

- FI: not just decision support and user profiling, also deep user choices in real-time
- FI-content: not just HD-video over wireless and auto-generated mash-ups, but communication mechanism for deep user expression
- NLP and “intuitive GUI’s” have reached their limits; we must not relegate usage paradigm to application layer
- *Natural-feeling, linguistic formal interaction mechanisms*
- *Prime example: logical symbolic notation languages*
- We know we can do it, because we’ve already done it successfully for the difficult domain of professional film directing
- Different, and favourably compares to natural languages, programming languages, artificial spoken languages, metadata annotation tools, diagramming systems
- Design process for languages also yields technical innovations: unprecedentedly-well-validated formal domain models & very deep user requirements
- Metadata: this way we actually do get good metadata (e.g. overcoming all the traditional hiccups of the Semantic Web)