ME - Mobile E-Personality

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Overview of Presentation

- Background
- Services today in Internet
- Problems for the future
- Service access
- ME
- Conclusions
Background

• Digital services require information about the customers
  - To provide the service
  - To customise the service
• How the personal information can be delivered to the service
  - Easily
  - Safely
How it works today in Internet

- Customer registers to the service
  - Fill some forms
  - Information is stored at the service database
- Second time at service
  - Customer identifies himself to the service
  - Service seeks the customer information from database.
Problems

• Information is stored in various locations
  - Hard to upkeep
  - Risk towards privacy
  - Huge database is attractive target

• Future service support
  - Providing the data to service can be hard
Variables in service access

• Several types of services
  - Internet services, mobile services, ubiquitous services, ad hoc services...

• Several ways to access services
  - Desktop computer, Mobile phone, PDA, Laptop, Playstation, digital tv...

• Several communication technologies
  - Wired, Wireless LAN, Bluetooth, GSM ...
Services and access

Where should personal data reside?
- Service?
- Network?
- User?
Services and access with ME
Conclusions

• ME provides:
  - Security for user private information
  - Accessibility to personal information for different types of services
  - Personalisation independence from Authentication i.e. anonymous personalisation