



URL-based Identity and Why You Should Care.

Presentation at IIW, May 2006

NetMesh[®]

Mashing up Protocols & Communities



Praise from Identity Commons

... Yadis.org is emblematic of what Identity Commons was founded to promote: **interoperability of multiple right answers.**

Yadis is an open source, open protocol project ...

... produced a 1.0 spec a month or so ago. There were multiple implementations within days of the announcement.

... commitment to interoperability and the willingness of all the participants to incorporate and adapt other approaches ...

April 30, 2006

<http://news.idcommons.net/?p=24>

Example



NetMesh®

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Chief Executive Officer

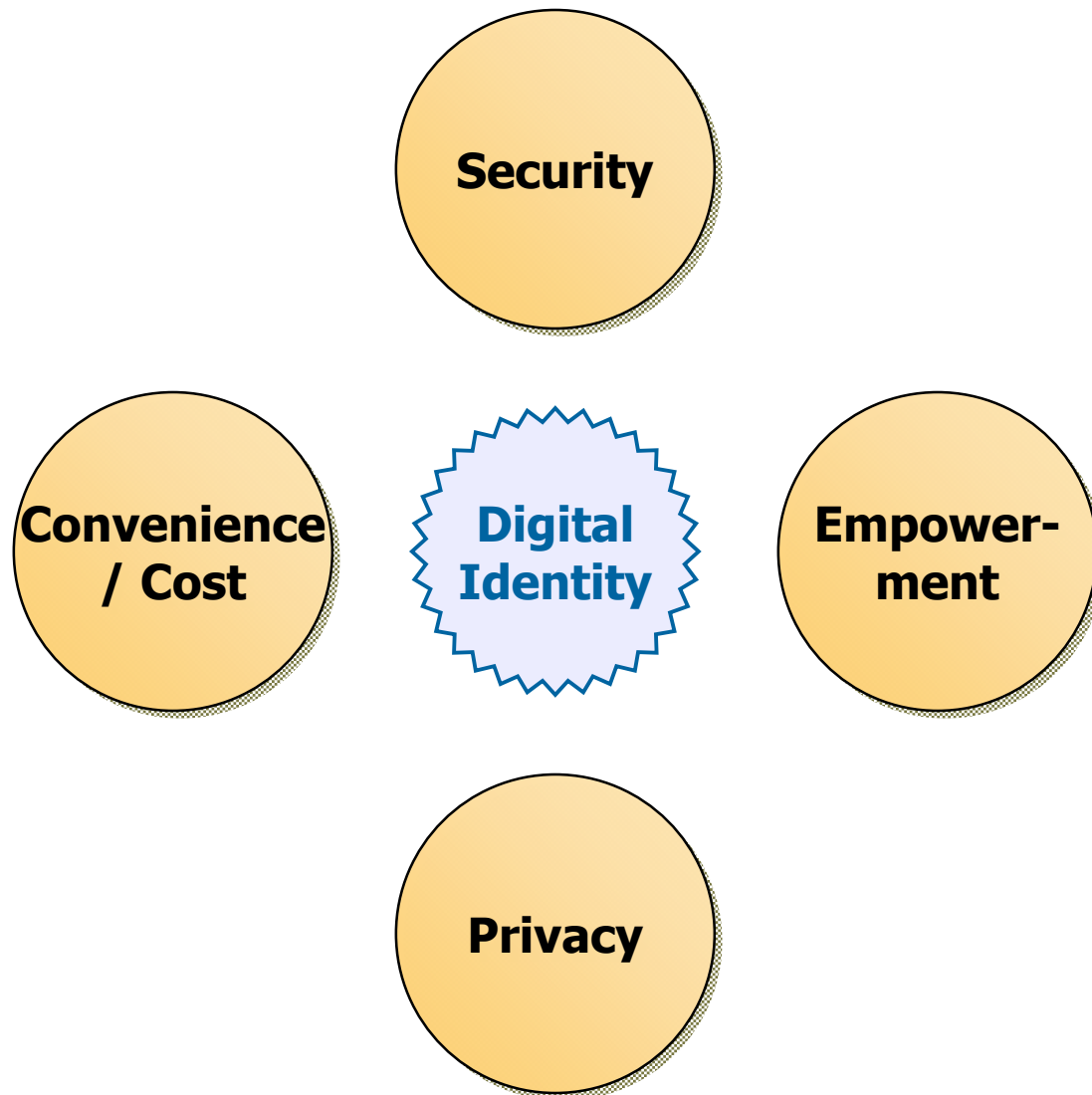
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Drivers



Empowerment



I want to ...

- Tell you what my digital identity is
- Bookmark your digital identity
- Tag your digital identity
- Point to your digital identity from my blog
- Point to your digital identity from my enterprise application
- Subscribe to your digital identity
- Explore my social network
- Let you explore my social network (some of it)
- Let machines explore my social network
- Interact differently with you than with the next guy

URLs are a very good foundation for empowering people.

