is our environment getting smarter? are we?

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international telecommunication union

RFID workshop
european parliament
24 january 2007

International Telecommunication Union

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.

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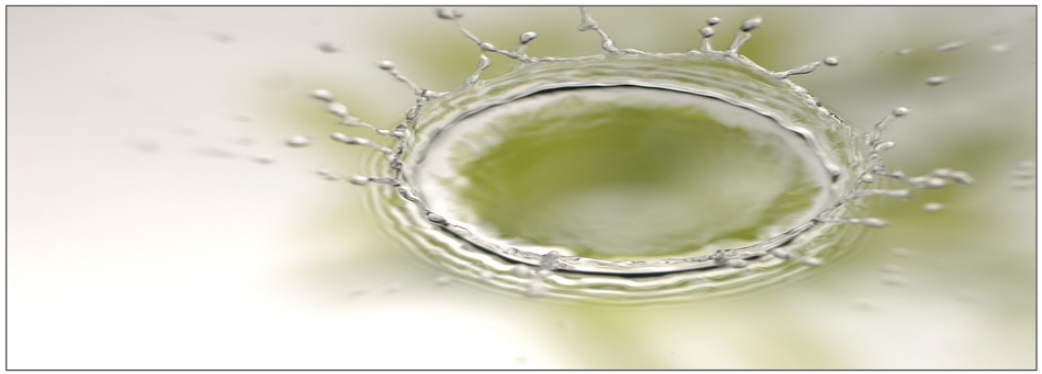


***W*onder *W*ords**
***t*echnology *t*ales**
***C*onsidering *C*onvergence**
***i*dentification, *i*dentity**
***S*taying *S*mart**

