

# *Shaping the road to ubiquity*



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Note: The views expressed in this presentation are those of the author and do not necessarily reflect the opinions of the ITU or its membership. Lara Srivastava can be contacted at [lara.srivastava@itu.int](mailto:lara.srivastava@itu.int)

# The search for ubiquity

- “Ubiquity” by any other name
- To an age-old human struggle...
  - Space
    - Many places at once
    - Disappearing distance
  - Time
    - Expanding time
- ...we add “the final element”:
  - Context



## Sign of the times: The importance of being mobile

- **Innovation in digital** technologies and popularity of **portable ICT** devices
- **Speed**, speed and more speed
- Growing value of **information**, esp. timely and “on-the-go” information
- “**Lifestyle**” and “**Personalization**” as an integral element of ICTs



# Mobility is getting 'close-up' and personal



**Atelab's**  
Chameleon  
operates in  
two positions;  
vertical as a  
mobile phone  
and horizontal  
as a game  
console



**NTT**  
**DoCoMo's**  
F505i with  
fingerprint  
sensor



**NOKIA tells us:**

**...create a stylish backdrop  
for exposing your persona,  
whether demure or outrageous.  
So go ahead:**

**REVEAL YOUR HIDDEN SELF**

# Towards mobile ubiquity (1): anywhere, anytime...

- **Preserving your health:** Swallowing a tiny mobile device can help track a patient's vitals remotely and diagnose illnesses without intrusive surgery
- **Showing you the way:** Easy-to-use navigation systems can get you where you're going – efficiently.
- **Taking inventory:** Tiny ID tags can track inventory, reducing business overheads, and even helping to lead the blind
- **Keeping safe:** Location technologies can keep small children or the elderly out of harm's way
- **Keeping dry:** Wearable computing can adjust your clothing to weather/forecasts
- **Saving your cereal:** An intelligent fridge can pre-order milk for you *before* you run out



# Towards mobile ubiquity (2): ...anyone, anyhow?

- But...can **anyone** have access to information about your health or heart rate at any given moment?
- And **who** can/should track your every move?
- Should anyone know exactly **what** you eat, *when*, *how much*?
- Do/should RFID tags remain active?
- Can portable mobile devices capture your personal documents without your consent?



# Ubiquitous technologies are blurring boundaries

- Private lives become public
  - Nuisance & Courtesy
  - Less isolation
- Public spaces become private
  - Group dynamics
  - Staying connected
  - Safety issues



# Portable mobile multimedia and attempts at managing use

- The “Moblogging” trend
  - Personal diaries, increase of person-generated content
  - But can high-resolution footage be taken then posted on the Web without the consent of the photographed?
- “Snappy digital shoplifting” in Japan
- Private sector starts banning use of camera phones
  - Changing rooms/public pools (Japan-Tipness Fitness, Australia-e.g.YMCAs)
  - Car manufacturers (e.g. Sweden-Volvo, Germany-BMW)
  - Mobile handset manufacturers (e.g. Samsung!)
- Public sector begins to acknowledge risks
  - first European body to act is Italy’s *Garante per la Protezione dei Dati Personali*





# Omnipresent mobile Spam?



- New forms of ‘spam’ over mobile networks (e.g. using SMS) enable promotions to be sent to millions of users overnight
- Mobile spam is a threat to online privacy
- Concerns:
  - The unsolicited nature of the messages
  - Potential for misleading product descriptions
  - Lack of accurate pricing information
  - The nature of the content (e.g. adult content)

*The rise of increasingly personalized and ubiquitous mobile devices pose a threat to both aspects of online privacy (protection of private data & freedom from interference)*



# Conclusion: Shaping the road to ubiquity

Let's keep our feet on the ground and  
our approach to shaping the future  
a **collective** one!





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