



Telefónica is participating in  
the PPP Future of Internet

We are looking for partners !

# Background

The EC recognizes there is a gap between research and industrial interest

New forms of collaboration between EC and industrial firms are needed

To fill the gap a PPP on Future of Internet has been created

a first call (90 M€ of funding) will be launched by Dec 2010

Approach adopted in the Future Internet PPP

Design and development of a FI Core Platform

Design, development and testing of 8 “use cases” over instances of the Future Internet Core Platform

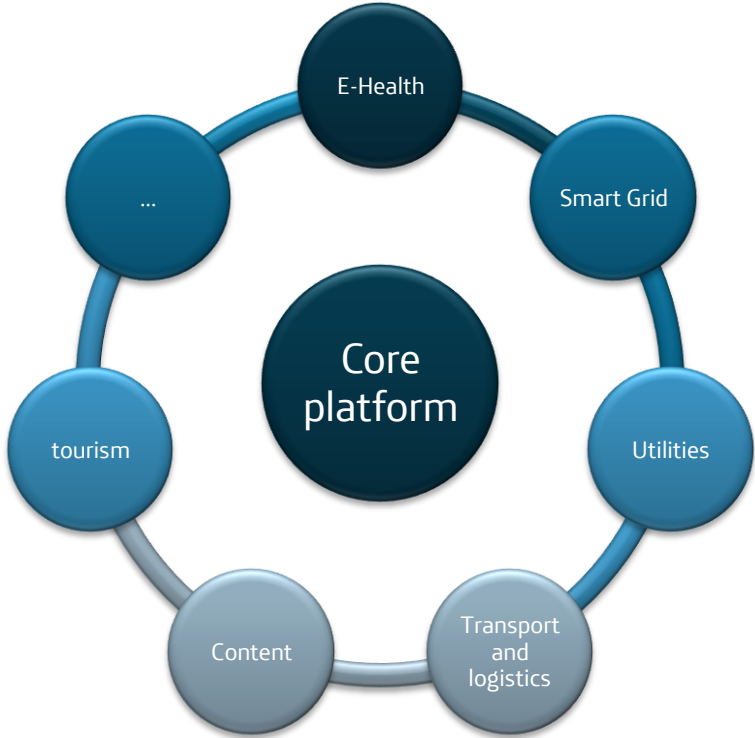
- E-Health
- Transport
- Electric Grids
- ...

Differences compared to standard FP7 projects

The FI PPP **is not a research project** and should lead to working experimentation sites

PPP objectives go beyond research trying to involve business units and final users into the innovation process

