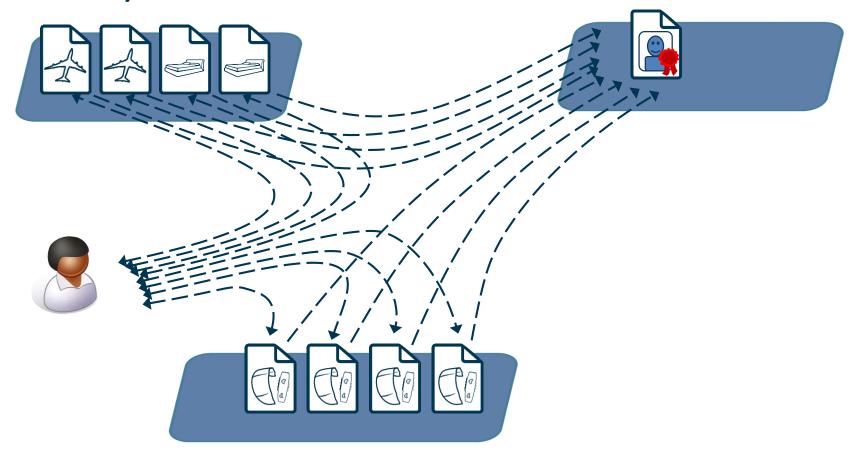
## **Transaction-related:**

- invoice address
- bank connection

→ WebAccessControl

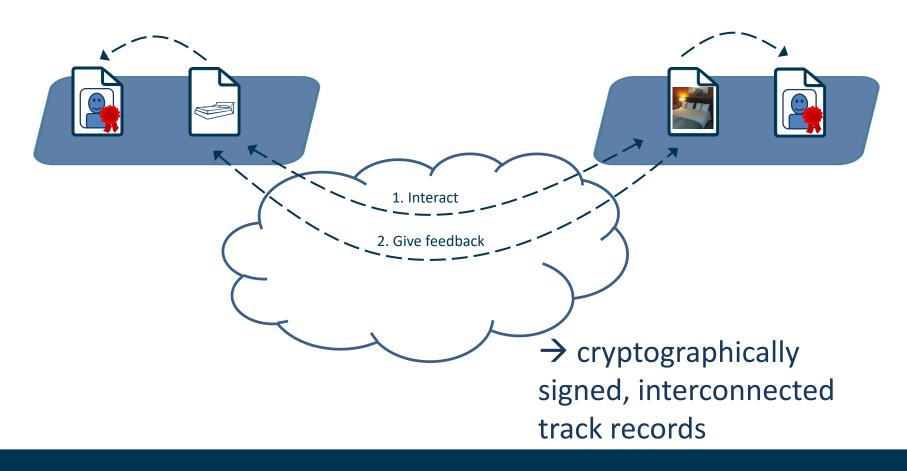


# **Trust Layer**



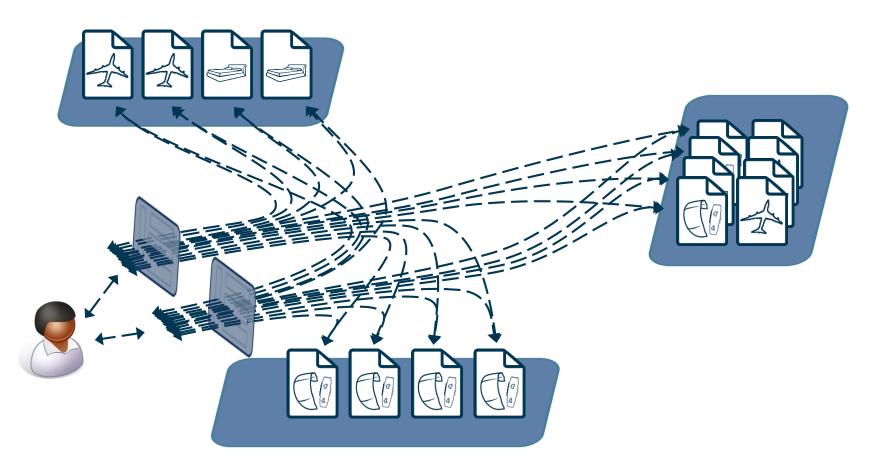


# Trust Layer





# **Thin Clients**





# Management of Combinations

