

ElisaLabs

Asko Nuutinen

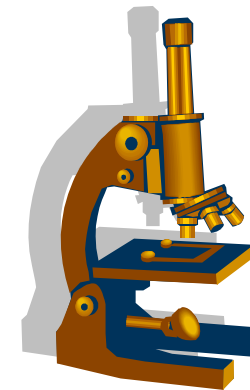
asko.nuutinen@elisa.fi



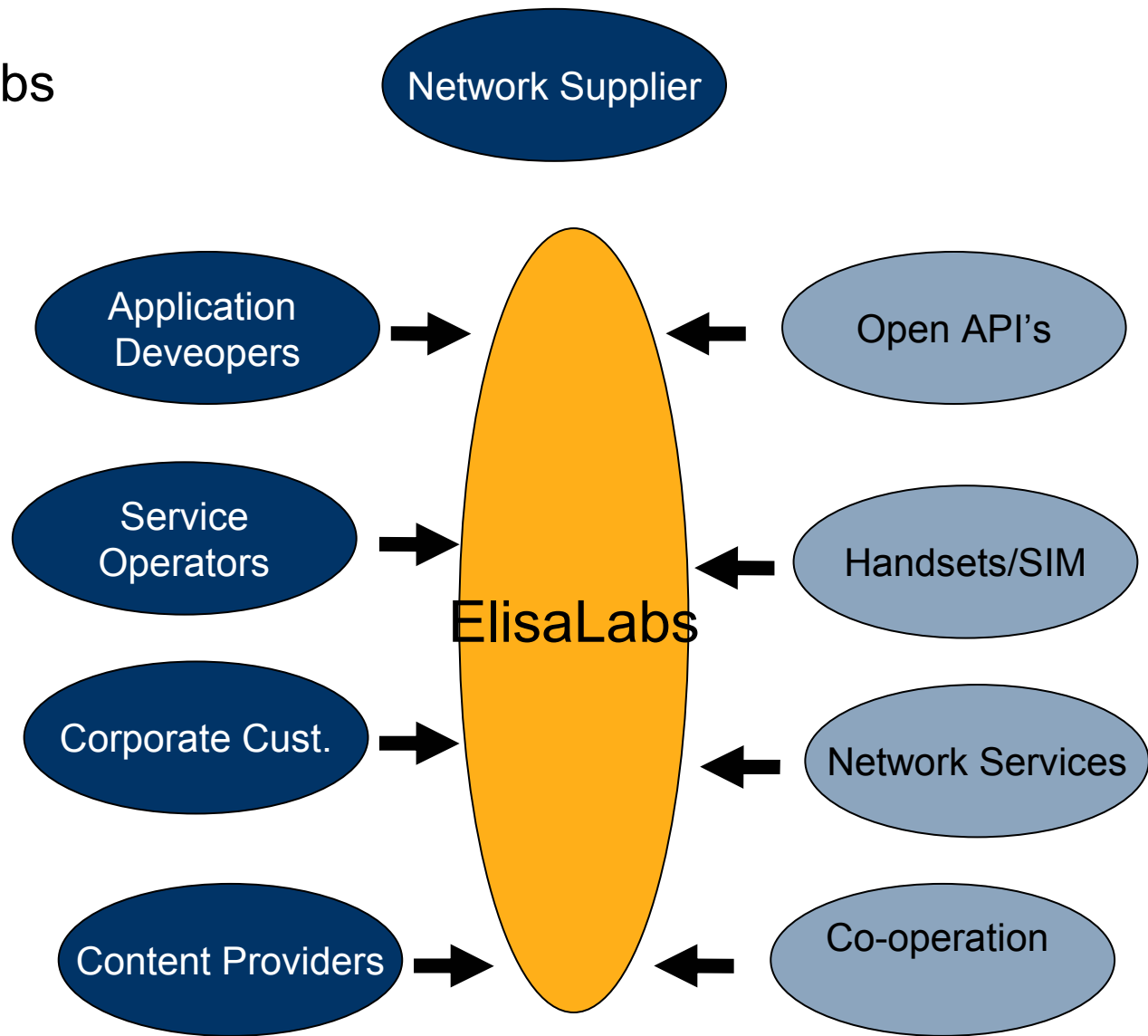
elisa