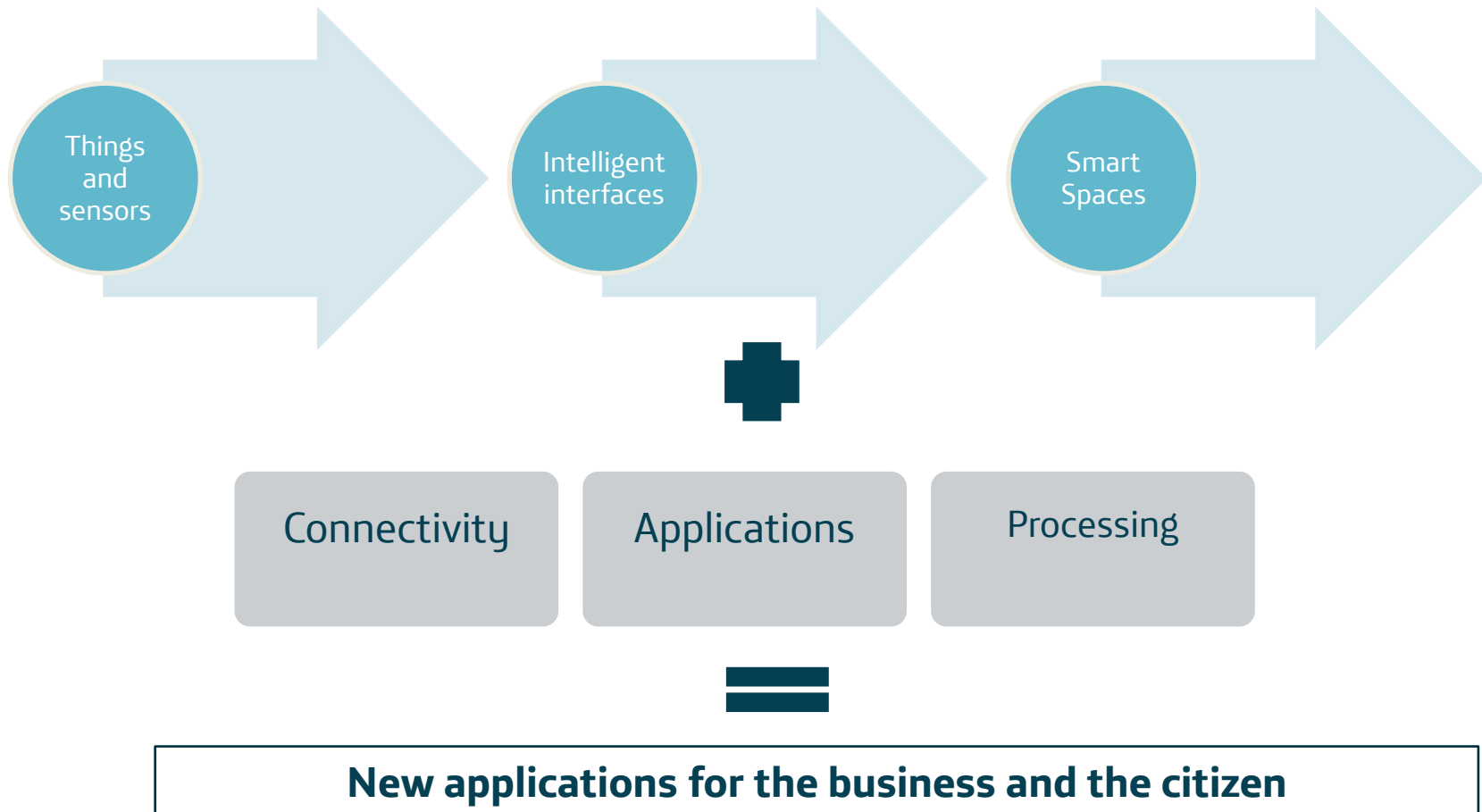
# Telefónica has been one of the leading partners in the preparation of the PPP



