



# expeshare

Experience Sharing in Mobile Peer Communities



Seminar Introduction  
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## ExpeShare: The Vision

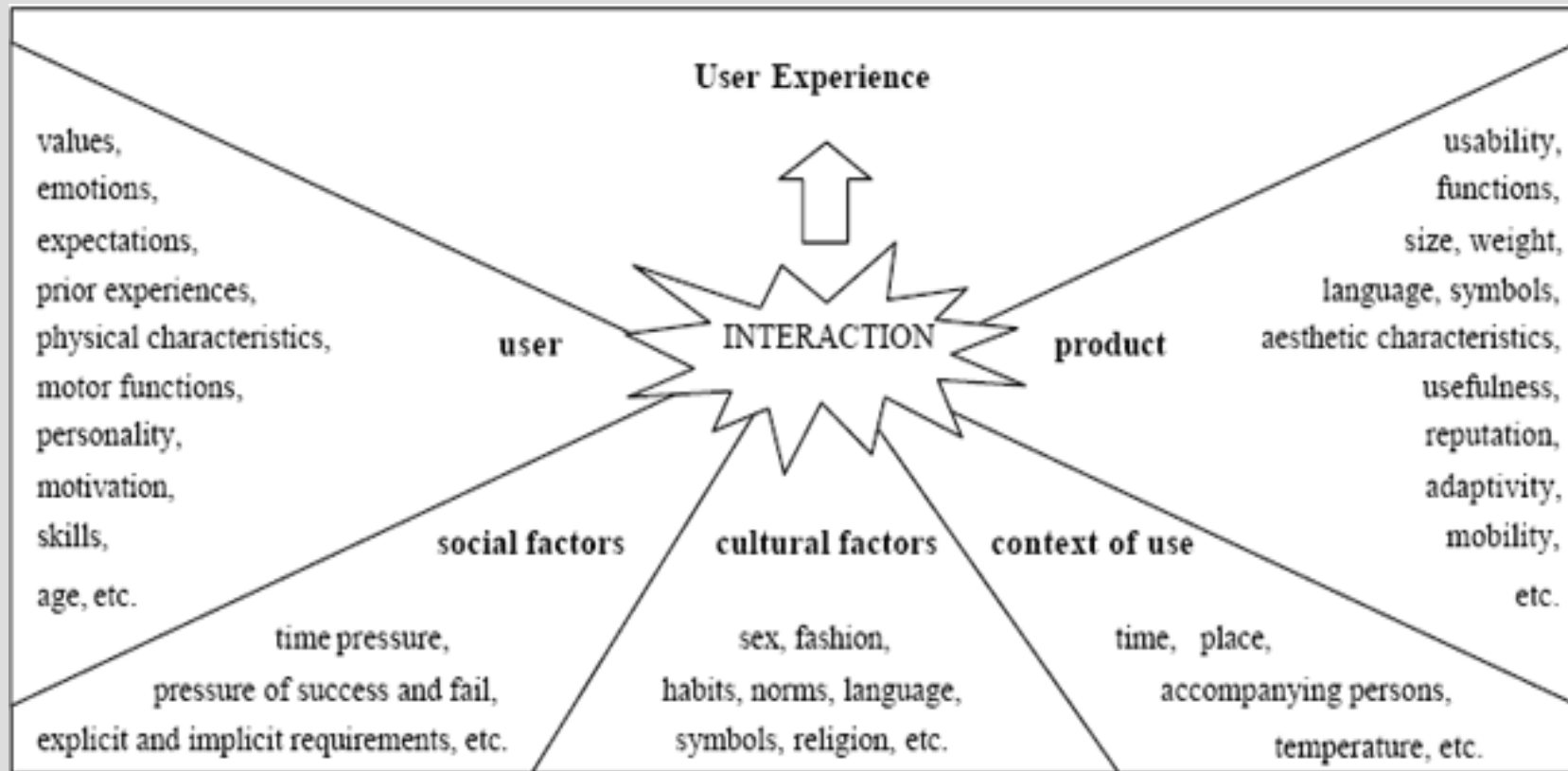
Enable virtual communities to share media experiences in their personal devices legally and securely.