Elisalabs
– *open Lab environment*

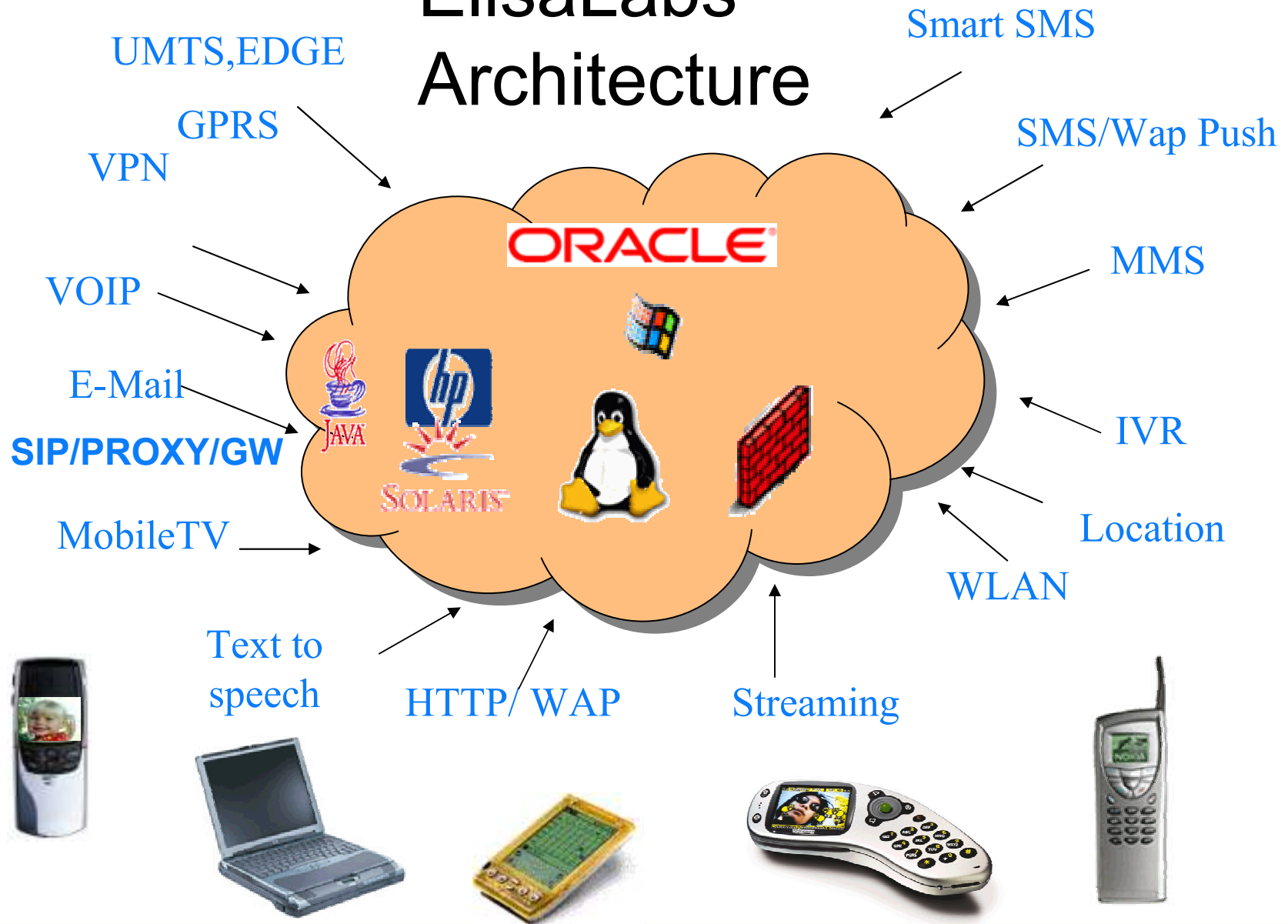
*Developing & Innovating
testing environment for new
services*



