MORFEO and the MyMobileWeb project
Making the Mobile Web real

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

**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 = knowledge in Web 1.0 + knowledge 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 knowledge coming from users captured through a new generation of collaborative tools and technologies (weblogs, wikis, tagging, folksonomies, ...)

**Web 3.0**
- Knowledge = 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

- 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

- 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, then search for concrete answers
  - **Mobile navigation and search** may be able to capitalize on information about user profile and context

However, the Mobile Web experience today is a frustrating experience
MyMobileWeb: making Mobile Web x.0 real

- A complete set of software components:
  - supporting development and runtime support of mobile accessible 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

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<th>R&amp;D activities at Morfeo’s MyMobileWeb project</th>
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<td>Pushing forward a standard on how to describe devices: active participation in W3C’s MWI DDWG</td>
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<td>Complete development and runtime platform that enables to develop mobile accessible websites once-for-all-devices</td>
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| Web 2.0 | |
|---------| |
|         | Ontologies to characterize user and context |
|         | Extensions to IDEAL that enable to tag and semantically annotate web pages and contents |
|         | 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) |

| Web 3.0 | |
|---------| |
|         | Ability to correlate contents and services based on semantic |
|         | Automatic discovery of services while navigating / searching in mobility |
|         | Using folksonomies (tagging) to characterize services |
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?
Speeding up the definition of standards

- 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

- 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

- 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