

Social Mobility



By

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presented at

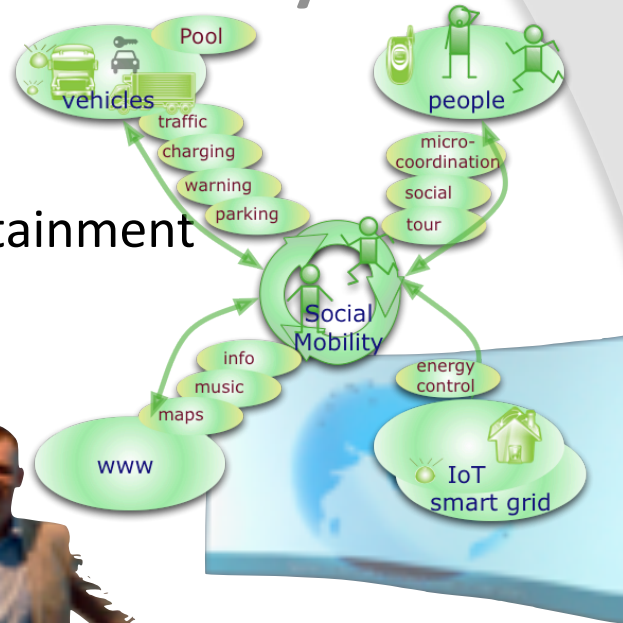
nSHIELD work meeting

June 2013, Kista, SE



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.

