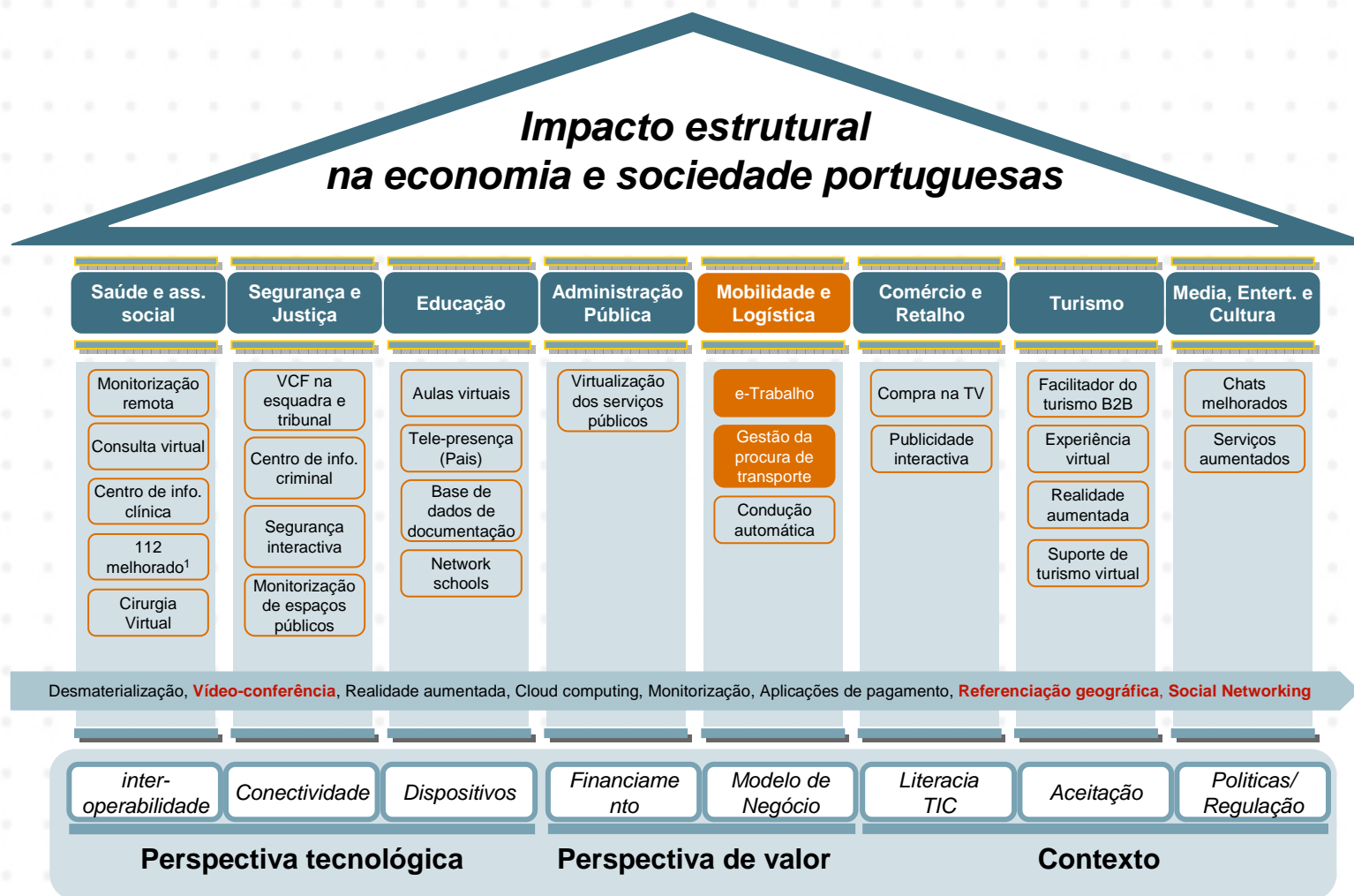


Its not where you are, Its what you do



# Prova de Conceito – Mobilidade e Serviços Públicos



Its not where you are, Its what you do



# How are NGNs perceived by citizens?



*What are we talking about?*

*What does it enable?*

*... and where is this applicable?*

To Invest on  
Next Generation  
*(Fiber Access)*  
Networks

**Broadband Everywhere**

**Good Online Experience**

**High Quality Content**

**All Information Online**

**Everyone will use the Web**

**Multimedia LifeStyle**

**Full Mobility Experience**

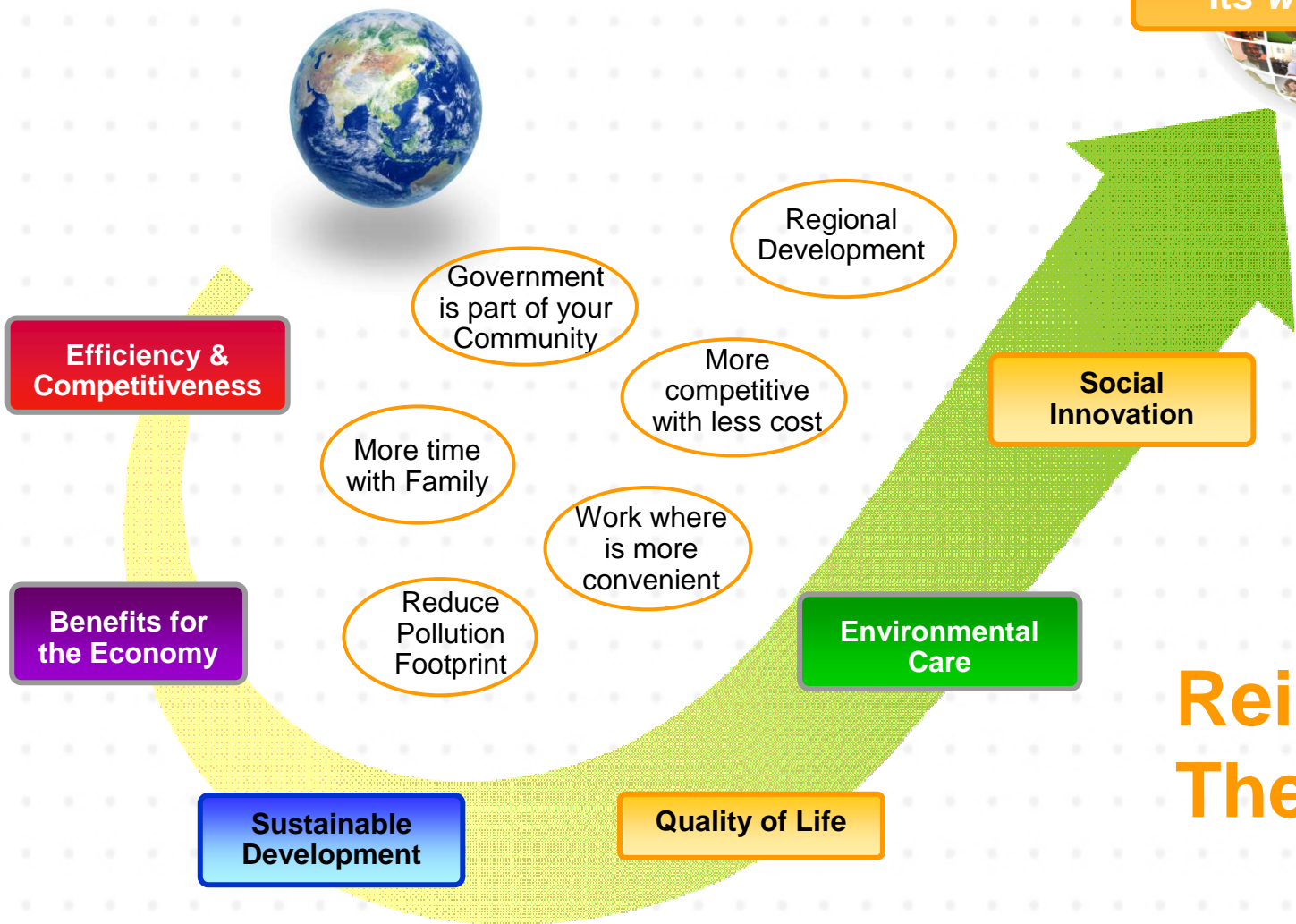
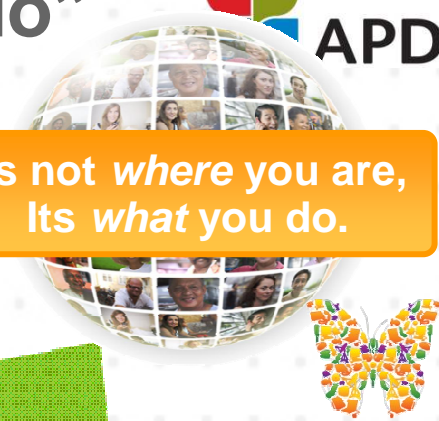
**Enhanced Communications  
Converged**

- **Communicate** in many ways with a **simple interface**.
- **The office** will be everywhere you want
- You can **always be available**
- You have a **single Message Box** (SMS, email, voice mail..)
- Be part of several **Social & Community Networks**
- Your company will **make business and communicate smarter and faster**
- **Geo-related Information** allows you to find your friends and spend less time in traffic

# “Its not where you are, Its what you do” Proof of Concept



Its not *where* you are,  
Its *what* you do.