**We are participating in many areas and leading the core platform**

# IoT is the key enabler for future services

**Sensors are nothing if they are not (smartly) connected**

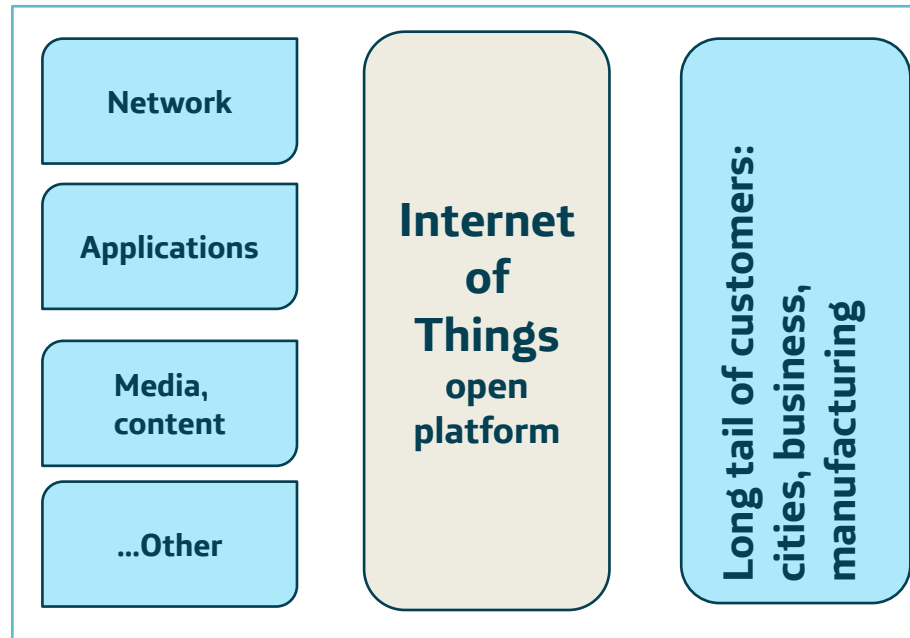


# New IoT services will be implemented through service platforms

## Developing an open 'service platform' to reach the long tail of developers

### Benefits for developers

- Solve fragmentation
- Get paid
- Share revenue
- Get access to the network



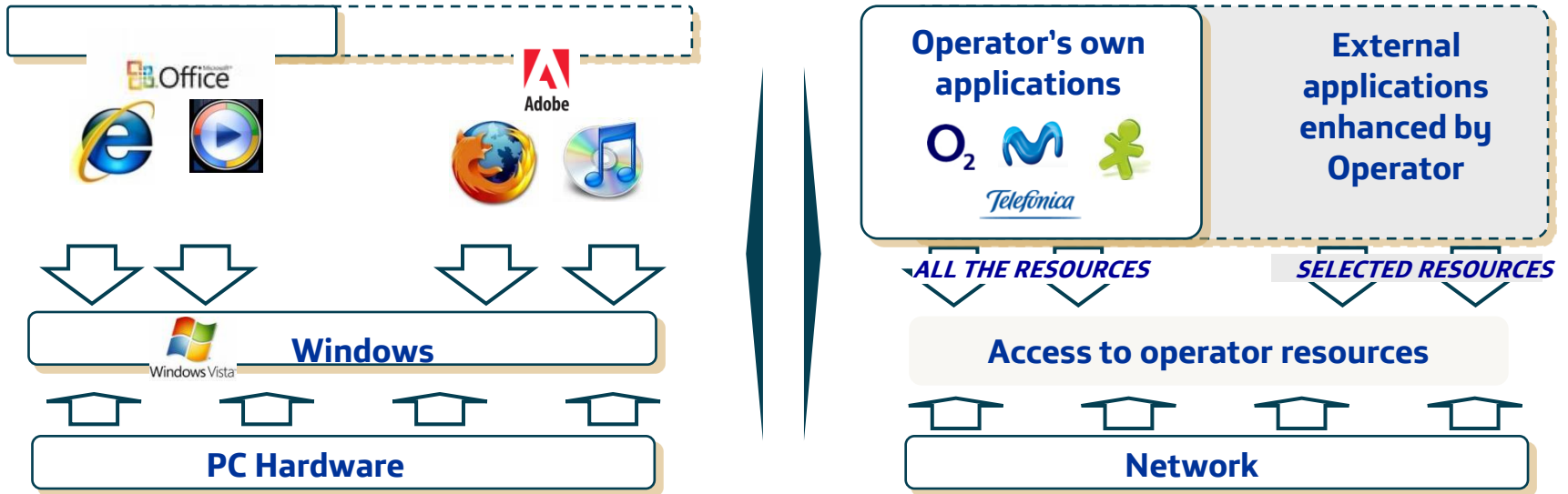
### Benefits for customers

- On demand applications
- New versions
- Transparent billing and flexible payment options
- Security and privacy,

Service Delivery, Call Control, Device access, Control Infrastructure  
Mobile Internet, SMS, QoS, Identity, Charging, Location

And we can do it using an open approach

## The telecom “operating system”



Wholesale  
Applications  
Community

**WAC is an initial step for an Internet Operating System**

# The cloud approach offers an easy and affordable relationship between users and ICT.

## Anywhere and anytime



- Supporting multiple devices.
- Available anywhere: any network, fixed or mobile.

