



Future Mobile Technology: Innovations and Best Practices

October, 6th 2005, Elimäenkatu 15, Beethoven room (1 floor)

Programme:

13.00: **Opening** (Giuseppe Lugano, TeliaSonera)

13.15: **Social computing - A look at Internet based human interaction, emotions, and group dynamics giving insight into how you can capitalize upon Internet based social networking and group collaboration** (Tom Calthrop, Barnraiser)

I will introduce the concepts of social computing, uses today and Barnraiser role. I will look at AROUNDMe and introduce the Forge project (A Swedish government funded project for Barnraiser to provide all Swedish youth with the tools to create activity based social networks). I will then explore the challenges of linking such a project to mobile space.

14.00: **Ubiquitous computing - uses of personal information in the age of networked technology** (Jan Blom, Nokia Research Center)

In 1991 Mark Weiser coined the term ubiquitous computing to refer to "calm technology" receding in the background of our lives. Since then the use of this technology has come to mean a variety of aspects of technology, such as sensors and actuators, wireless networks, distributed and embedded systems, and localisation and positioning systems. A commonality between these technological facets is the fact that data regarding each individual user is increasingly being accumulated and processed - by the user herself, by other consumers and by commercial parties and the government. For instance, the mobile phone has a ubiquitous presence in the life of its user. As a consequence, it includes personal information of the user, data that offers possibilities for enriched social interactions, both locally and globally. The contacts within the phonebook, and the use of

the phone for communication purposes, can be taken as reflections of the social network of the individual. Through local connectivity, data can be collected as to the physical encounters with people and places, leading to opportunities for enriched social interactions. The purpose of the present talk is to concentrate on a selection of consumer trends and signals that could well shape the future of ubiquitous computing. All of the cases converge upon the notion of personal data being shared within networks of connected devices, enabling peer to peer interaction as well as novel services. The underlying behavioral patterns behind each case will be described, and technological possibilities explored.

- 1) Transparent consumer
- 2) Ubiquitous identity expression
- 3) Urban tribes and social networks

14.45: **Coffee Break**

15.00: **Investigating four potential killer apps of the future mobile phone – an overview of research carried out at HIIT** (Antti Oulasvirta, User Experience Research Group, HIIT)

This presentation reviews four powerful applications developed by or with the User Experience Research Group at the research institute HIIT. A mobile awareness system (ContextContacts), a 3D mobile map (mLoma), a mobile group media system (mGroup), and a mobile context-aware messaging system (InfoRadar) are reviewed. For each application, issues of user needs and interaction design are discussed in the context of recent results from field trials.

15.45: **Challenges of digital content distribution and rights management on mobile handsets – user centric approach** (Massimo Crubellati, Etnoteam Oy)

The advent of new mobile and Internet technologies challenge consumers' capability to adopt and accept resulted services.

Distribution of digital content, such as music, video, and games, opens new revenue opportunities to operators yet copy protection and rights management create extra hurdle: the complexity of the services in the eyes of ordinary users may be a threat for business.

The user centered design and development focus is the key factor in building successful and profitable services. This approach takes users' needs and capabilities into account by studying consumer behavior and continuously evaluating the suitability of the emerging designs for their intended users. In this presentation we explore different practical methods we are using in studying consumer behavior using DRM (Digital Rights Management) based new service for digital content distribution as a case example.

16.30: **Conclusions**