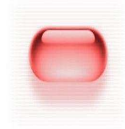


# MORFEO and the MyMobileWeb project

Making the Mobile Web real

**Morfeo**

P R O J E C T



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# The Web has transformed our lives and will continue doing so ...



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## Web 1.0



- knowledge = documents published in the web
- The web behave **like a book or repository**: users consult the web which is a passive repository of data
- **Users surf the web**: they navigate and search the web **alone**, discovering what info and services may be of interest to them
- Users search for information and service assisted by search engines (such as google) which rely on data pattern matching

## web 2.0



- Knowledge = knowlledge in Web 1.0 + knowlledge of users
- The web **is, besides a repository, a collaborative tool** that allow users to share their knowledge
- **Users become part of the web**: the web is a platform where users become visible, share knowledge, cooperate and gain recognition
- Next-generation search engines start to exploit knowlege coming from users captured through a new generation of collaborative tools and technologies (weblogs, wikis, tagging, folksonomies, ...)



*"NESSI is about transforming the Internet to service your life"*

## Web 3.0



- Knowlege = knowledge in web 2.0 + structured semantics of data and services (folksonomies and ontologies fully integrated)
- The web **is alive**: Suggests me what information and services are most suitable **for me, here, now !**
- **Life happens at the web**: The web is at the centre of every day life for business, organizations and individuals, always available **in mobility**
- Not only information but services are discovered
- The web provides unlimited storage and process capacity

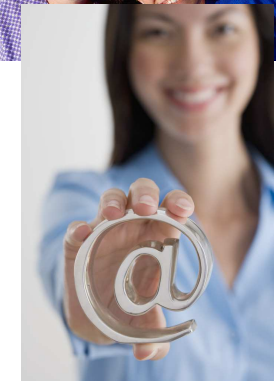
# The Mobile Web: what could be and what it is now



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- Economic and social impact of the Mobile Web may overpass what has been reached in the PC desktop:
  - Mobile phones are **always on**, **always available**, and **always “connected”**, used **“on the move”**
  - **Calling** people or businesses after accessing contents **is straight forward**
  - In mobility, users are in an **atmosphere** more likely to result in **purchasing or contracting services**; they look for concrete answers and actions
  - Mobile navigation and search may be **able to capitalize on** information about **user profile and context** allowing more relevant search results
  - Development of the **Digital Identity** will convey using information about users’ profile and context



# The Mobile Web: what could be and what it is now



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## ■ Economic and social impact of the Mobile Web may overpass what has been reached in the PC desktop:

- Mobile phones are **always on**, **always available**, and **always “connected”**, used **“on the move”**
- **Calling** people or businesses after accessing contents **is straight forward**
- In mobility, users are in an **always-on sphere** more likely to result in **purchasing or consuming a service** than the PC for concrete applications
- Mobile phones are **capital**



However, the Mobile Web experience today  
**is a frustrating experience**

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# MyMobileWeb: making Mobile Web x.0 real



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- **A complete set of software components:**
  - supporting development and runtime support of mobile accesible web sites
  - Implementing the “Semantic Mobile toolbar” concept at the terminal side
- **Open source reference implementations of standards that are required in order to make the Mobile Web real**
- **Moving towards an EUREKA-CELTIC project**



	R&D activities at Morfeo’s MyMobileWeb project
<b>Web 1.0</b>	<ul style="list-style-type: none"> <li>■ Pushing forward a standard on how to describe devices: active participation in W3C’s MWI DDWG</li> <li>■ Interface DEscription Abstract Language (IDEAL) =&gt; W3C WAF</li> <li>■ Complete development and runtime platform that enables to develop mobile accessible websites once-for-all-devices</li> <li>■ Integration with standard Content Management Systems</li> </ul>
<b>web2.0</b>	<ul style="list-style-type: none"> <li>■ Ontologies to characterize user and context</li> <li>■ Extensions to IDEAL that enable to tag and semantically annotate web pages and contents</li> <li>■ Development of the “semantic toolbar” concept which will enhance the navigation and searching experiences by exploiting information captured and modelled using folksonomies and ontologies (properly integrated)</li> </ul>
<b>Web 3.0</b>	<ul style="list-style-type: none"> <li>■ Ability to correlate contents and services based on semantic</li> <li>■ Automatic discovery of services while navigating / searching in mobility</li> <li>■ Using folksonomies (tagging) to characterize services</li> </ul>