ElisaLabs



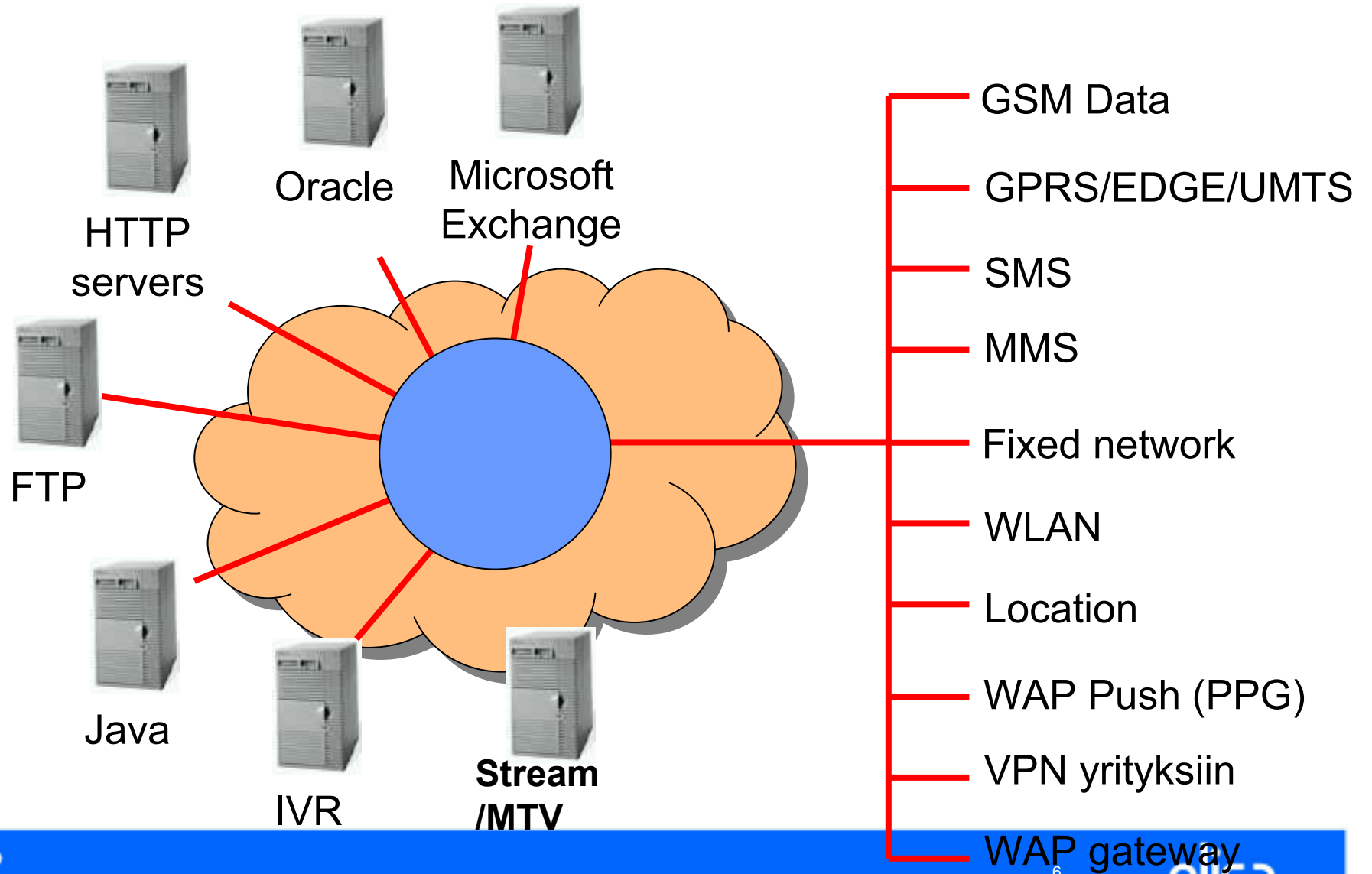
ElisaLabs Architecture



ElisaLabs – paikasta, ajasta, päätelaitteesta



Arkkitehtuuri



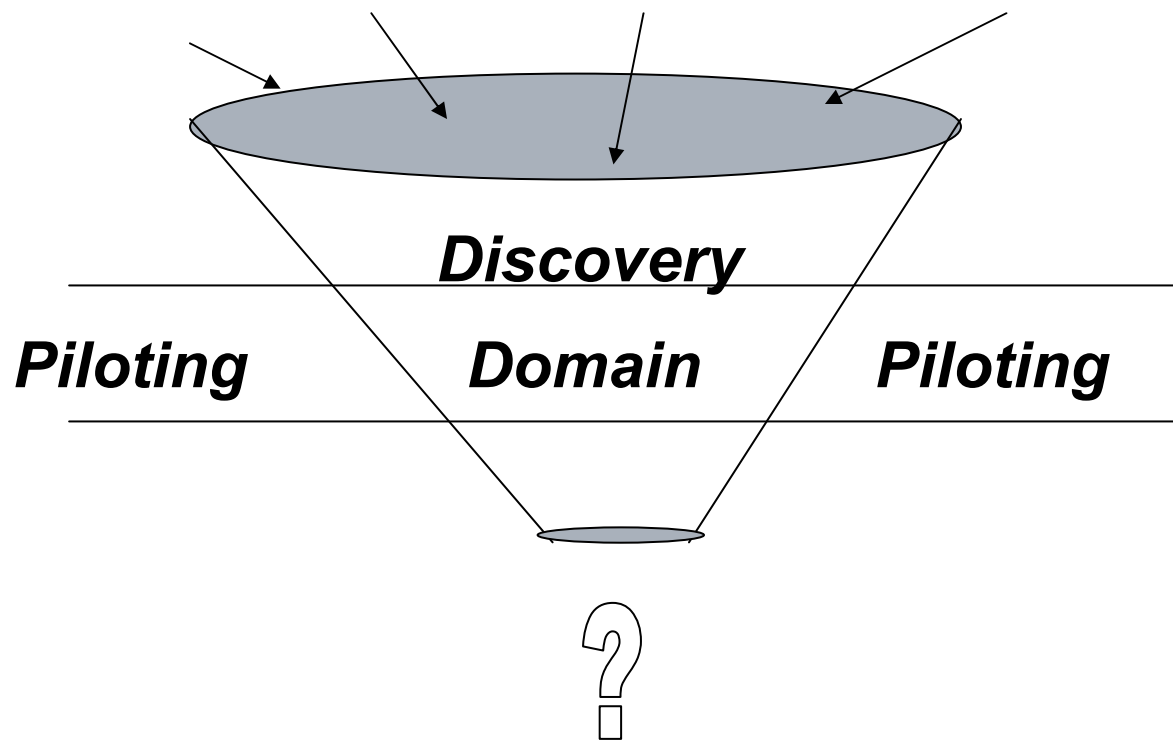
ElisaLabs Possibilities



elisa

ElisaLabs is TestBed and Partly Living Lab

Ideas / R&D – R&D projects – new technologies



Piloting

*Pilot Your
Services in Real
Environment*



Get Results

*You will get Immediately
Feedback “is your service
suitable for operator-level
business” and*

*Also ideas: “how to develop
your service”*



Competence

*Simple API's how to
integrate services to the
other operator-level
applications*



Benefits

We help you to “Find Faults” – Save your and our money – It is much more cheaper to make Fatal Errors in piloting phase, than in real production



In case of success...

*Fast and easy way
for production.*

*You start to “Make
money”*



ElisaLabs

Pilot Cases



elisa

Medicine Logistics, 2.1.2006-31.12.2007

City of Helsinki

Addoz Oy

IBM

Medixine Oy

8 Pharmacies

and

ElisaLabs



Medicine Logistics, HOW....

- ***To Take Medicine or Not To Take***
- ***If Not => ElisaLabs made a phone call to the Customer. "Take your medicine..."***
- ***If Not => ElisaLabs made a sms to the nurse: "Something has to do..."***
- ***If Yes: Everything is under control***



Elisalabs - Pilots

- ***Mobilife – EU-Level project***
 - ***Integration & Demos***
 - ***Trials***
- ***EnCompass – Celtic***
 - ***Trials***
- ***Mobile TV***
 - ***Finpilot Elisa&Teliasonera 500 pilot users***
 - ***Helsinki Metropolitan area***
- ***MobileTV #2***
 - ***SnadiTV – Community TV-programs***
- ***VOIP Pilots***
- ***POC***
- ***Sensor networks***
- ***Vianor / Nokia Tyres***



Finnish Mobile TV Demo Services by Elisa

Video Clip Playlist

- Communities send and schedule video clips, and offer additional services for interaction channel

