

m:Ciudad

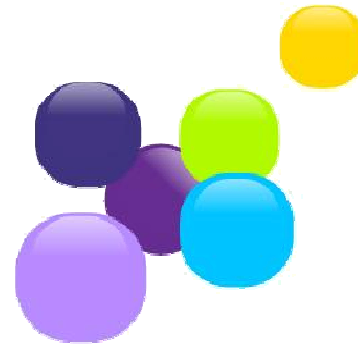
Millions of mobile super prosumers

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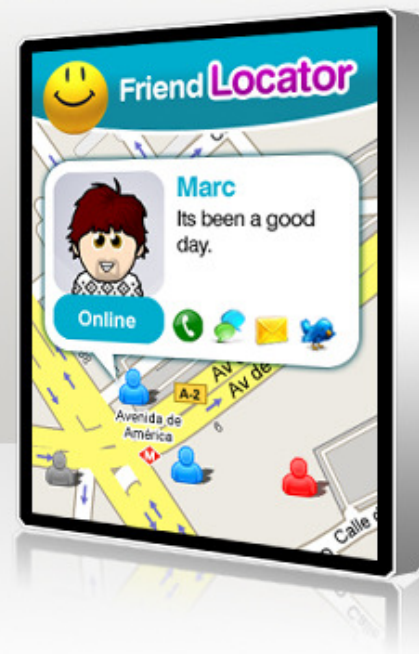


m:CIudad contributes to the strategic objectives of ICT (Information and Communication Technologies) and it is partially funded by the European Commission, within the 7th Framework Programme

01 Mobile widgets are front ends for services

Setting the scene

- Mobile widgets are great interfaces for services that reside somewhere else – often in the web



01 User provided services: put the server on your mobile

Setting the scene

What if we wanted to have both the front end and the service on the mobile? This is how the idea of *user provided services* came to reality

- **Put a server on your mobile phone**
- **Offer services to your fellow users**
- **You control the front end *and* back end**



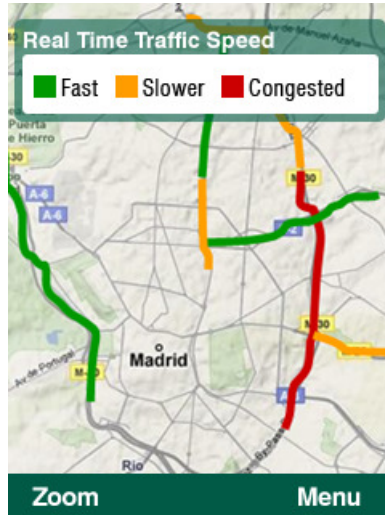
02 User provided services: our vision

Millions of mobile super prosumers



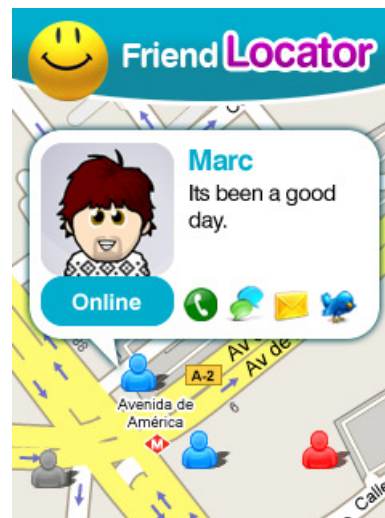
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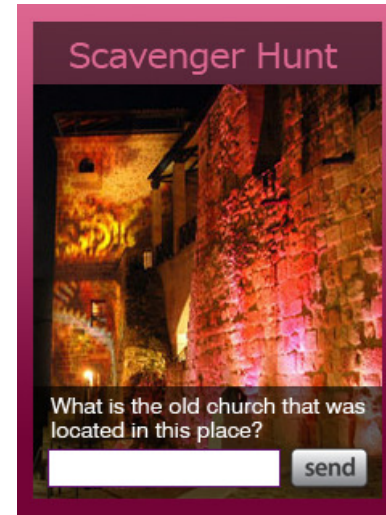
Traffic Jam Killer

Traffic information provided in real time by those on the road



Friend Locator

Put your friends in a map, see where they are and how!



Scavenger Hunt

A quiz that you create and your friends solve on the go, from the mobile phone



Person2Person Translator

Real time, user-to-user translation

02 User provided services: our vision

Millions of mobile super prosumers



But what need do we address?

- **Share** contents which nowadays remain **locked** inside the mobile device, **my way** (how, to whom, when...), in **real time**
 - Emotional + functional expressiveness
 - Self broadcasting
- Access contents from **millions of new sources**
 - Relevance
 - Crowd sourcing

03 If I become service provider...

Towards an architecture



I must be able to decide:

- Which contents I want to share
- With whom
- How my service will look
- ...