Image Courtesy: S E B

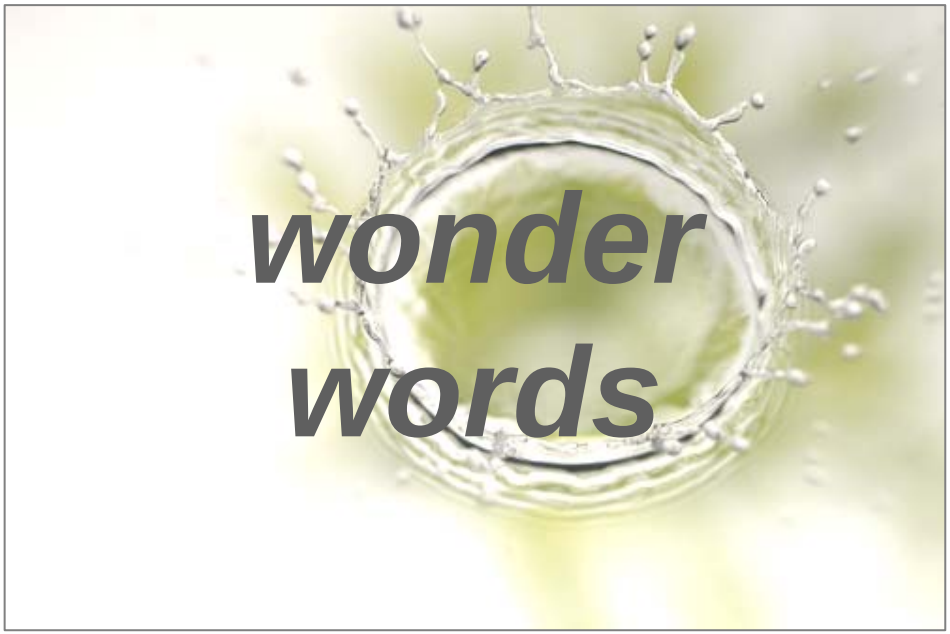


Image Courtesy: S E B

ubiquitous
Image Courtesy: Hamed Saber

pervasive
Image Courtesy: Josef Jelinek

ambient
Image Courtesy: hamachi

smart
Image Courtesy: NOAA