## Easy for users



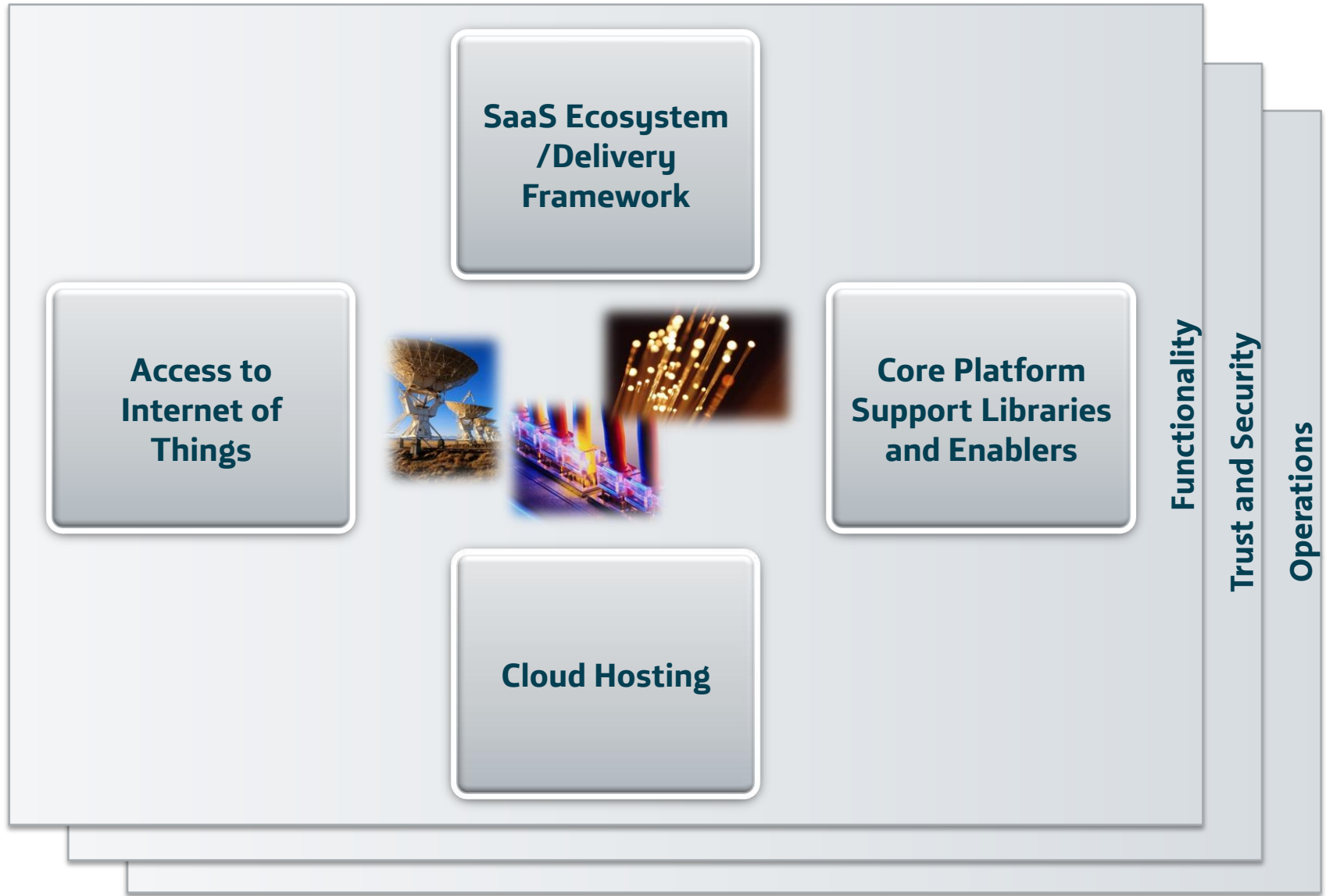
- Reducing use and management complexity.
- Automatic upgrades and maintenance.

