

TELECOM ITALIA GROUP

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Telco cooperation within the Context-Awareness field at the European scale

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To Be Context-Aware or Not To Be?

A (ANY) service can be personalised using the context information

This personalisation or contextualisation improves the services

Context-Awareness allows to reduce the expenses thanks to more efficient usage of the resources

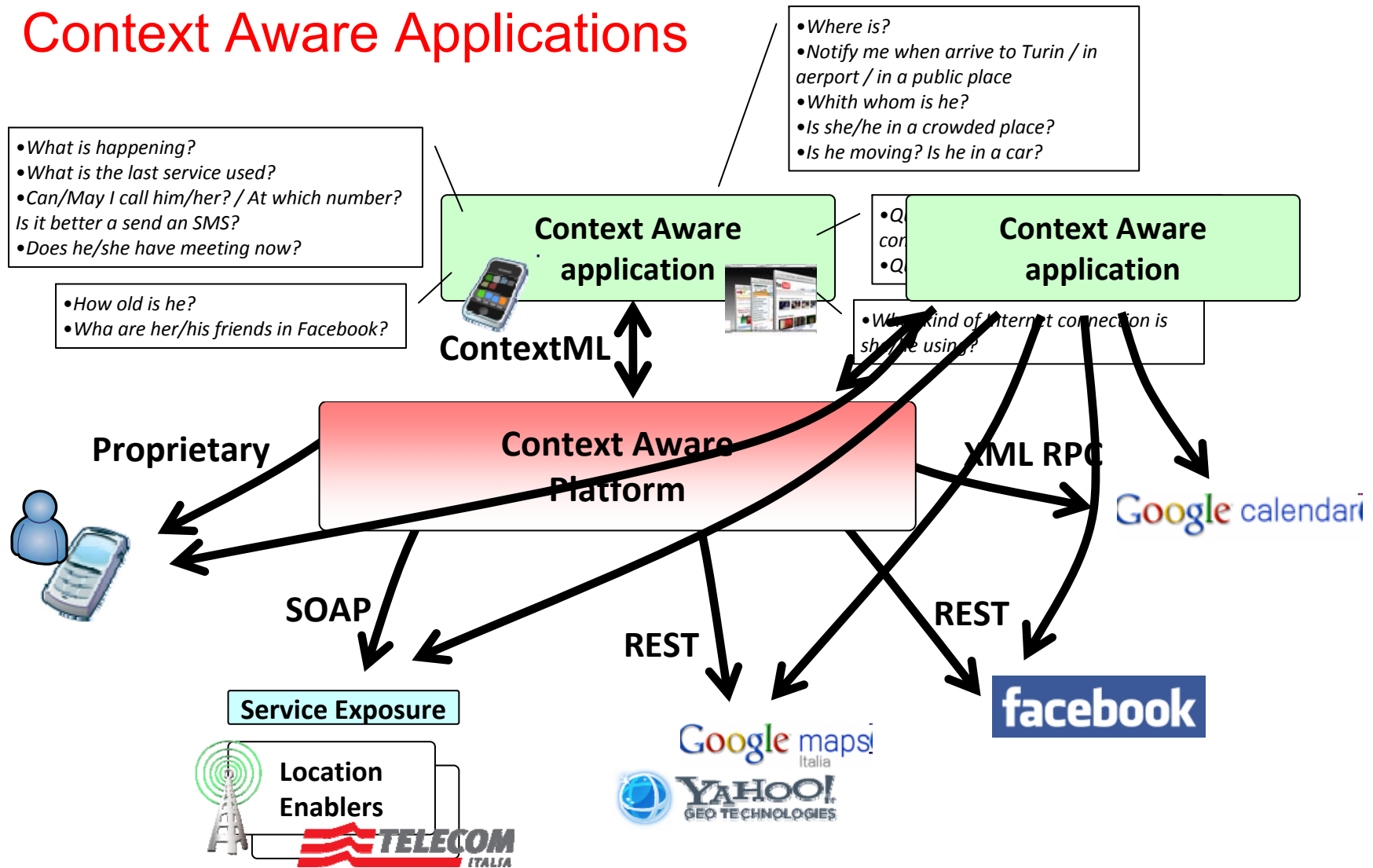
Even apparently “useless” context could be used to derive USEFUL data