Image Courtesy: S E B

global consumption of digital media

source: ITU Internet Report 2006: digital.life, adapted from Financial Times

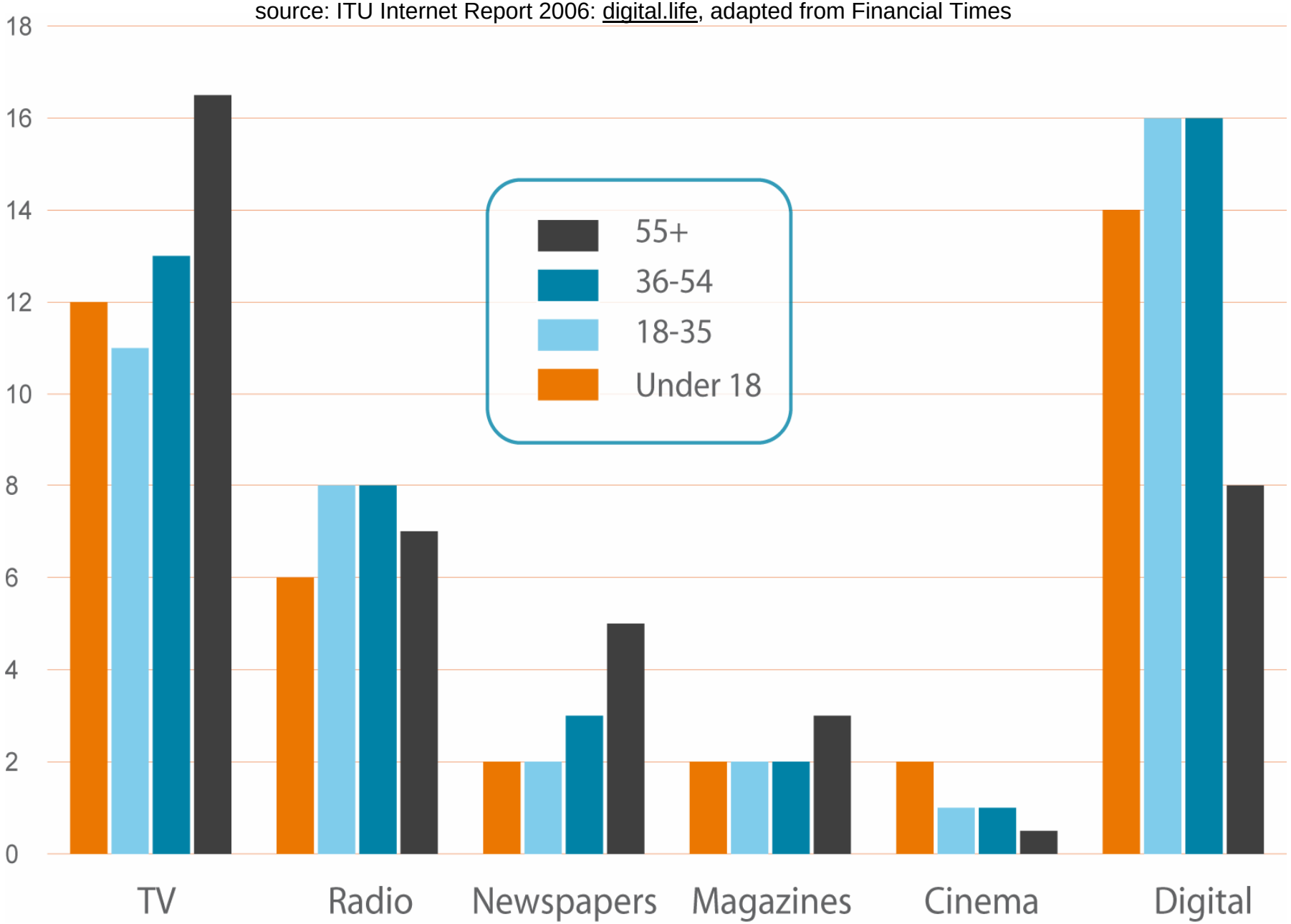


Image Courtesy: barattunde