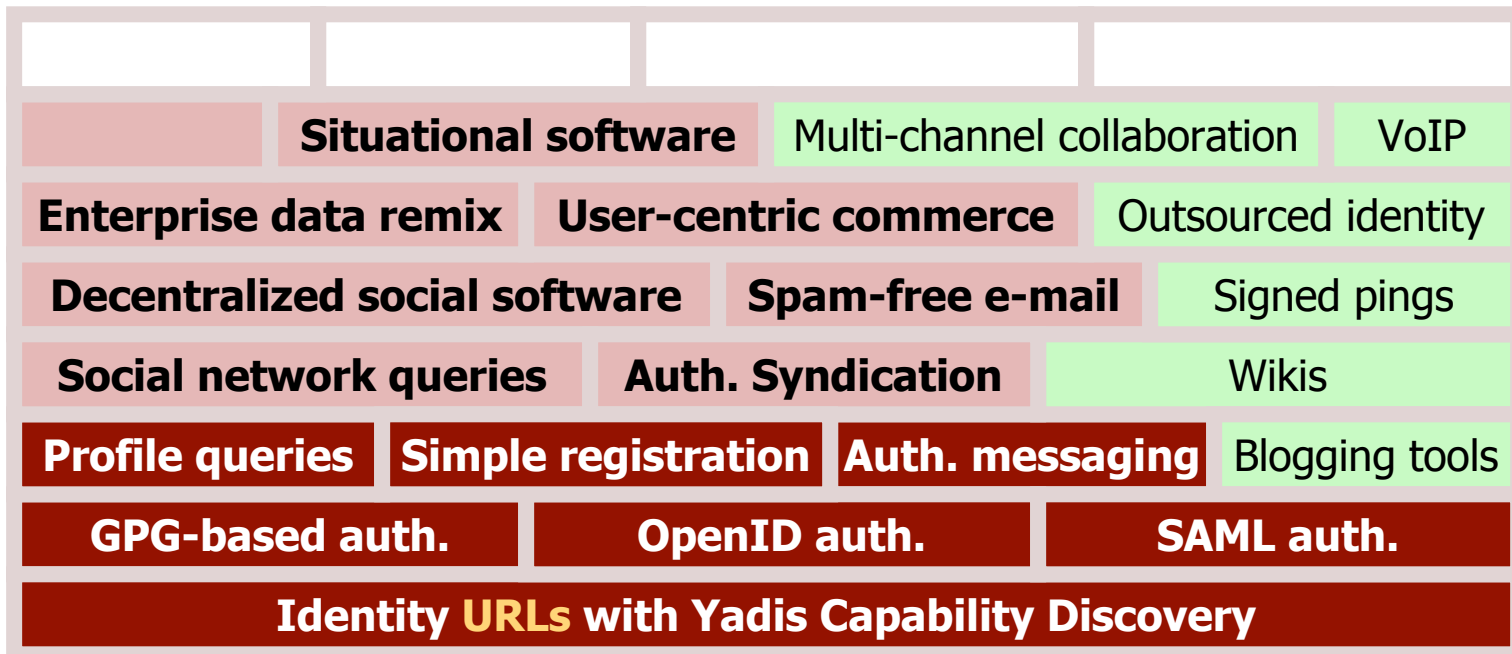


Simplicity

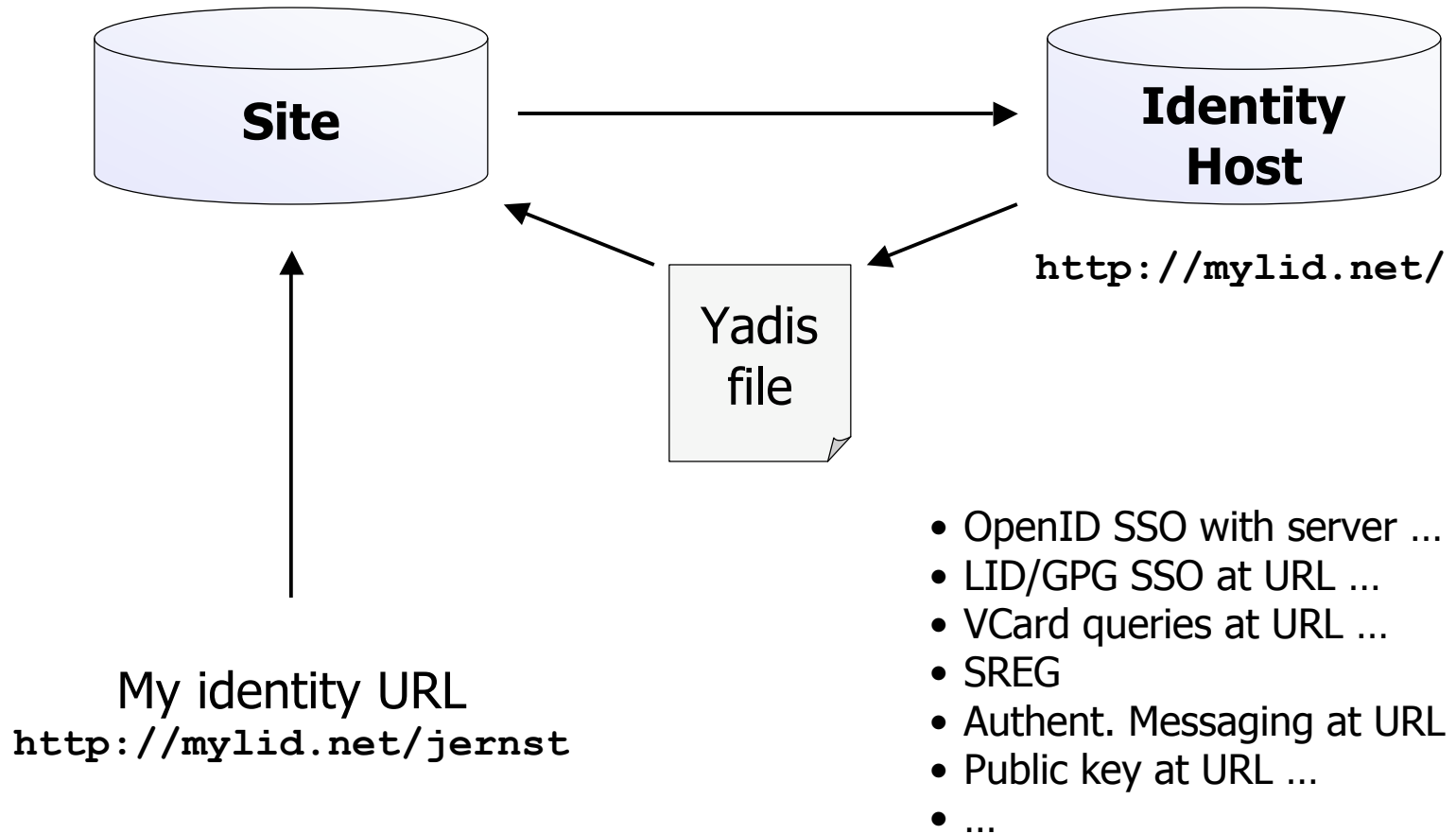
Open Innovation Around URLs



Higher-value business opportunities through protocol "remix"



How it works: Basics



Example Yadis file

```
<?xml version="1.0" encoding="UTF-8"?>
<XRDS xmlns="xri://$xrd$" xmlns:xrd="xri://$xrd*($v*2.0)"
      xmlns:openid="http://openid.net/xmlns/1.0">
  <xrd:XRD>
    <xrd:Service priority="10">
      <xrd:Type>http://lid.netmesh.org/sso/2.0b8</xrd:Type>
      <xrd:URI>http://mylid.net/jernst</xrd:URI>
    </xrd:Service>
    <xrd:Service priority="30">
      <xrd:Type>http://lid.netmesh.org/sso/1.0</xrd:Type>
      <xrd:URI>http://netmesh.info/jernst</xrd:URI>
    </xrd:Service>
    <xrd:Service>
      <xrd:Type>http://lid.netmesh.org/relying-party/2.0b8</xrd:Type>
      <xrd:URI>http://mylid.net/jernst</xrd:URI>
    </xrd:Service>
    ...
    <xrd:Service priority="20">
      <xrd:Type>http://openid.net/signon/1.0</xrd:Type>
      <xrd:URI>http://mylid.net/jernst</xrd:URI>
      <openid:Delegate>http://mylid.net/jernst</openid:Delegate>
    </xrd:Service>
    <xrd:Service priority="30">
      <xrd:Type>http://openid.net/signon/1.0</xrd:Type>
      <xrd:URI>http://jernst.myopenid.com/</xrd:URI>
      <openid:Delegate>http://mylid.net/jernst</openid:Delegate>
    </xrd:Service>
  </xrd:XRD>
</XRDS>
```

Example sites



Blogging-related:

- Livejournal.com
- Typepad.com

Identity hosting:

- MyLID.net
- Myopenid.net

Wiki-related:

- iiw.windley.com
- rss-extensions.org

Company sites:

- Netmesh.org
- ...

How to Get Started



As an individual:

- Get 1, 2, ... identity URLs: from hosted service, or host yourself
- Add X-XRDS-Location to your blog

Then:

- Adopt new features as they come out from your favorite providers

As a company:

- Download identity library or framework
- Allow users to “bring their URL” if they desire

- Add features to empower your users within their social framework

If you are looking for the right business opportunities:

Please come see me, there are plenty, and NetMesh is looking for partners.!



Thank you!

Johannes Ernst
Founder & CEO, NetMesh Inc.

 <http://netmesh.info/jernst>

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