## *Experiences: Ruska and Sibelius in Finland*



# What about experiences?



*Arhipainen & Tähti*

# Goals

- Facilitate multimedia content and experience sharing
  - peer to peer networking in cellular, fixed and ad-hoc wireless networks, digital rights management, personal assets protection, security, payment and service provision
- Support for building and managing mobile virtual communities
- Enable converged multimedia services for communities over Peer-to-Peer networks
- Facilitate interaction
  - Initiating exchange of experiences
  - Rendering content on a variety and/or multiple devices
  - Providing easy access for all
- Develop business models that satisfy all stakeholders

# Results

- Reference architecture and implementation of peer to peer community network
  - links personal devices
  - realises DRM and mobile payment functionality
  - allows for legal and secure sharing of multimedia content and experiences
  - Supports innovative semantic services
- Interaction concepts and supporting technologies
  - Allow for coupling multiple devices to enhance use and interaction experience
  - Facilitate community building
  - Facilitate content and experience sharing
- Pilot implementations and evaluations
  - Entertainment
  - Professional

# Consortium

Company	Type	E	F	Fin
<i>Industrial</i>				
Gemalto (Axalto)	Ind		x	
Nokia	Ind			x
NXP	Ind		x	
<i>SME's</i>				
Brieftec	Sme			x
CBT	Sme	x		
CCRTV	Sme	x		
CityPassenger	Sme		x	
Kutalab	Sme			x
Movial	Sme			x
Nextel	Sme	x		
Software Quality Systems	Sme	x		
Transatel	Sme		x	
<i>Univ + Res. Inst.</i>				
GET-INT	Res		x	
Innovalia	Res	x		
INRIA	Res		x	
Telefonica I+D	Res	x		
Univ of Evry	Uni		x	
Univ of Oulu, Mediateam	Uni			x
Univ Pol. de Valencia	Uni	x		
VTT	Res			x

# Scenarios



Outdoors / Leisure



Professional / Exhibition



Indoors / Entertainment

# Solutions: Experience capturing and sharing in a peer community

## Example from Telefonica I+D



Community aggregation



Geolocated content distribution



- UI issues
- Community building
- Content exchange
- Server based
- Personal profiles
- Content mapping to location
- Connected to Facebook, Flickr, Twitter and Keteke(Telefonica)