the rise of social networking

source: ITU Internet Report 2006: digital.life, adapted from Financial Times

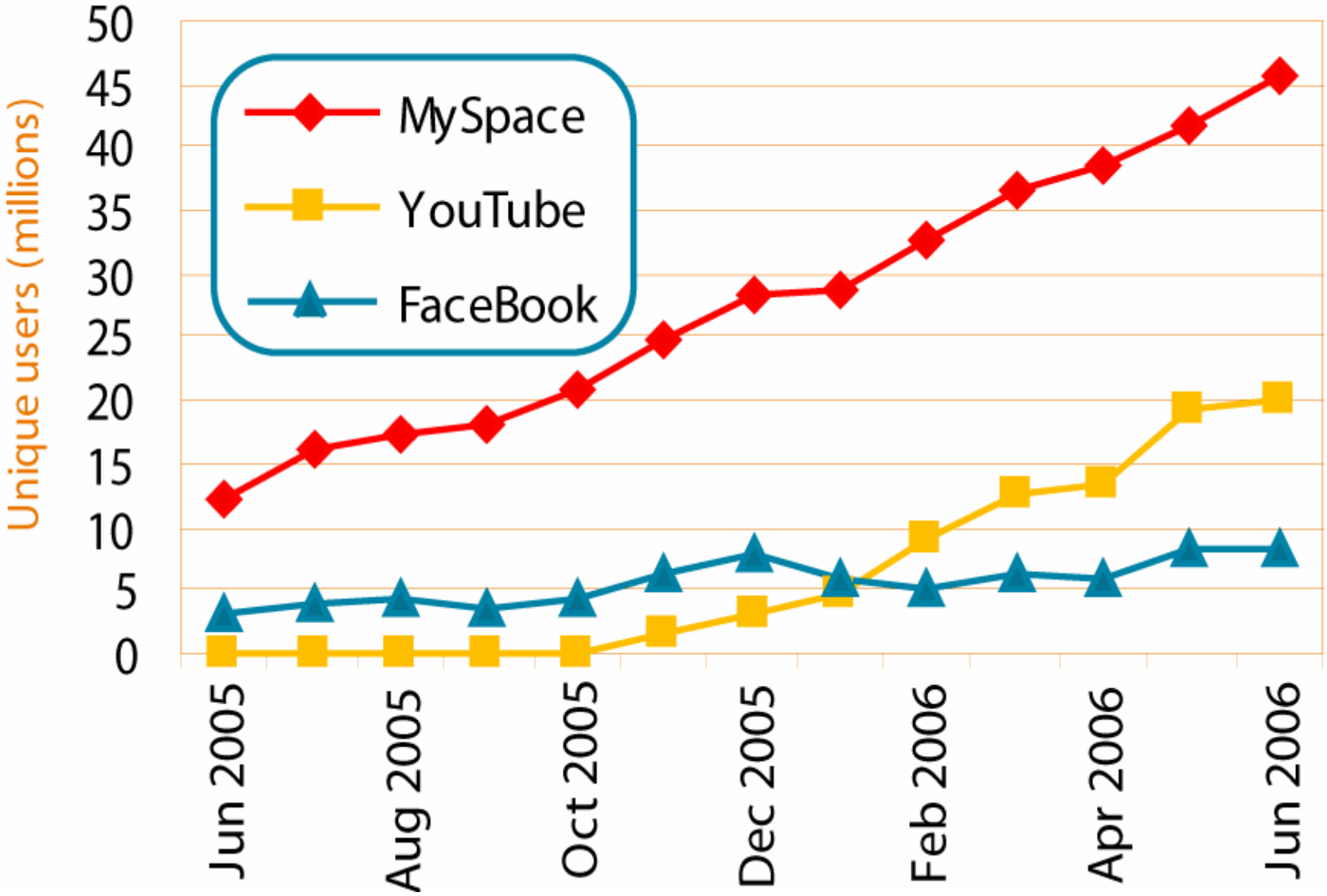
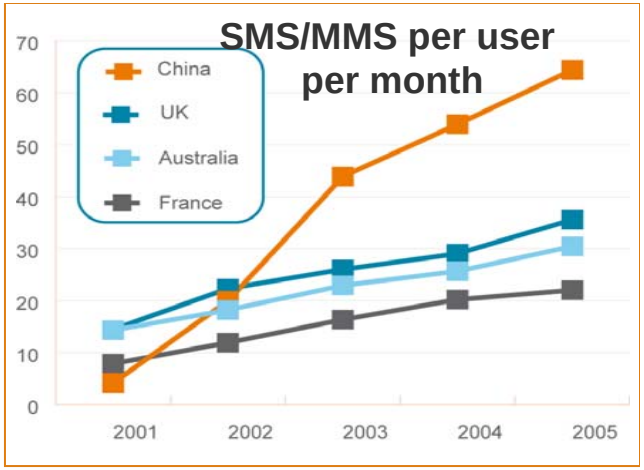
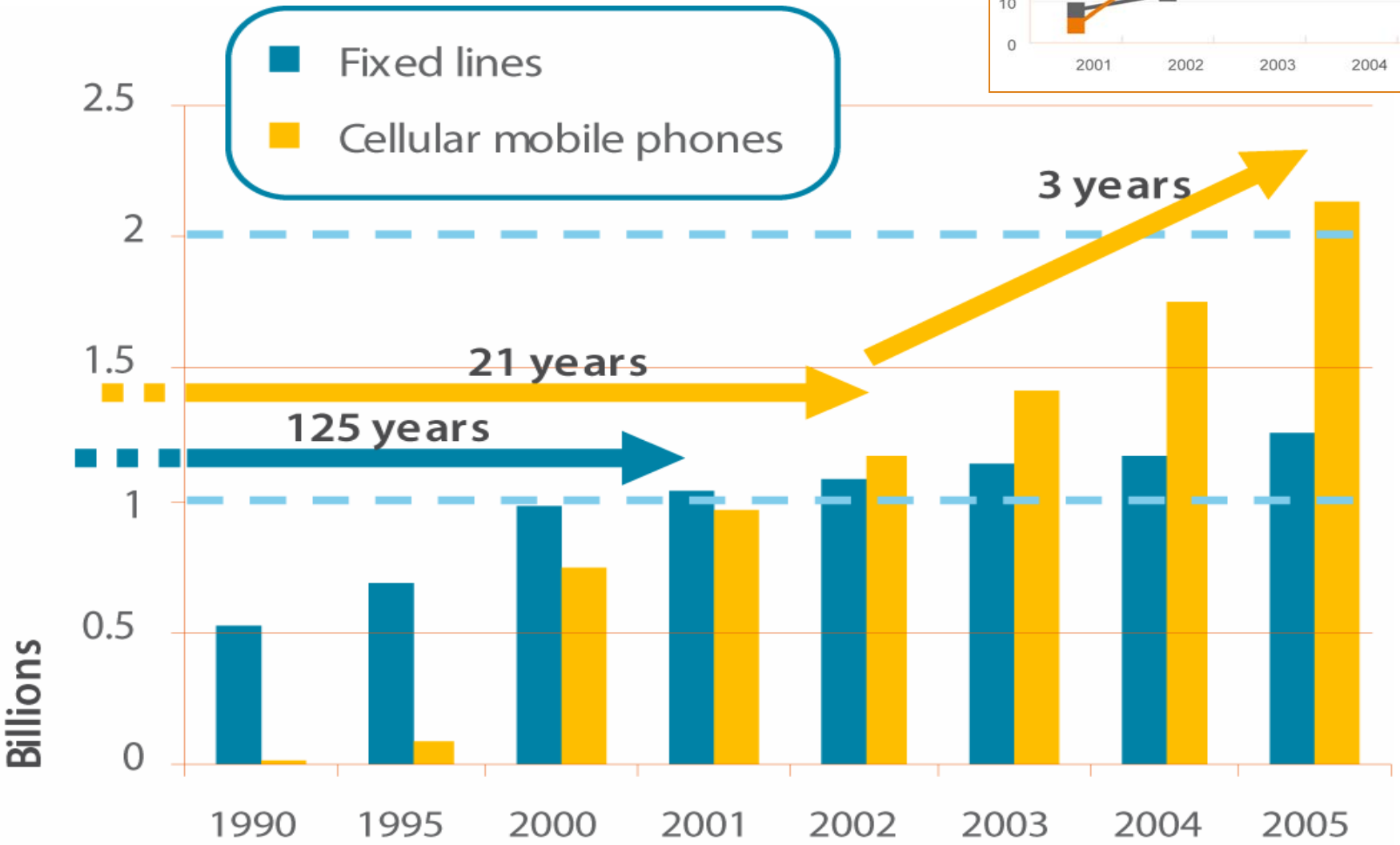


