ITEA 2

INFORMATION TECHNOLOGY FOR EUROPEAN ADVANCEMENT

Project Profile

New mobile Internet services

Offering micro services created for or by mobile users

Research objectives

The particular challenges of the mobile environment mean device resources, interaction possibilities and user attention are much restricted compared with fixed web-access. The uSERVICE project proposes a new look at mobile information services to solve this problem. The intention is to enable businesses and individuals to deliver a wide range of user-generated services and context-based advertising directly to mobile consumers – especially the non-technical.

Micro services (µServices) are network services based on small, dedicated applications with their own graphical user interface (GUI) that allow users to obtain and provide information – such as opinions, recommendations, locations or speed – to fellow mobile users. There is an enormous opportunity for exploiting the real market potential of this type of mobile micro service created, provided and consumed by mobile users with only their mobile devices.

This type of network use and associated subscription services can also be of considerable benefit to network operators. The users – or 'prosumers' – can in turn benefit from discounts from network operators. Third party companies and even single mobile users can provide targeted services with great accuracy to special interest groups or communities dependent on the particular context.

The main technical objectives of uSERVICE are to:

- Create new types of mobile user-generated services or µServices;
- Define an open service-description language to permit fixed-mobile service convergence in a wide sense – a single worldwide user-powered content network;
- Design and develop service front-ends and infrastructures for instantaneous, on-the-fly service creation, publication, provision and consumption of content from and to a mobile device, even for non-technical users;
- Investigate various means of efficient context use, such as automatic context-aware content generation and publication;
- Generate a new set of resources for the discovery and access of remote mobile-to-mobile communications in a very distributed, volatile platform – such as mobile devices with the service 'not-always-on' – to ease the service retrieval process by building on intelligent, context-dependent filtering mechanisms; and
- Promote new types of business models within the mobile infrastructure – several scenarios will be validated in the field.

MOBILE USERS BECOME SERVICE CREATORS

Future systems will allow mobile users to request and provide services seamlessly in a much more symmetrical and decentralised way than is possible with today's systems. People will become active service creators and knowledge providers for others. Service front-ends and interaction systems in the mobile environment are key components

uSERVICE
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AGMLAB
ATOS Origin
Communology
DEFNE
DFKI
Deutsches Lauftherapiezaentrum - DLZ
Mobilera
Orga Systems
Sagem Orga
TB-Solutions
Tecnalia Robotiker
Turkcell Teknoloji
University of Carlos III de Madrid
University of Deusto
Universtiy of Rostock
University of Vigo
Visualtis
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Countries involved
Germany
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Project start
July 2009

Project end
December 2011

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not only for the wider acceptance, adoption and experience of mobile services but as drivers to help people to move into the core of e-service provision. The objective of uSERVICE is to empower people with the necessary tools to create and personalise services, devices and functionality.

The final goal is to set up the basis for the engineering of a complete new service infrastructure with the following three main concepts:

1. You, the user, add value;
2. The mobile as a ubiquitous service platform,
3. The very long tail business model, based on dedicated µServices.

The super prosumer concept probably represents the most relevant driver of mobile use beyond anywhere and anytime communication – the instantaneous and personalised response to a need for communication, information or entertainment using a device that the user wears almost permanently.

The added value of the uSERVICE approach lies in the features that define the service infrastructure model. Those include easy creation from the mobile terminal, flexible description, the ability to run on different terminals, interoperability with a wealth of other µServices plus the easy exchange of information. Such features have been incorporated into the project, with the user in mind, to maximise the usefulness, simplicity and efficiency of µServices.

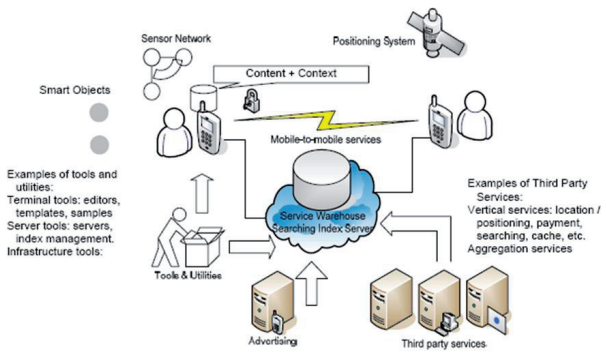
From a social perspective, this approach poses a challenge to mobile users, providing them with powerful functionality to create their own services, albeit in an easy, natural way.

FURTHER EXTENDING EUROPE'S LEAD

One of the business objectives that this ITEA 2 project pursues is to facilitate the generation of services and applications that leverage new business opportunities and commercially exploit the new possibilities offered by the mobile industry. The challenge is to extend current European leadership in mobile communications to the mobile software and services field.

In addition to the common trend of searching for the 'killer mobile application', uSERVICE will give mobile users the power to create their own mobile micro applications or µServices. Of course, comparatively few mobile users will create this type of new service but, considering the number of potential users – i.e. billions – even very low percentages will still amount to a substantial market. For example, market revenues for mobile social networking services are expected to reach €290 million by 2012, with monthly subscribers in the USA alone of more than 10 million.

Overall, uSERVICE represents an enormous opportunity for the development of a wide variety of mobile micro services that will enable users without immediate access to computers and with only the use of their mobile devices, to enter an entirely new domain. They will be able to go well beyond simple Internet consultation and become participants or controllers in their own network domains.



Business Ecosystem of the uService Approach

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■ ITEA 2 – Information Technology for European Advancement – is Europe's premier co-operative R&D programme driving pre-competitive research on embedded and distributed software-intensive systems and services. As a EUREKA strategic Cluster, we support co-ordinated national funding submissions and provide the link between those who provide finance, technology and software engineering. Our aim is to mobilise a total of 20,000 person-years over the full eight-year period of our programme from 2006 to 2013.

■ ITEA 2-labelled projects are industry-driven initiatives building vital middleware and preparing standards to lay the foundations for the next generation of products, systems, appliances and services. Our programme results in real product innovation that boosts European competitiveness in a wide range of industries. Specifically, we play a key role in crucial application domains where software dominates, such as aerospace, automotive, consumer electronics, healthcare/medical systems and telecommunications.

■ ITEA 2 projects involve complementary R&D from at least two companies in two countries. We issue annual Calls for Projects, evaluate projects and help bring research partners together. Our projects are open to partners from large industrial companies and small and medium-sized enterprises (SMEs) as well as public research institutes and universities.

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