

# Consumer-oriented mobile services

The telecom and IT industry is now facing the challenge of a second IT revolution, where the spread of mobile and ubiquitous services will have an even more profound effect on commercial and social life than the recent Internet revolution. Users will expect services that are unique and fully adapted for the mobile setting, which means that the roles of the operators will change, new business models will be required, and new methods for developing and marketing services have to be found. Most of all, we need technology and services that put people at core and that can deliver user experiences instead of only usability. The industry must prepare to design services for a sustainable web of work, leisure and ubiquitous technology we can call the mobile life.

## A view into our future life with digital technology

The unique strength of our research in this area, which is very much pursued in the internationally recognised Mobile Life VinnExcellence Centre, lies in its combination of leading edge applied research and intense collaboration with industry. In this area, the research team develops novel mobile services, theory and methods. We design, implement and subsequently study novel, futuristic applications for real uses.

We provide a view into our future life with digital technology, an enjoyment society where happiness, pleasure and play are adopted into all aspects of our lives. Already, enjoyable activities and experiences are fundamental parts of our daily lives and we orient towards them during leisure time and when engaging with others. The quest for enjoyment is there when we look for things to do after a day at the office; when we discuss holiday plans with friends or kin, or when we browse the TV menu.

We show how enjoyment will be pursued given a mobile technology of a somewhat new type. With the integration of more and more sensor and communication technology in phones as well as in the environment, we are rapidly entering a world in which there

no longer is any difference between 'online' and 'physical' – the Internet is just there for us, all of the time, as an invisible aspect of our physical world. In order for us to better understand the possibilities and challenges with such a society, we invent and investigate a number of enjoyment services. Such services, which depend on mobile devices and networks in combination with emergent sensor technology, give us better means to engage in the situation and location at hand. They are intended to fit with movement aspects of people's lives.

Visitors to DSV and the Mobile Life VinnExcellence Centre get a peek preview of the future. They will see how computer games are present everywhere and transform everyday life into magic.

In all, we believe that the role of a mobile phone, as a person's main digital device, is currently at its peak. In future society, with an increasing number of enjoyment services, it has to compete with many devices on and around a person to provide for a richer and more enjoyable life.



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Please consult the weblink for contact information.

### Focus areas

Happiness in motion  
Mobile devices and "Internet-of-Things" as design material  
Design inquiry

### Ongoing projects

Eco-systems for enjoyment services  
LiveNature  
mFashion  
Play Spaces  
Citizen Dialogue  
Bodily Experiences  
Internet of Sports  
Clouds and surfaces