Image Courtesy: Gaelen Lee

mobile milestones

source: ITU Internet Report 2006: digital.life

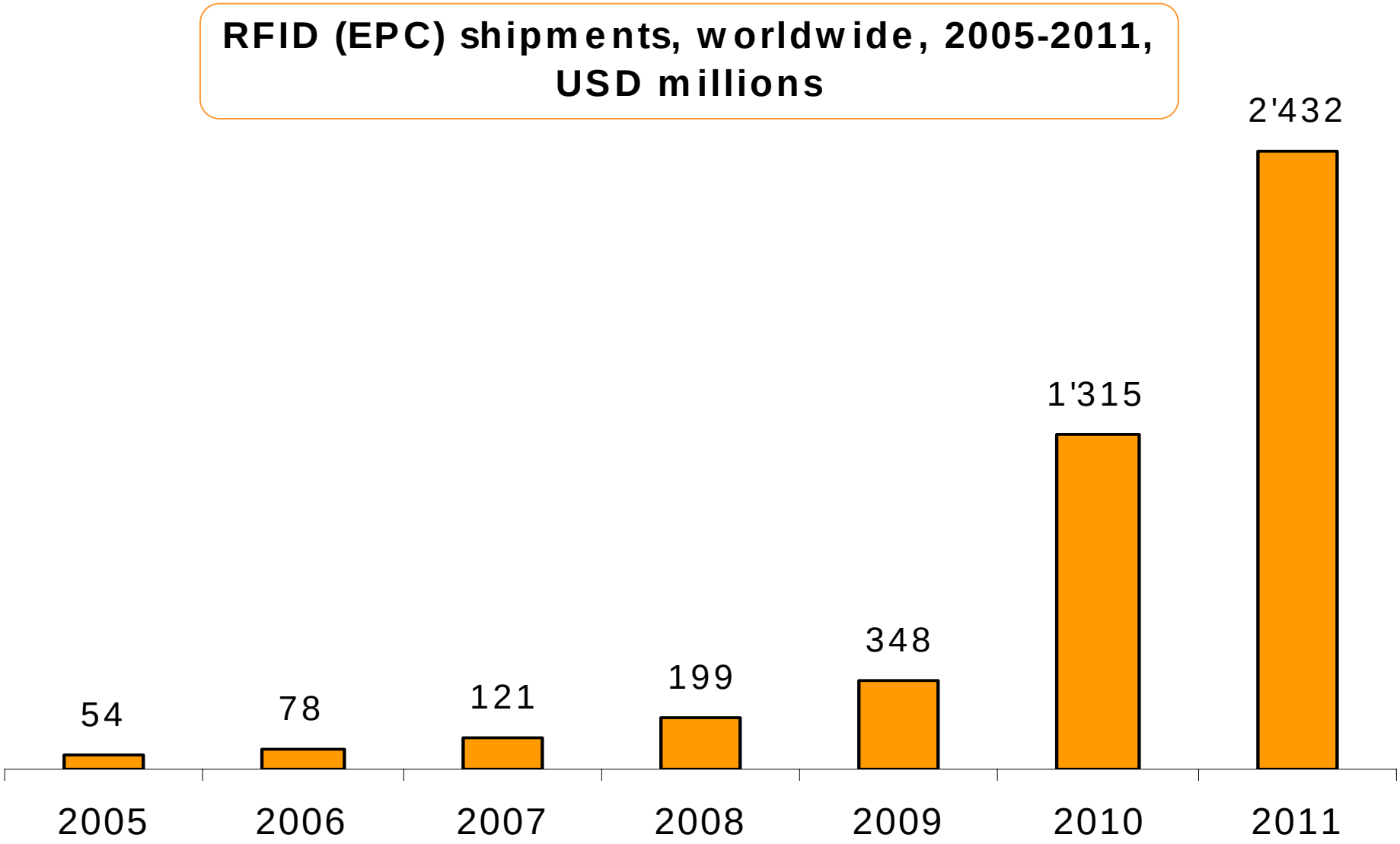




CUT HERE
REMOVE
BEFORE
WASHING
OR WEARING
Image Courtesy: Kaptain Krispy Kreme

more and more RFID

Source: GII (Japan)