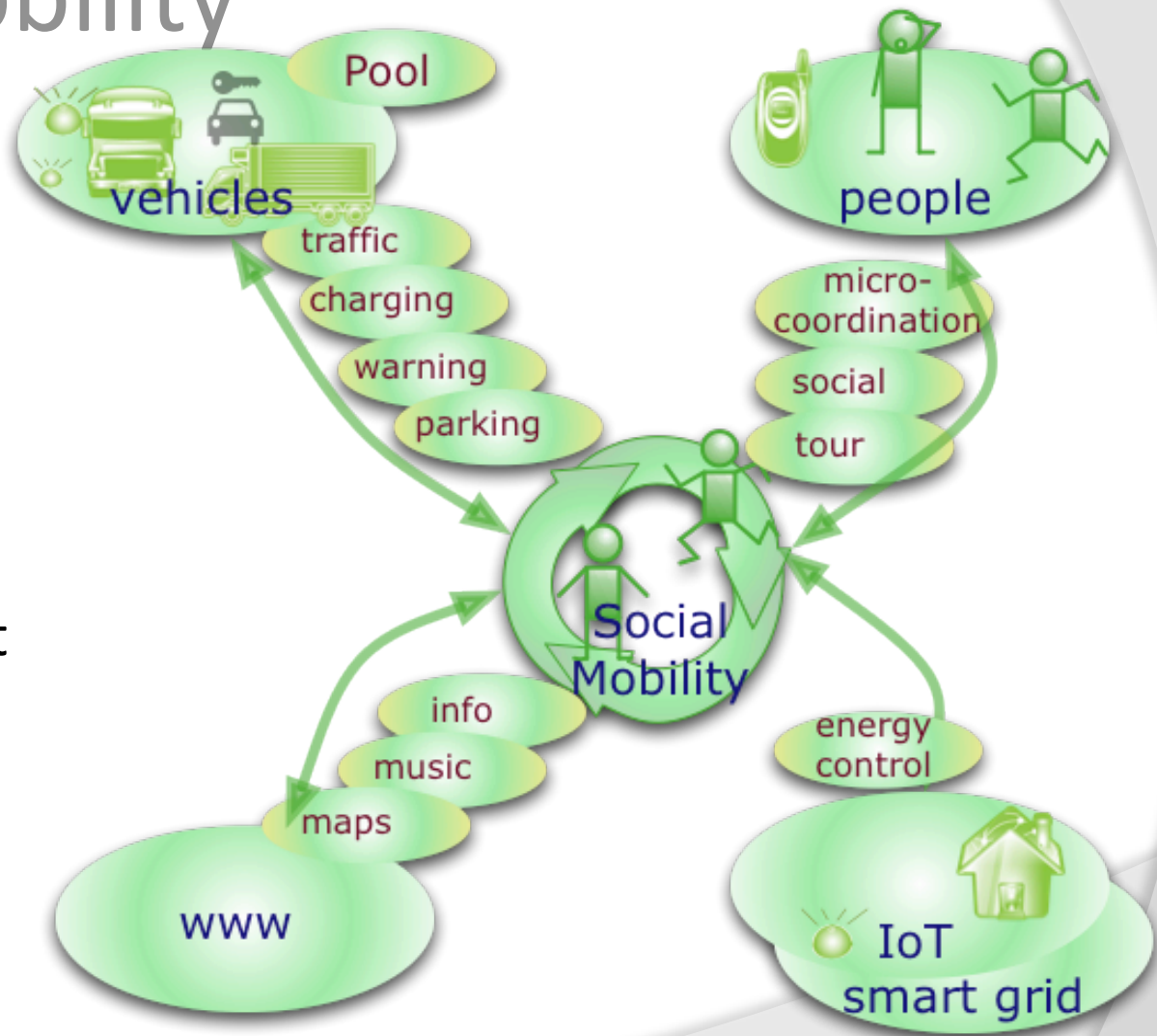
Social Mobility

From

- Entertainment
- Infotainment

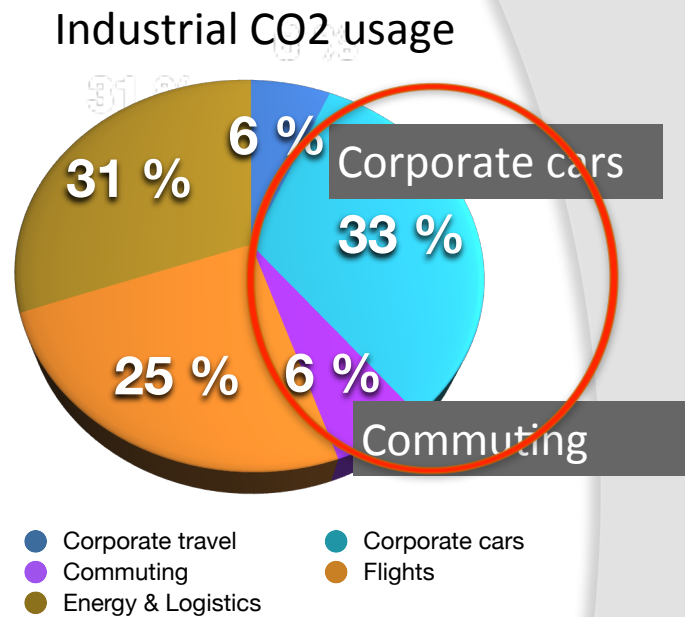
To

- Socialtainment



Motivation

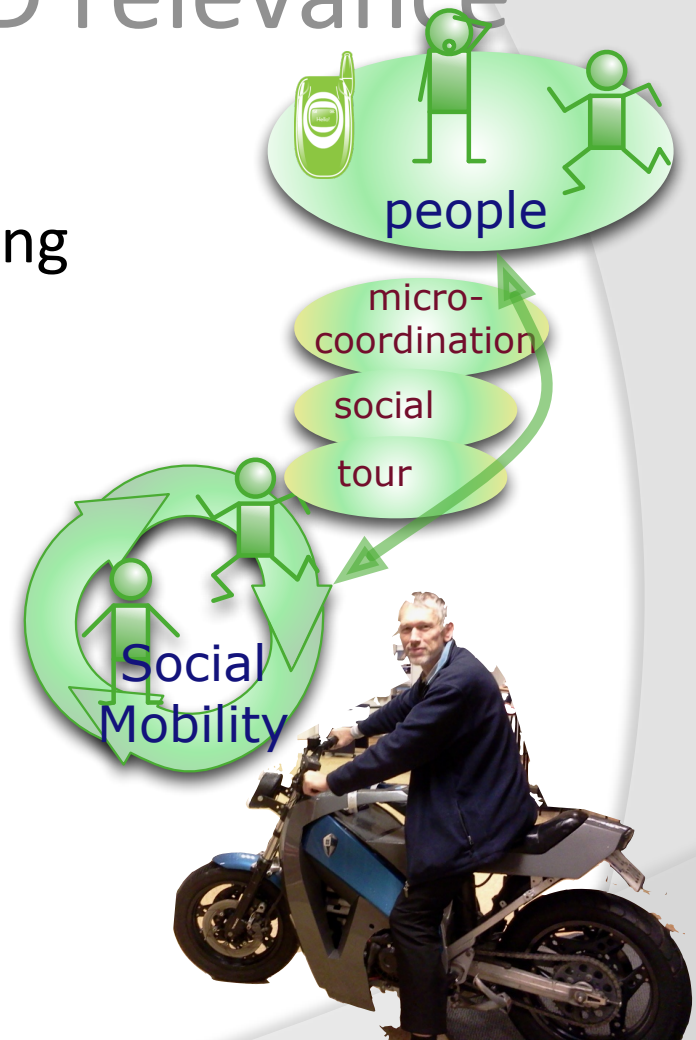
- Environmental-friendly transportation
 - Major source for CO2
 - eMobility has challenges (CO2 neutral?)
- Industrial Relevance
 - Sustainability reporting
 - Climate aspects
- Requires “Change of mind”
 - --> Socialtainment



[SAP sustainability report 2009]

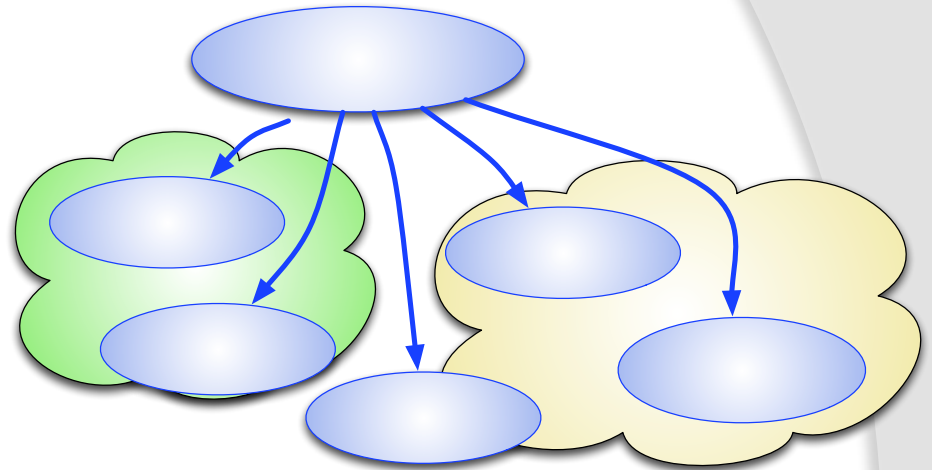
Requirements & nSHIELD relevance

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



Ongoing developments

- Ontology development for **privacy** enhanced user profiles
- Dependability: content- and **context-aware**
- Rules inferring security tokens



Attributes: roles, access, device, reputation, behaviour, ...

$canOwn(?person, ?attributes) \cap withHold(?token, ?attributes) \cap (Person(?person) \cap SecurityTokenIssueTo(?token, ?person))$

[token]	principal
◆ BasicToken_1	◆ Carol
◆ BasicToken_2	◆ Alice

Challenges and Expected outcome

- Change of partners
 - change of partners in Norway, new focus on UAV
 - challenging situation in Slovenia
- Socialtainment & electric grid use case
 - privacy: user, location, social networks
 - dependability: work/social, “privacy policy”,
- Outcome
 - adopting SHIELD approach
 - theoretical evaluation
 - demo application

Conclusions



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