## At a reduced cost



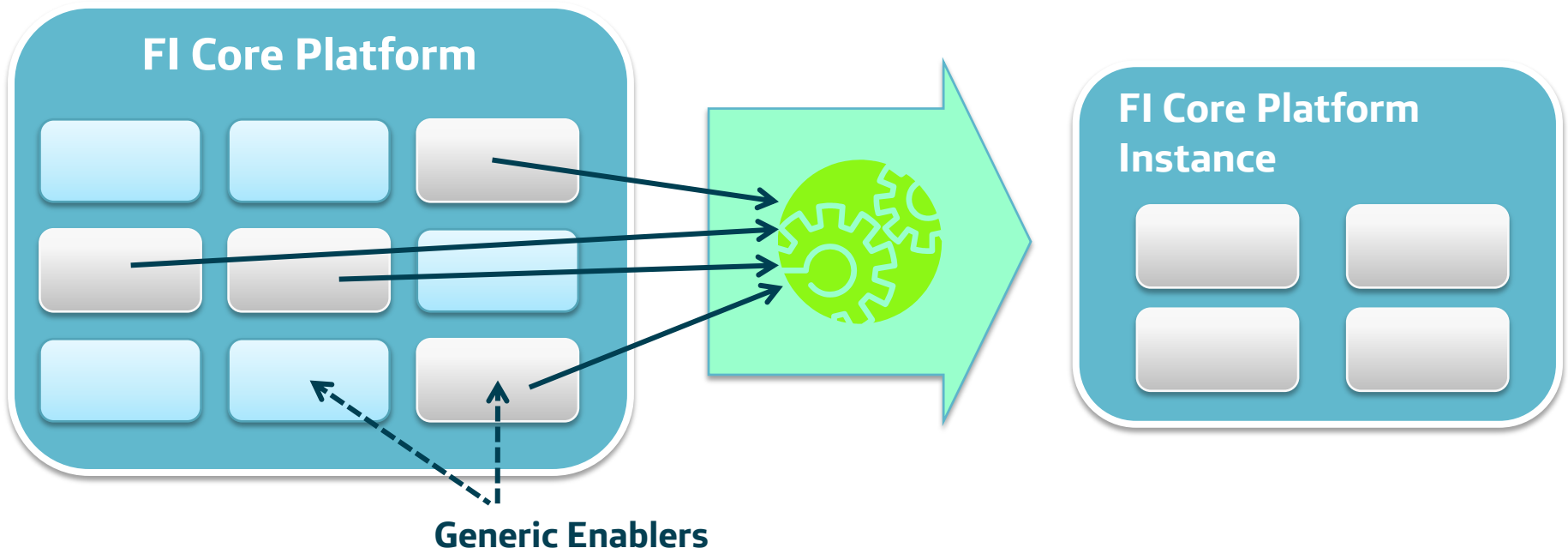
- Reducing total cost of ownership and investments.
- Improving IT efficiency.