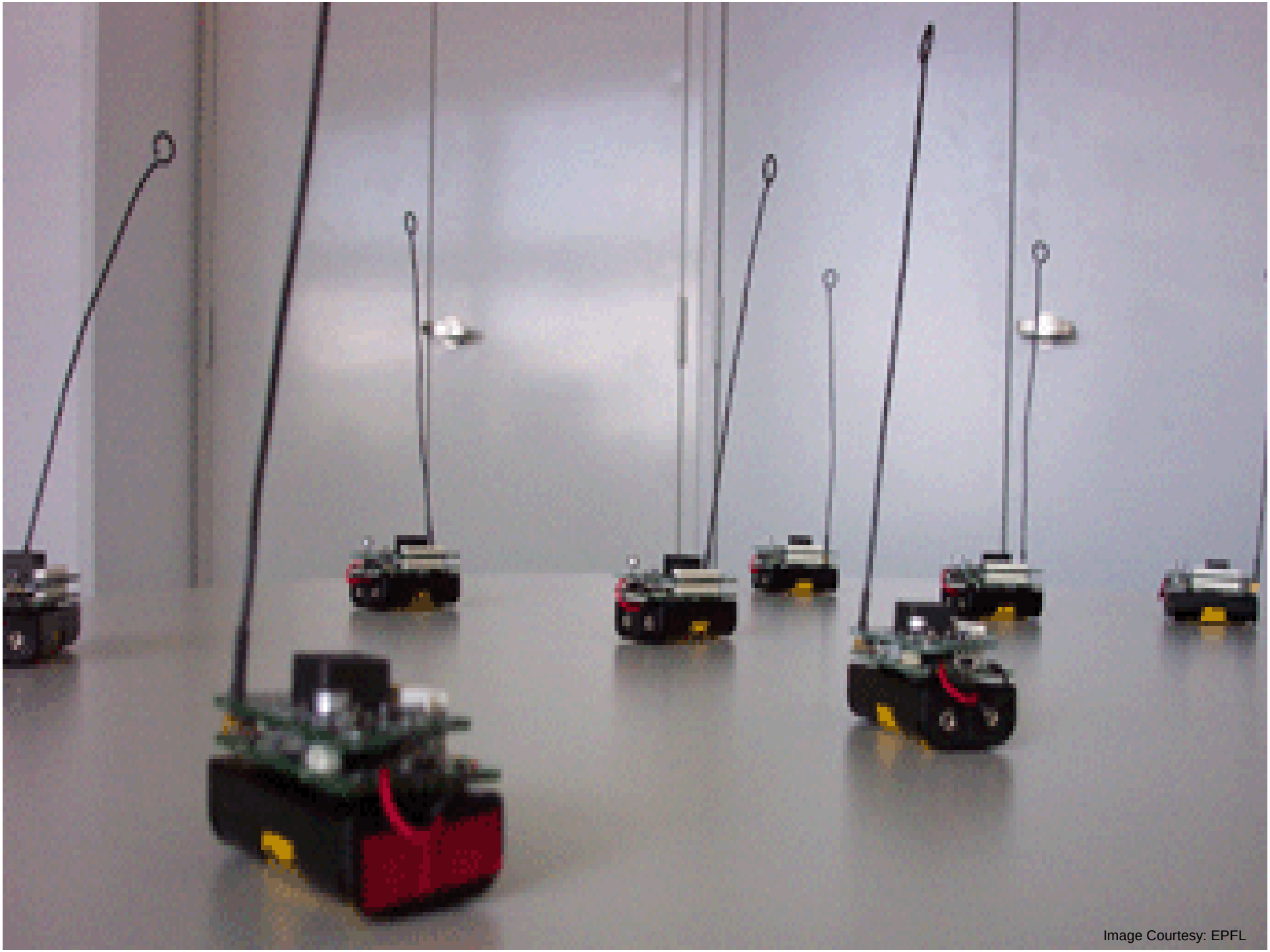


Image Courtesy: EPFL

Image Courtesy: S E B

the mobile+

apple.com

IPTV

Courtesy: fatcontroller

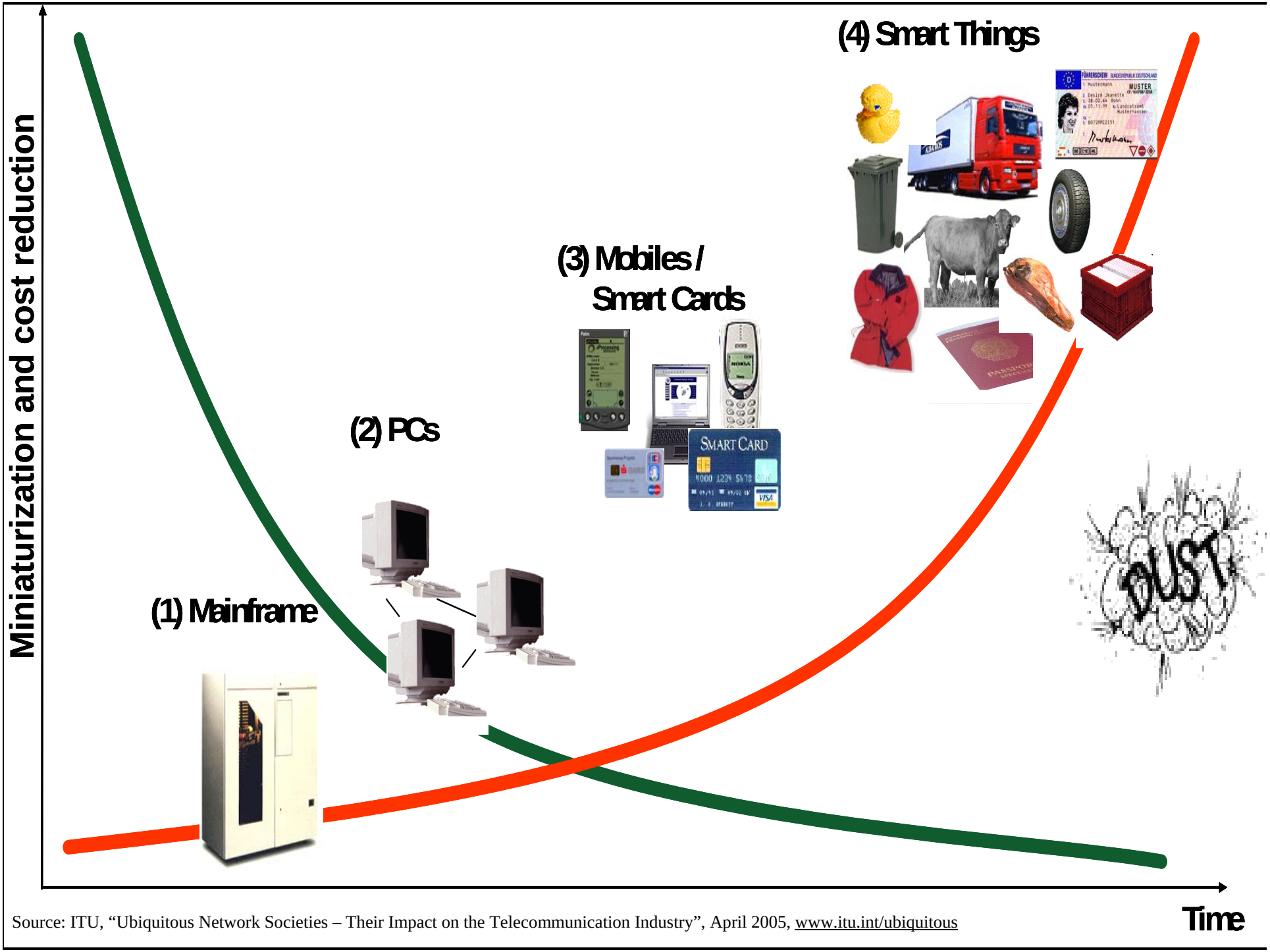
VoIP

skype™

skype.com

Mobile RFID

Sony



Source: ITU, "Ubiquitous Network Societies – Their Impact on the Telecommunication Industry", April 2005, www.itu.int/ubiquitous

