



Simple Mobile Services (SMS)

The SMS project:

creating mobile services that are simple to find, use, trust and develop, and making it easier for individuals and small businesses to become service providers

IST Contract number: FP6-034620



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Project site: <http://www.ist-sms.org/>

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Motivation



- **Mobile services have not matched the growth of the Web**
 - Only 9% of mobile users use ‘the mobile Internet’ (J. Nurmela et al. 2004, Statistic Finland)
- **Success of the Web (among other factors)**
 - Web sites are easy to use
 - Web sites are easy to create
- **Mobile services**
 - Unknown to users
 - Difficult to use
 - Not trusted
 - Difficult to design and deploy (especially for “small” service providers, e.g. SMEs, local government departments, NGOs, individuals)
 - Project duration: 30 months (starting June 06)
 - Project funding: 2.87 M€

Design goals for SMS



- **Simple to find (“scoped services”)**
 - SMS will target specific environments of interest to specific classes of mobile user performing specific activities
 - Users will choose from a small set of services appropriate to their current activities and environment
- **Simple to use**
 - Automatic authentication, configuration and personalization
 - User interfaces and content automatically adapt to terminal characteristics
 - One logic for multiple environments and networks
- **Simple to trust**
 - End-to-end standards-based mechanisms for positive user identification, authentication, and data encryption
 - Security and privacy characteristics taking account of provider and end-user requirements
 - Easily understandable security options
- **Simple to develop**
 - Automated code generation
 - Development environments for non-experienced programmers
 - No more and possibly less complex than current Web authoring tools

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Barriers and legacy



- **Barriers to be removed**
 - Main obstacles are not technology but the lack of standards-based tools, and more important still, the absence of the millions of small providers who have driven the Internet explosion (key technologies are in place)
- **Legacy**
 - The IST Simplicity Project developed and evaluated tools and architectures enabling users to customize devices and services with minimal effort (<http://www.ist-simplicity.org/>)
 - The Simplicity User Profile (SUP)
 - User preferences/data accessible shared by different services,
 - Accessible from different terminals/networks
 - The SUP resides in a Simplicity Device (SD)
 - Hardware (enhanced SIM card, Java card , USB stick, etc.)
 - Software (a virtual card, i.e., a network location where user preferences can be stored and retrieved)



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Thank you for your attention

Questions?



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