# Functionality of the FI Core Platform

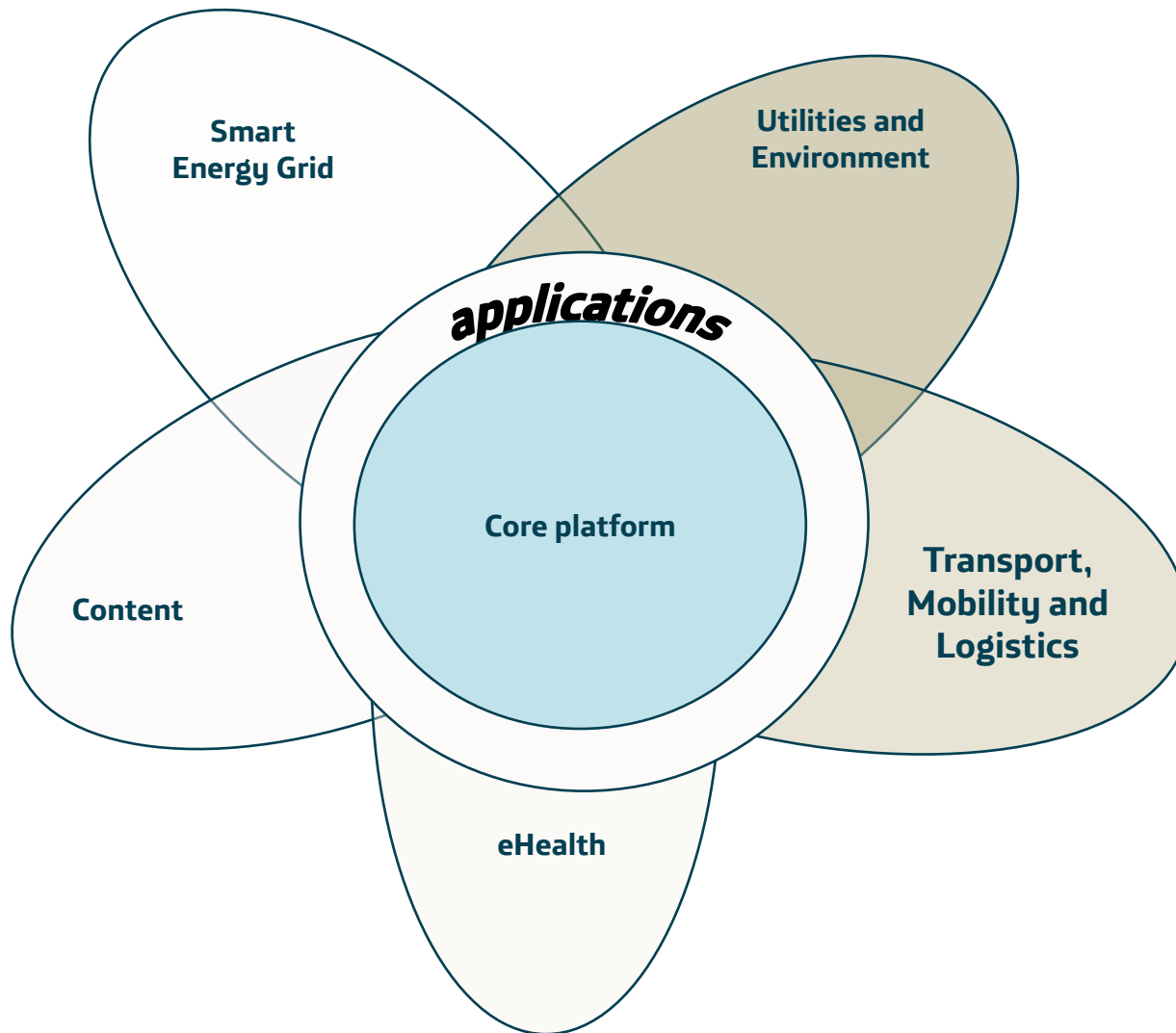


# Basic principles for the FI Core Platform

- The “FI Core Platform” will take the form of a suite of building blocks named as “Generic Enablers” which are considered common to several “usage areas” (i.e., they are general purpose) and can be plugged together
- Future Internet Applications run on top of “FI Core Platform Instances” built upon selection and assembly of “Generic Enablers” of the “FI Core Platform”



