

Adaptive Info - Personalizing the Wireless Web: Machine Learning 275 and Business 101
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AdaptiveInfo was founded in 1999 by Daniel Billsus and Michael Pazzani to commercialize a university research project on personalizing content delivered to wireless mobile devices such as cell phones and PDAs. At the time it was founded, industry experts predicted that by 2005, wireless carriers would be earning more revenue from data and services such as mobile commerce than voice calls. This talk discusses the AI technology of AdaptiveInfo and its experience in the marketplace.

Although AdaptiveInfo won numerous industry awards and sold software and services to several companies, including the Los Angeles Times and SprintPCS, it struggled to reach profitability and was sold in 2002.