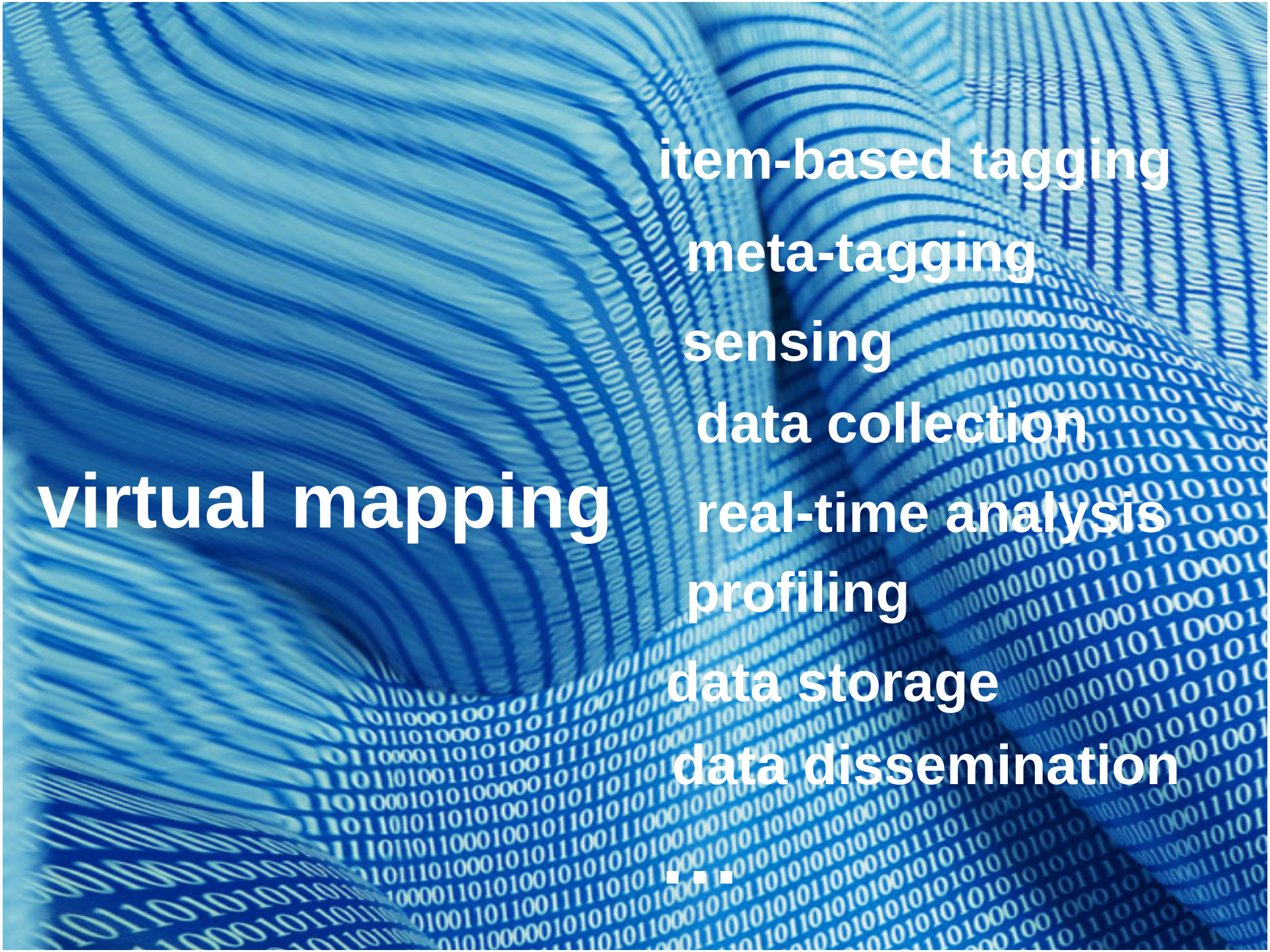
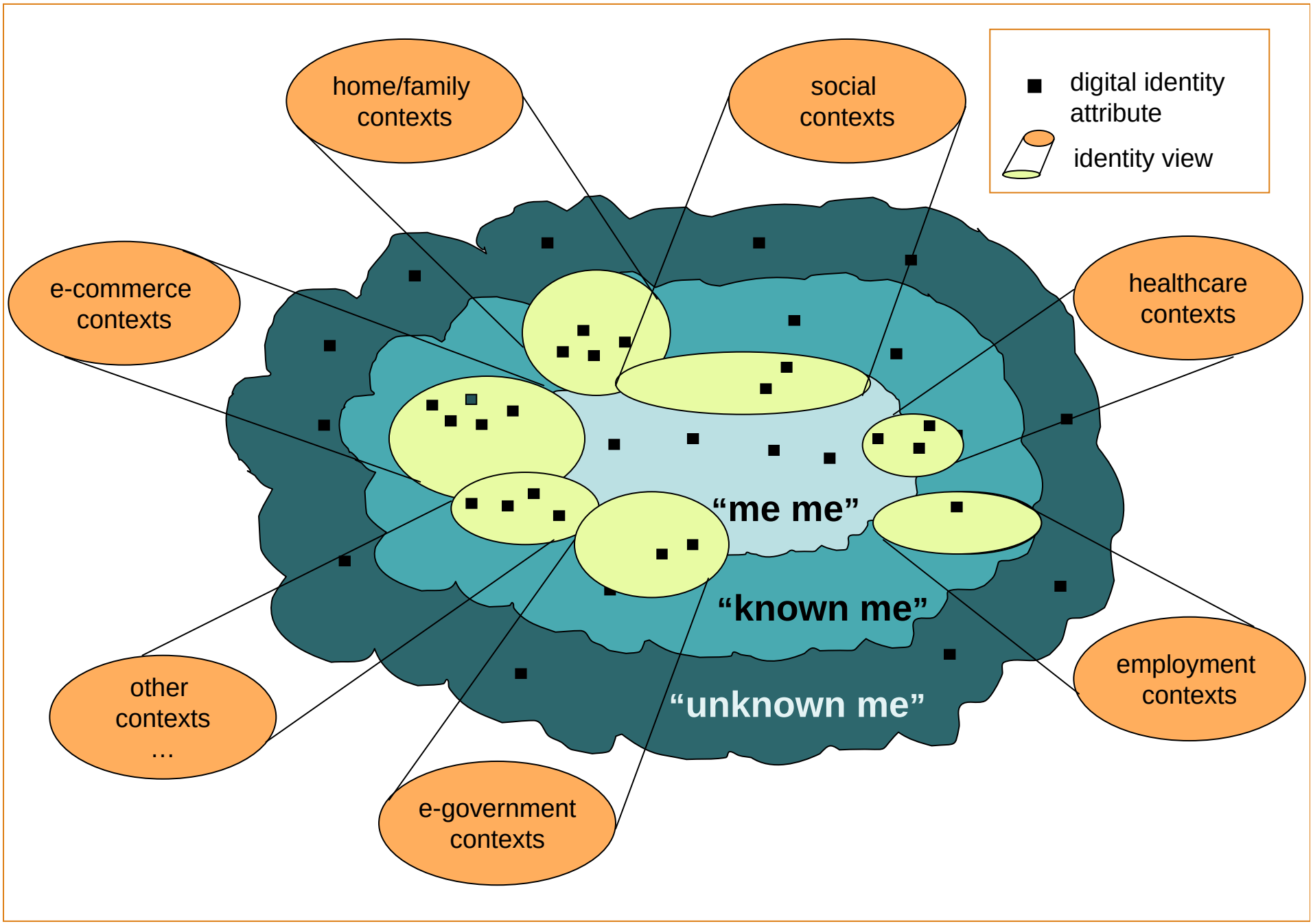

item-based tagging
meta-tagging
sensing
data collection
virtual mapping
real-time analysis
profiling
data storage
data dissemination
...