# The core platform will be central for other applications

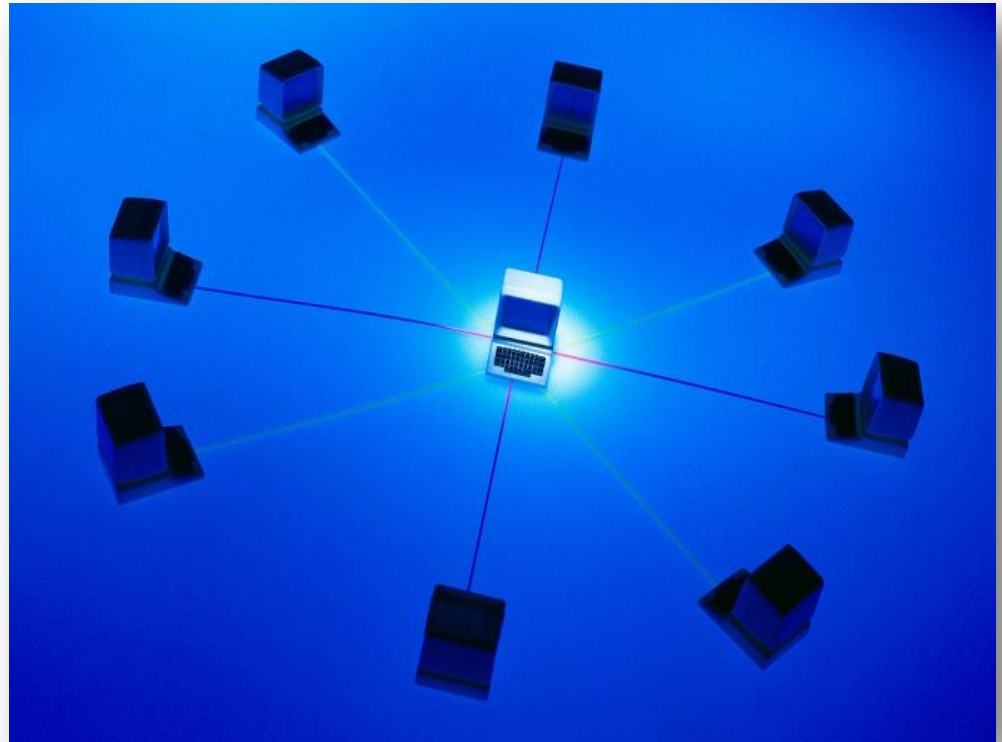


- Determine the common enablers
- Work out how to provide a core platform that supports the enablers
- Build it and show the world
- Use existing advanced infrastructures to test future Internet function

# So we shall help to realize the Internet future...

## The future internet we dream of

- New services for the enterprise
- Immersive experience
- 3D interfaces
- Hybrid world
  
- Cognitive intelligence development
  
- Semantically tagged information
- Deriving knowledge from mere information
- Making knowledge accessible for humans and machines



# ...and bring new and smart applications closer to business and citizens

## E-health, traffic safety, logistics, Smart grid,...new applications in the smart city

- Connected hospital
- EPR
- Future telemedicine applications
  
- Smart cities
- Enhanced traffic security
- New automotive applications
  
- Business oriented applications
- Connected home



...to build together the future common vision



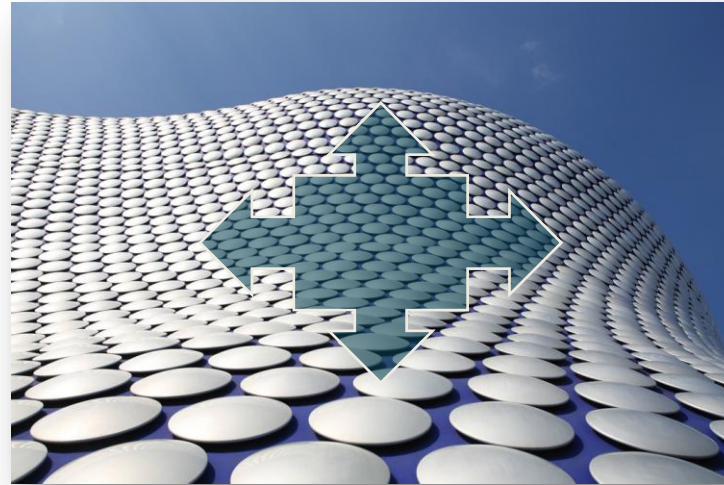
**Financial Services**



**Tourism**



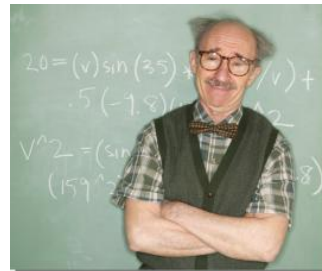
**Road safety**



**E-government**



**eHealth, Inclusion**



**E-learning**



**Green energy**

*Telefonica*

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