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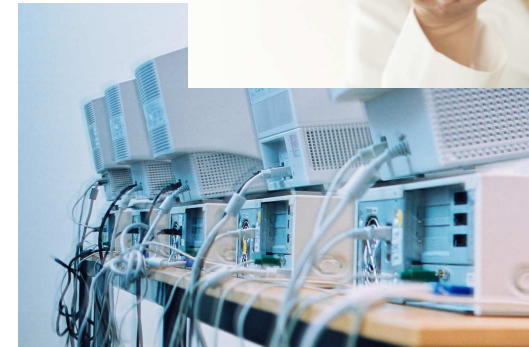
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- Spain has led outstanding initiatives related to the use of open source software (LinEx, Guadalinex, etc.) but ... couldn't we go one step beyond ?
- MORFEO is an innovative initiative aiming to test the soundness of some of the ideas that we believe to underlie open source software development
  - Can we **speed up the standardization of software components** that improve the development of services and services access?
  - Can we **foster R&D&I activities and the development of an advanced IT industry** in countries where Morfeo's partners operate?
  - Can we create **business opportunities in the area of solutions integration**, targeting companies and the Administration?

## Why Morfeo?

Morfeo  
PROJECT



# Speeding up the definition of standards



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- **Development of open source reference implementations foster creation and consolidation of standards by:**
  - Offering the credentials needed to participate in, and effectively influence, standardization processes
  - Speeding up the release of products to the market
  - Example: Apache in the Java/Web world, Linux for operating systems
- **Standards consolidation is key in realizing the vision of evolution of the web as a global ecosystem where eServices:**
  - will proliferate, being provided by private companies and the Administration
  - will be accessed and used more intelligently and securely, always taking into account factors such as mobility of end users and services ubiquity



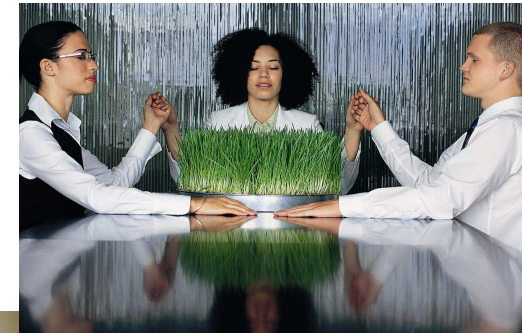
# Fostering development of R&D projects and an advanced local IT industry



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- The establishment of an open source software community is based on a public (“on the air”) working model that:
  - Help to set up stable links with research groups: universities, research centers and enterprises
  - Speeds up the formation of consortiums developing proposals aimed at regional, national and European R&D programmes
  - Encourages the dissemination of research activities, attracting anyone with the same interests who wishes to collaborate or exploit results
  - Provides an opportunity for research groups and SMEs with less experience or critical mass to participate in R&D projects of their interest
- Ultimately, the development of open source products will lead to creation of an industry, local to end customers, focused in offering services (consultancy, support, solution integration, training)



# Creating new business opportunities for integrated solutions



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- There are still no relevant references for open source software products in some fields:
  - ERP/CRM platforms (transaction systems, field labour force management, ...)
  - SOA architectural components:
    - Web mobile access platform
    - Semantic Web platform
    - ...
- Telefónica I+D has technology that it can release into these fields and others can do the same
- A range of services can be set up around released technologies leading to new business opportunities
- We are experimenting a new WIN-WIN relationship model between the technology provider (today Telefónica I+D, tomorrow more enterprises) and some SMEs that would be focused in providing services locally



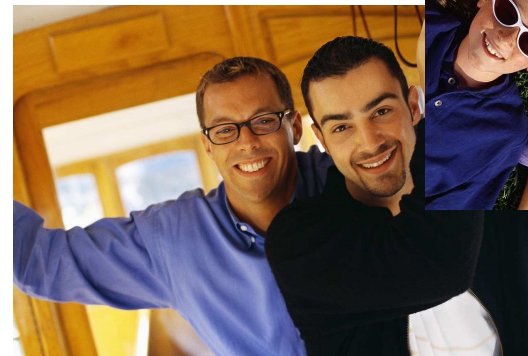
## Who can participate in the MORFEO community?

Anyone who shares our dream and spirit ...

*“I am no longer captive to history.  
Whatever I can imagine, I can accomplish”  
Gary Hamel, “Leading the Revolution”*

Visit our website !

<http://www.morfeo-project.org>



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