Image Courtesy: S E B

CANON
NOKIA
N93
MOTOROLA
Image Courtesy: kino-eye

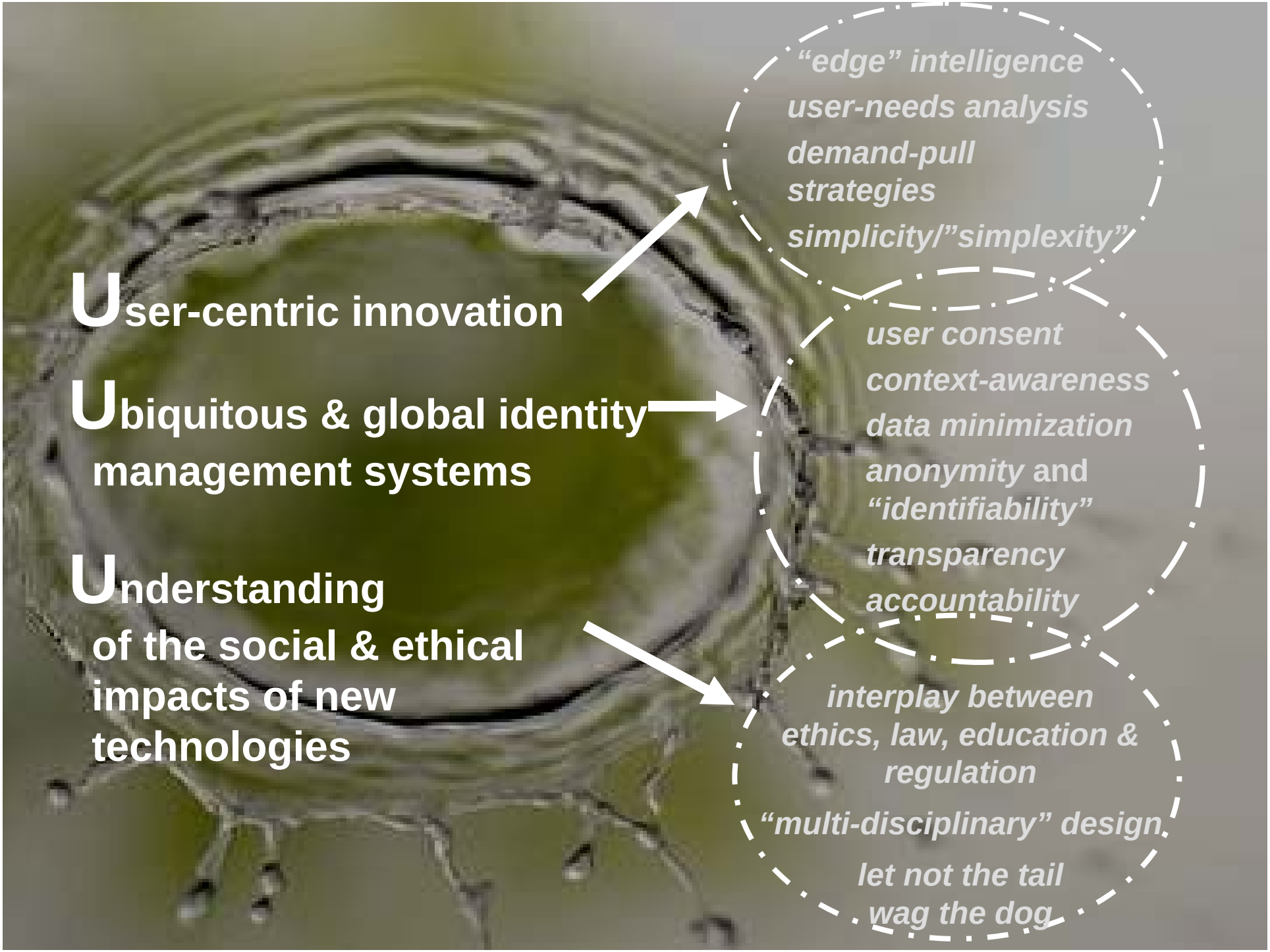
who am i? what am i?

Images: clearly ambiguous, dishhh,cynthia, lori37



Source: ITU Internet Report 2006: digital.life, adapted from J. de Clercq and J. Rouault (Hewlett-Packard)

Image Courtesy: S E B


User-centric innovation
Ubiquitous & global identity management systems
Understanding of the social & ethical impacts of new technologies
"edge" intelligence
user-needs analysis
demand-pull strategies
simplicity/"simplexity"
user consent
context-awareness
data minimization
anonymity and "identifiability"
transparency
accountability
interplay between ethics, law, education & regulation
"multi-disciplinary" design
let not the tail wag the dog

I skate to where the puck is going to be, not to where it has been
-Wayne Gretzky
t h a n k s !
lara.srivastava@itu.int
see ITU's new internet report "digital.life":
www.itu.int/digitalife/
International Telecommunication Union
Image Courtesy: NOAA