# Solutions: Voting for Music in a Location-based Community

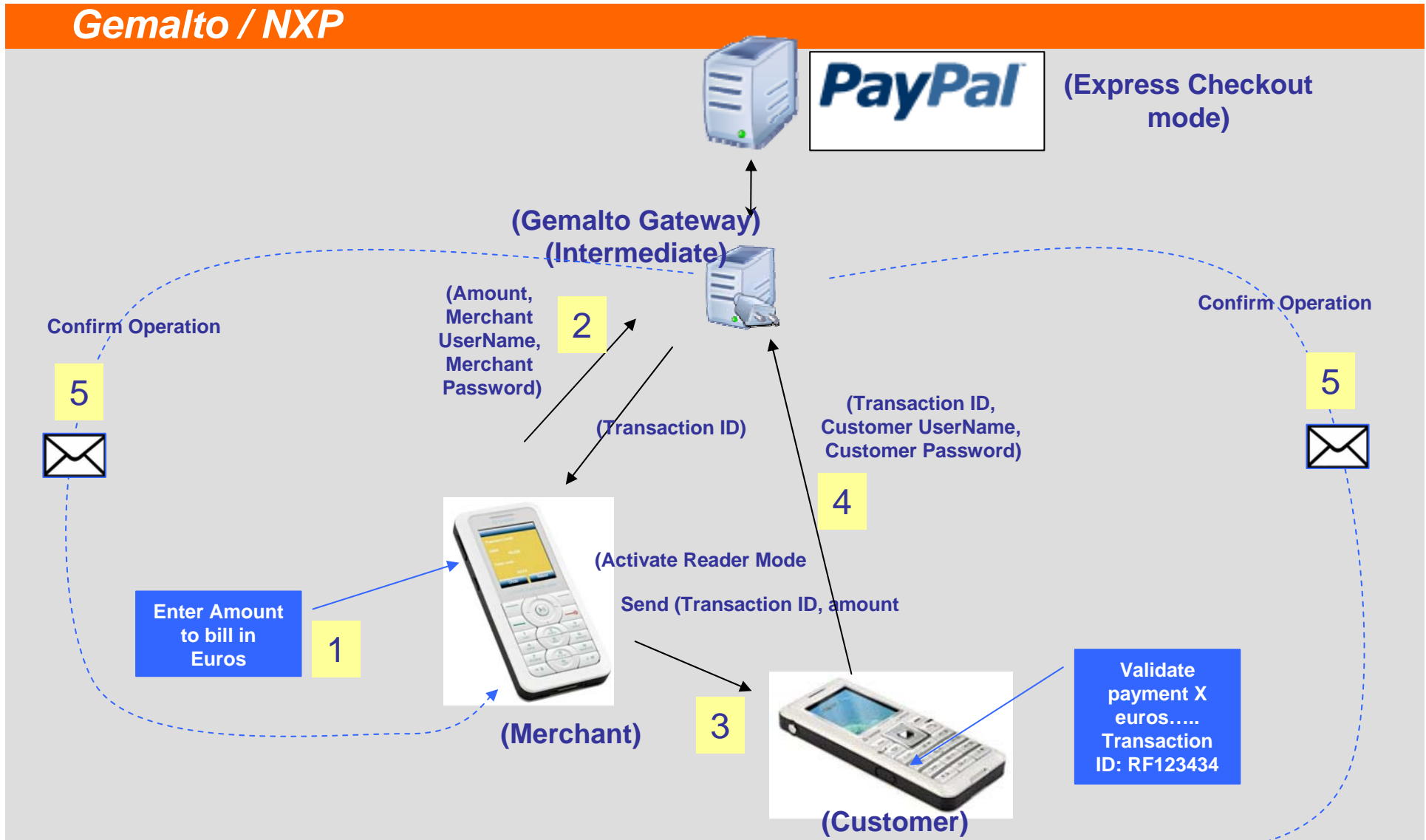
Kotalab / Univ. of Oulu / Nokia

- Web-based *generic voting service* now applied for leisure time premises
- The current *playlist* and *voting* information are provided
- The songs to be voted are *pushed* from the Selector service (DJ Online)