Some companies that KNOW the price of the context data (mainly non European companies) collects the context information about the users over the Internet (WORLDWIDE) to improve its own services (by increasing their appeal) OR sells users' context information to 3rd parties

MAKING MONEY IN ANY CASE

EU is a crowd of ITs and Telcos that could better **collaborate** in the context-awareness field, which is pretty new and therefore requires more **cooperative** effort to bring this new technology in our lives improving it

Context Aware Applications



Applications and Services

Context and context management framework shall support **different classes of services** including innovating business models and unknown yet business relationships and logics Applications and Services (especially involving mobile devices):

- **social networks** bringing people together despite the distances
- **e-Tourism** improving touristic experience of people
- **augmented reality** increasing information about reality and helping people in everyday live
- **e-Health** supporting personal and overall society wellness, addressing better elderly people
- context-based **content filtering** reducing overload by information

All these above mentioned applications and services are mainly **vertical solutions** or are **difficult to integrate**

Some of The Context Management Peculiarities

Context information is not a service, it could be organized in a supporting enabler for services

This enabler shall be organized in a framework, which is:

- **real-time** (simple and efficient context management and context representation)
- **scalable** (distributed architecture, plug-in for new context sources, standard and open interfaces)
- **flexible** (federated between different actors, extendable)
- **security concerned** (identification, authentication, authorization, flexible and full access control to the context data by the context owner)
- **privacy concerned** (respect national and EU laws regarding the privacy)

... context and context management framework opens a **new dimension** for the **user-centric** service creation and resource efficient services execution and network usage

Why to Unite The European Resources and Joint The Effort in The Context-Awareness Area

Some context-awareness aspects are not completely standardized or non addressed at all in a right way, such as:

- efficient and interoperable **context representation**
- **enrichment** of the context data through reasoning, extraction, fusion and context prediction
- **federation** of the context data coming from different functional and geographical domains
- comprehensive and flexible **privacy** and **security** mechanisms embedded into the context data and into the context management framework

UNPLEASANT ASPECT of the current context-awareness – in most of cases the context information is **about the users** BUT totally **controlled by third parties**

- **efficient** and **interoperable** context data handling and interfaces
 - fruitful and **value-adding** creation of innovative and **totally new** business models
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- large scale trials with many customers and different context sources*

These above issues shall be addressed at **entire EU scale** and not within single Telco or IT premises regarding only national markets

The winning approach for IT and Telco is **cross-domains cross-nations** research, integration and usage of the EU context-awareness, that could be then “exported” or

Key Points

Facts:

- ▶ EU is crowded by ITs and Telcos, so why do not improve EU society employing the context of EU citizens employing the context of the users for the services (user-oriented services)?
- ▶ EU is crowded by ITs and Telcos, so why do not put all those in a cooperation in order to do user-oriented standardized and Open Source / Interface facilities and services employing the infrastructures and R&D power of the Telco?
- ▶ EU is crowded by national-scale ITs and Telcos working on their internal markets but within EU, so why do not create a joined cooperation at EU scale for EU citizens - something that could be difficult or not motivated to perform by Telcos alone?

Lets:

- ▶ **Cooperate** between Telcos, ITs, SMEs, academic universities, institutes and schools to cooperate in this area within PPP EU initiative
- ▶ **Coordinate** the CA effort and know-how, uniting Academic and Industrial research in order to build the PANEUROPEAN context-platforms

LET'S REUSE IT IN YOUR HANDS, EUROPE!
YOUR CONTEXT IN YOUR GSM EXPERIENCE!