ITU Kaleidoscope 2011
The fully networked human?
Innovations for future networks and services

Context Representation Formalism and Its Integration into "Context as a Service" in Clouds

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Context Management & Exposure in Clouds

```xml
<?xml version="1.0" encoding="UTF-8"?>
<contextQL>
  <ctxQuery>
    <action type="SUBSCRIBE" />
    <entity>username|test2</entity>
    <scope>civilAddress</scope>
    <validity>180</validity>
    <conds>
      <cond type="ONVALUE">
        <constraint
   param="civilAddress.city" op="EQ"
   value="Torino"/>
      </cond>
    </conds>
  </ctxQuery>
</contextQL>
```
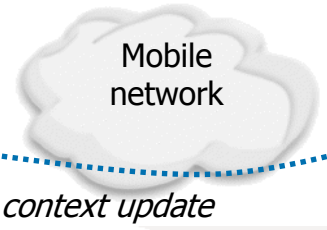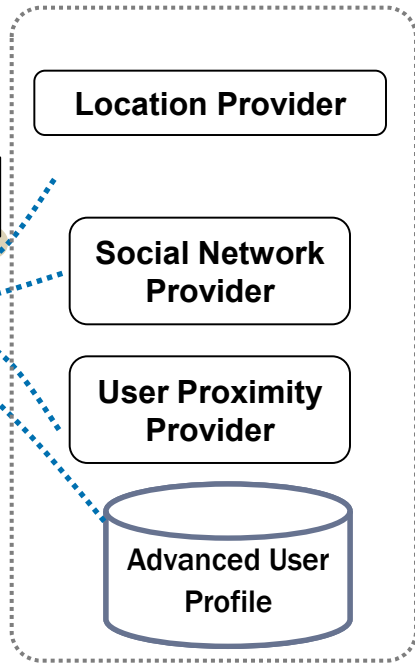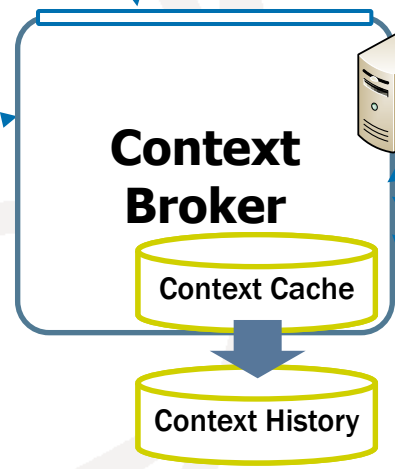
Applications & Services

4CaaSt

CLOUDS

Context_aaS

FI-WARE

Get context

web API

Location Provider

Local Context Broker

Mobile network

Context Broker

context update

Context Cache

Social Network Provider

User Proximity Provider

context data

Context History

Advanced User Profile

context sensors

Context data: cell, bt, wf, deviceInfo, deviceSettings, deviceStatus, position, movement, …

context providers

Cast

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Boutique Advertisement in Shopping Mall

Discovery via BlueTooth

Boutique

Boutique perimeter

Delivery via SMS

Delivery via SMS

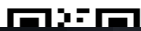Discovery via GSM

Max & Co

MAX & CO e' lieta di offrirti un coloratissimo *foulard* per le tue vacanze estive con l'acquisto di una T-shirt. Vieni alle casse con il codice sotto riportato e con i tuoi acquisti!

Max & Co

Max & Co presso lo *shopville Le Gru* ha in serbo per te uno splendido omaggio. Vieni a trovarci!

Mall perimeter

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