# Solutions: NFC Peer to peer payment

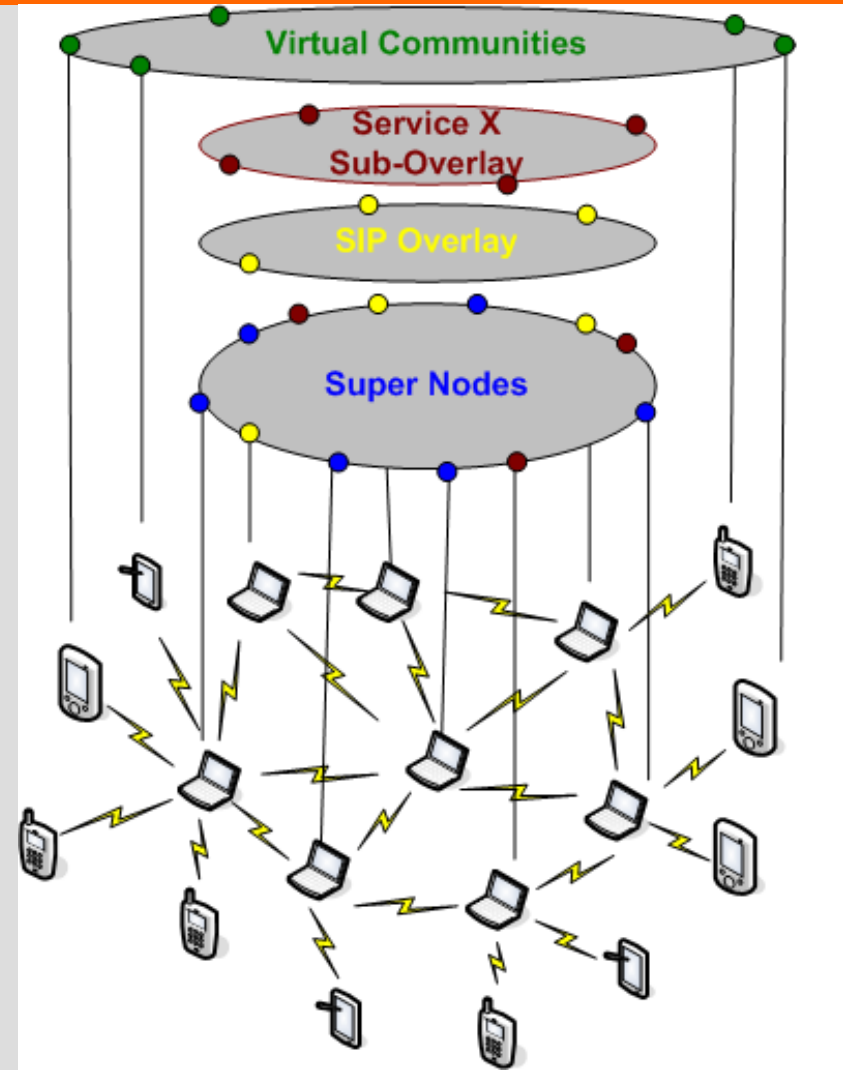
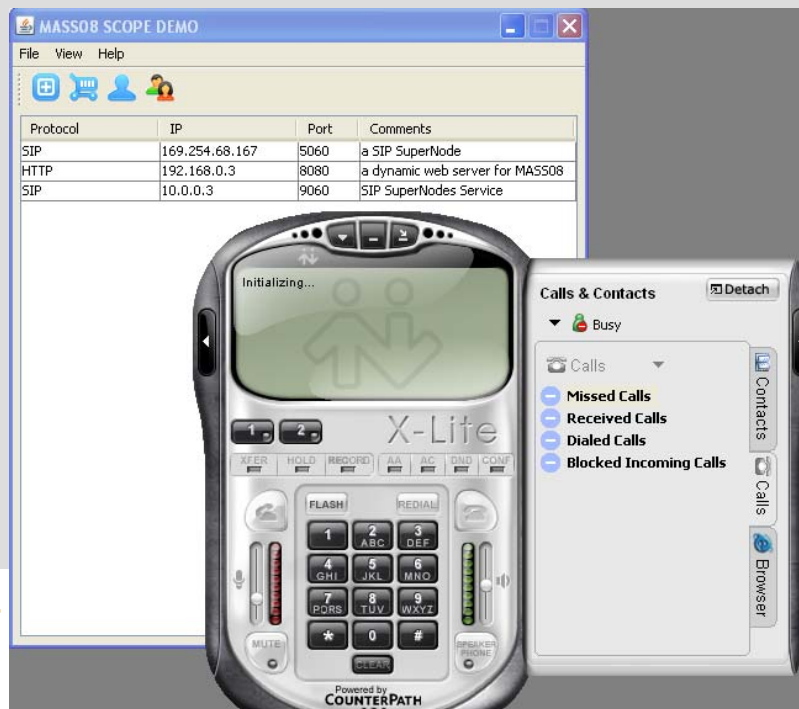
## Gemalto / NXP



# Solutions: Peer 2 Peer Network Service Architecture

## GET-INT / Univ. Evry / INRIA

- A tuned Open DHT overlay for ad hoc network
- Easy embarking of new P2P applications
- Distributed lookup/indexing backbone for P2P apps
- Manages the content/experience sharing.
- Some implemented services:
  - V-Card sharing
  - P2P communication services
    - VoIP / Instant Messaging / Presence
  - Community management.
    - Profile based advertisement / Smart Search



## ExpeShare Conclusions

- Challenges for content creation and sharing
  - Facilitating mobile interaction
    - Content browsing, service use
    - Mobile payment
  - Seamless merging of mobile and web services
  - Utilising existing (web) communities
  - Setting up ad-hoc communities
  - Legal issues and business models
- Challenges for platforms
  - Ad-hoc connectivity
  - Service provision on P2P platforms
  - Independence from infrastructure