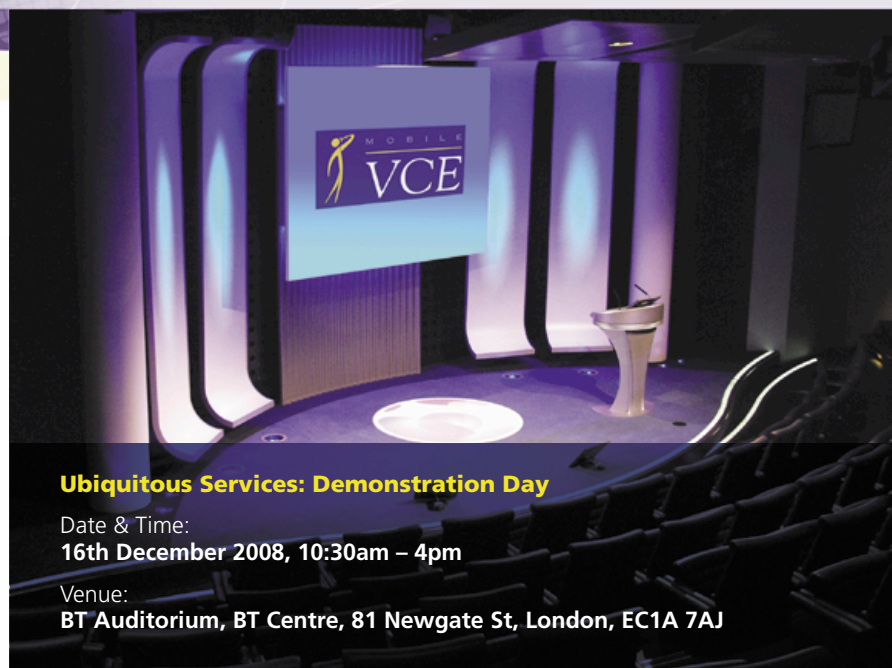# MobileVCE

R&D demonstration day

Mobile VCE
Virtual Centre of Excellence
in Mobile and Personal
Communications

a unique company for a unique industry

- **strategic value for the future of the industry**

- **industry-led, industry-defined, industry-steered**

- **long term, world-class, research**

- **proven track record over the past decade**

- **ahead of industry trends**

Mobile VCE is a not-for-profit company, serving a global industry membership comprising leading fixed and mobile operators and manufacturers, from Europe, America and Asia, in a unique industry-led, long-term, collaboration, harnessing the UK's top University research teams.

Mobile VCE would like to thank BT for kindly hosting this event at its London 'BT Centre' facility.

Ubiquitous Services: Demonstration Day

Date & Time:
16th December 2008, 10:30am – 4pm

Venue:
BT Auditorium, BT Centre, 81 Newgate St, London, EC1A 7AJ

Event Objectives

The barriers to the delivery of ubiquitous services arise from the desire to deliver a wide service mix to users having diverse multiple device capabilities via multiple heterogeneous networks. The work within the 'Removing the Barriers to Ubiquitous Services' research program has identified and addressed barriers in three domains: User, Network and Service/Content. In doing so the research has identified several technical solutions to overcome these barriers, including The Personal Assistant Agent, The Personal Content Manager and the Adaptation Management Framework.

The aim of this day is to present the high level outcomes from the research programme, with the opportunity to view some proof-of-principle demonstrations that show a number of key potential solutions.

The day is structured into two halves: the morning is high level and suited to Senior Managers, Strategy & Marketing Executives from Mobile VCE member companies and invited guests. The afternoon sessions will give more technical detail of the research for those that want more in-depth insights.

You may register online at the Mobile VCE calendar page to attend this event at: **www.mobilevce.com** or by contacting Jenny Johnson at Mobile VCE.

Non-member companies wishing to send staff to this event are invited to contact the Mobile VCE office or the Industrial Chairman of the programme, Stewart Fallis of BT **(stewart.fallis@bt.com)**.

MOBILE VCE

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Main Topics

Ubiquitous Services

Enabling Future Services: The Research Toolbox

Scenarios for Ubiquitous Services

The User Perspective

The Network Perspective

The Service/Content Perspective

New Programme of Research

Info will also be available on 2009 research & workshops, including:

Green Radio,

Flexible Networks

User Interaction

Instant Knowledge

Agenda

Morning: Overview and Demonstrations

10:30   **Arrival and Coffee**

10:45   **Welcome and Introduction to Ubiquitous Services**   *Stewart Fallis, BT*
Stewart Fallis, Industrial Chairman for the Removing the Barriers to Ubiquitous Service research program, will introduce the vision of Ubiquitous Services and the overall architecture of the research programme.

11:15   **Enabling Future Services: The Research Toolbox**   *Walter Tuttlebee, Mobile VCE*
Mobile VCE's research is undertaken for and funded by leading companies in the global telecom industry, all of whom have different strategic objectives and different in-house capabilities. Thus, to commercialise Ubiquitous Services, rather than seeking to create a single unified standard, this research programme is developing a toolbox of new and powerful capabilities from which our members can select and combine with their own in-house tools to create different outcomes, customised to their own plans and goals.

11:30   **Scenarios for Ubiquitous Services**   *Steve Wolak, Vodafone*
Steve Wolak will introduce a number of specific example scenarios that will demonstrate the technological solutions to the identified barriers to the commercialisation of Ubiquitous Services.

12:00   **Lunch & Proof-of-Principle Demonstrations**
Over lunch, there will be an opportunity to view the proof-of-principle demonstrations that have been developed during the program. Detailed descriptions of the demonstrations are available on the online agenda.

Afternoon: Technical Presentations

14:00   **The User Perspective**   *Dr. John Bush, Strathclyde University*
From the User Perspective, innovations to personalise service delivery to individual users and to simplify user management and control by means of automation will be described. Coupled with effective mechanisms for personal content management these allow easy retrieval of desired information whilst hiding from the user the configuration issues of the terminal, service and content.

14:30   **The Network Perspective**   *Dr. Paul Pangalos, Kings College London*
From the Network Perspective, the key barrier to accessing ubiquitous services arises from the need to manage delivery of multiple services within different QoS, Security and Mobility Management environments across multiple heterogeneous networks. The programme has thus identified novel mechanisms that allow access networks to operate in a co-operative manner.

15:00   **The Service/Content Perspective**   *Dr. Klaus Moessner, Surrey University*
From the Service/Content Perspective, the research has developed content and service adaptation strategies to suit the user's current context, communication access and device capabilities, requiring minimum involvement from content/service providers and which support today's rapid but uncertain service evolution.

15:30   **Panel Session**

16:00   **Close**