Local MMS News

- Users send their own pieces of news, i.e. videos, images or texts, from their camera phone

Event Specific Broadcast

- MobileMonday Global Summit 2006

Enhanced Radio

- Visual elements, e.g. artist images and additional information, automatically combined with regular radio



1. Content Related Interactivity – Case 1

For example links to synchronized web pages

Live broadcast TV



Browsing Internet



1. Content Related Interactivity – Case 2

For example links to program related web sites

Live broadcast TV



Browsing Internet



Live broadcast TV

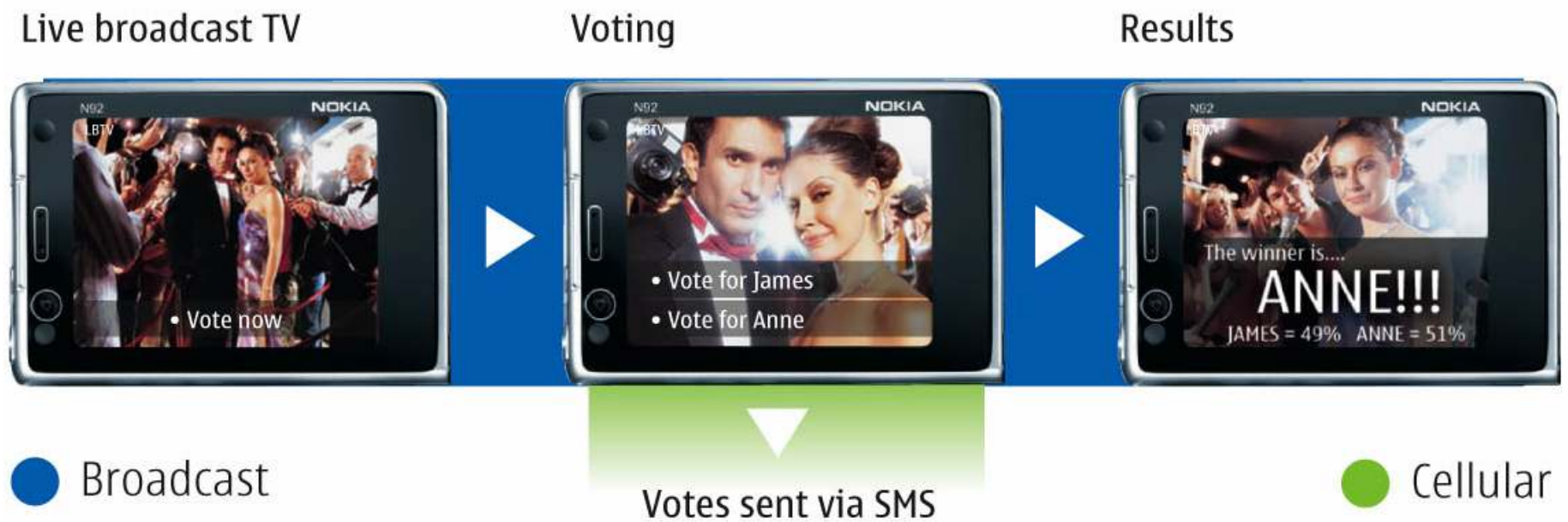


Source: Nokia



2. Content Based Interactivity

For example SMS voting



Source: Nokia



3. Community Based Interactivity

For example sharing highlights



Source: Infocast



Been There Done That?

This has of course all been done before...

- Web links for additional information at the end of TV programs
- Providing phone numbers and keywords for SMS voting
- Web forums and chats built for TV program viewer communities

...but not through a single device and user interface!

- Personal
- Mobile
- Convenient



Likely Trends in Mobile TV towards 2010

Consumer empowerment

- From “content flow” to “content lake”
- Community Communication
- Acceptance of peercasting

New sources of revenue

- Useful video search engines
- Interactivity part of broadcasting
- New forms of advertising

Mobile TV vs. 3G

- Live TV-programs via 3G
- TV-programs “on demand”
- Filecasting / Download (+p2p)

Source: ETNO



ElisaLabs

For service producer..



elisa

If you have a little or BIG idea...

Come an cooperate...





Thanks!!!

asko.nuutinen@elisa.fi