Therefore, user provided services
require impulsive creation from
the mobile phone



03 If I become service provider...

Towards an architecture



Other drivers:

- I need access to my device capabilities
 - They will be a primary source of contents for my services
- I need a server on my phone
- The network helps me with repository functions:
 - Services
 - Components
 - Ontologies
- But exchanges occur from mobile to mobile

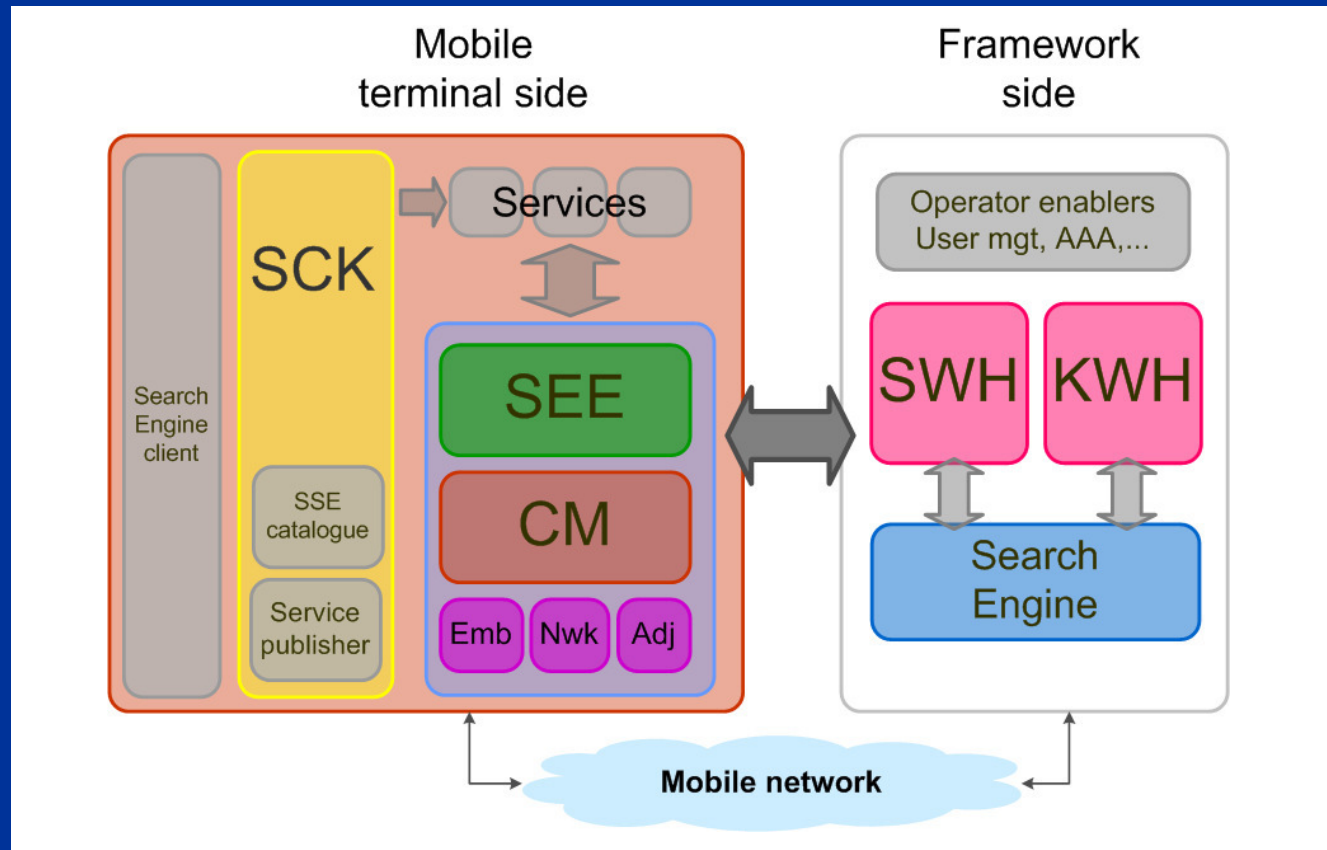


04 m:Ciudad

A metropolis of ubiquitous mobile services



m:Ciudad is an environment to support mobile user-provided services



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04 m:Ciudad

Status



By the end of the year, we will see:

- First versions of the mobile Execution Environment and Creation Kit running on Symbian terminals
- A first iteration of the network components (Warehouses and Search Engine)
- Continuous improvements on the Service Description Language (UDL) and m:Ciudad architecture

Watch out for the latest developments at mciudad-fp7.org!

04 m:Ciudad

Open challenges



- What's a successful graphical paradigm to allow users to create services with logic?
- Mobile semantics: tools to process semantics from mobile phones
- Grounding... Coping with semantic-only service descriptions, and being able to *run* them in the end

05 m:Ciudad – Millions of mobile super prosumers

Conclusions



- We believe in a world of millions of **mobile super prosumers**
- Super prosumers **create and provide** their own services from their mobile phones
- Billions of new pieces of content, usually ephemeral or local, will now form part of the content ecosystem
- **m:Ciudad** is a proposed environment to support the mobile super prosumer concept



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