Search engines are becoming such an easy way to find textual resources that we wish to use them also for multimedia content; however, syntactic techniques, even if promising, are not up to the task: future search engines must consider new approaches. Experimental prototypes of this search engine of the future are appearing. Most of them employs “smart machines” able to directly elaborate multimedia resources, but we believe that the solution should embrace also “smart data”, able to capture lexical and conceptual characteristics of a domain in an ontology.

In order to prove that Semantic Web technologies provide real benefits to end users in terms of an easier and more effective access to information, we developed Squiggle, a Semantic Web framework that eases the deployment of semantic search engines. Following a model-driven approach to application development, Squiggle makes ontologies (both the SKOS model and the domain knowledge) part of the running code. We evaluate the advantages of Squiggle against traditional approaches in two real world deployments, freely available on the Web: one to search images of skiers for Torino 2006 Winter Olympic Games (see http://squiggle.cefriel.it/ski) and one to search music files (see http://squiggle.cefriel.it/music).

KEYWORDS: Semantic Search, Conceptual Indexing, Multimedia search engines, SKOS.