

Social Mobility



By

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presented at

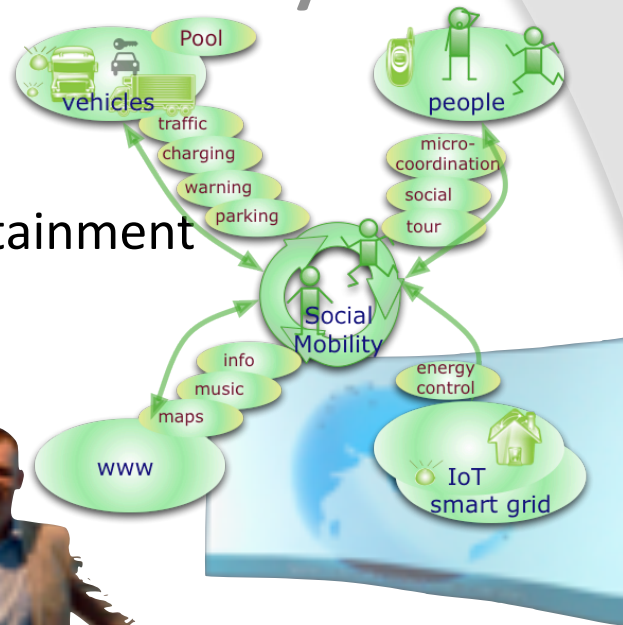
nSHIELD work meeting

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Objective of Social Mobility

- Socialtainment
 - Entertainment -> Infotainment -> Socialtainment
- Smart phone integration
 - devices as sensors and comm. devices
- Eco-design on future infrastructure
 - partners?



Expected outcome

- Proof of concept
- Heterogeneous infrastructures with diverging objectives

- **Common:** SPD enhanced functionalities integrating business and social worlds.

Social Mobility

From

- Entertainment
- Infotainment

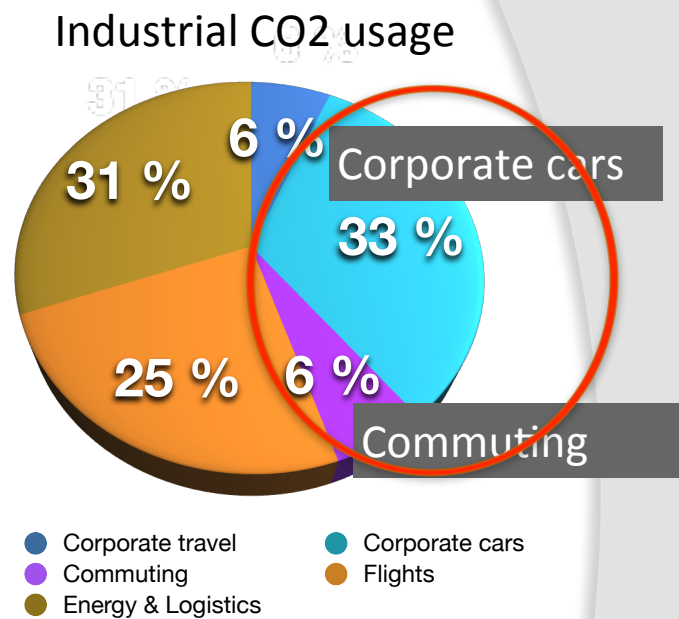
To

- Socialtainment



Motivation

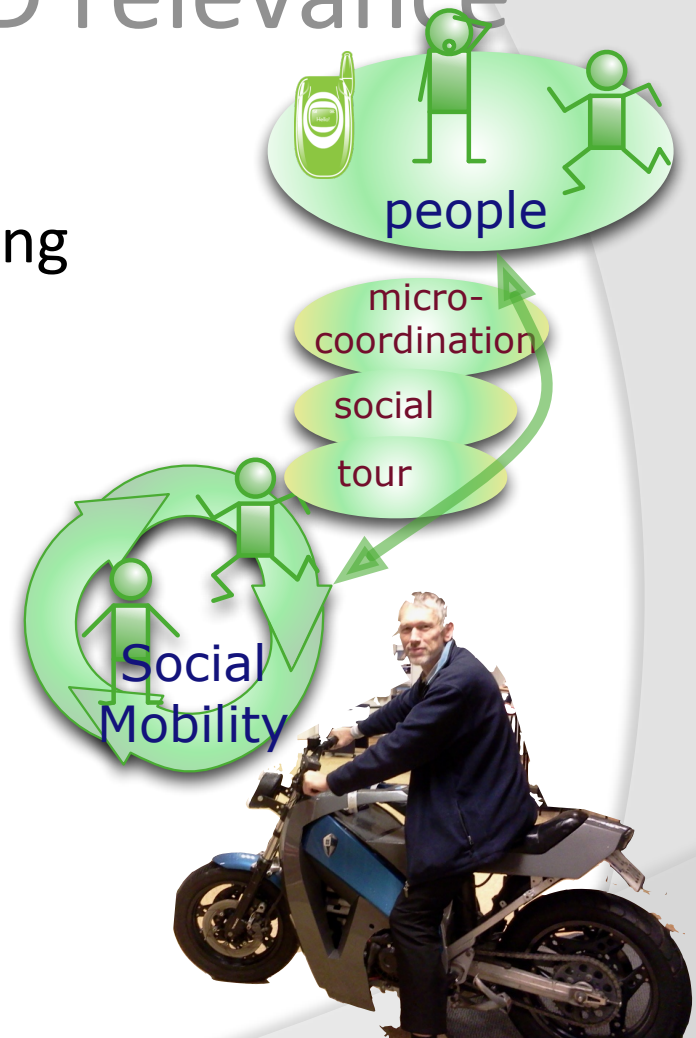
- Environmental-friendly transportation
 - Major source for CO2
 - eMobility has challenges (CO2 neutral?)
- Industrial Relevance
 - Sustainability reporting
 - Climate aspects
- Requires “Change of mind”
 - --> Socialtainment



[SAP sustainability report 2009]

Requirements & nSHIELD relevance

- Privacy
 - Preserve privacy while commuting
 - Merging physical and social networks
- Dependability
 - Situation (context-) aware
- Embedded systems (ES) driven
 - context-awareness from ES
 - automated processes



Challenges

- Lack of partner dedicated to work
 - change of partners in Norway, new focus on UAV
 - challenging situation in Slovenia
- electrical motorcycle use case (socialtainment) still possible
 - focus on privacy? - users, location
- architecture
 - adopting pSHIELD, integration with mobile app

Conclusions



- Socialtainment: A novel approach to Social Mobility
- Using embedded systems to generate a dependant and privacy-aware “Mobility network”