## Reinventing. The world.

# And how is all this applicable to Mobility and Sustainable Urban Development?



## Key Applications

### Service and Communications Convergence

- Will make our **life easier** and **improve user experience** communicating.

### Virtual Office

- Innovative tools allow working **time and workplace location flexibility**.

### Location based services

- to **optimize Logistics**, **avoid traffic jams** and **reduce time travelling** to office / job.

### Social/Community networking

- To promote **sharing of experiences**, **Knowledge Transfer** and **avoid Social Isolation**.

## Main Benefits

- Promote **professional life out of Urban areas**
- Decentralize residential and Business Areas **reducing costs for Real Estate**
- **Reduce transportation needs** at rush hours and **Urban Pollution** “footprint”
- Reduce **Logistics Costs**
- Promote a **Web-related Competitive Economy**
- **Saving time for welfare** (sports, fun) and reduce Stress.
- **Promote usage on Online Public Services** and Shopping/Business.
- Drive creation of **Regional/Community Work Centers** (close to residential areas, parks and Shopping areas)

# 1. Converged Communication with any Device



**Interoperability**

**Calls & Presence**

**Video**

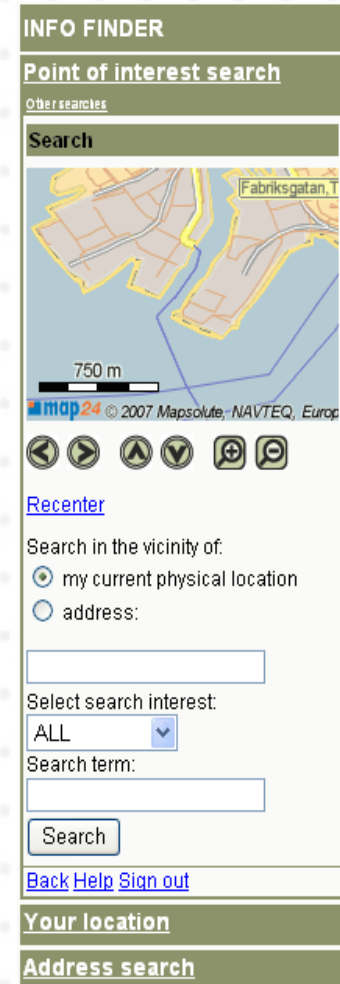
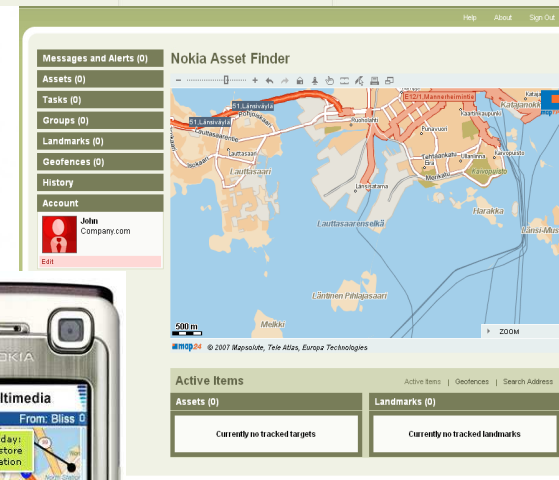
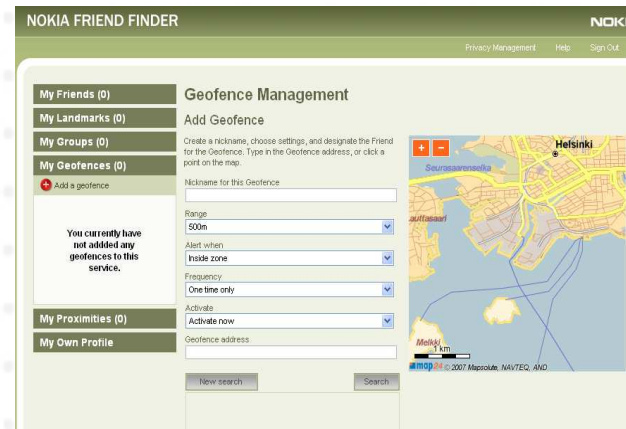
**Single mail box**

**Configure your own services**

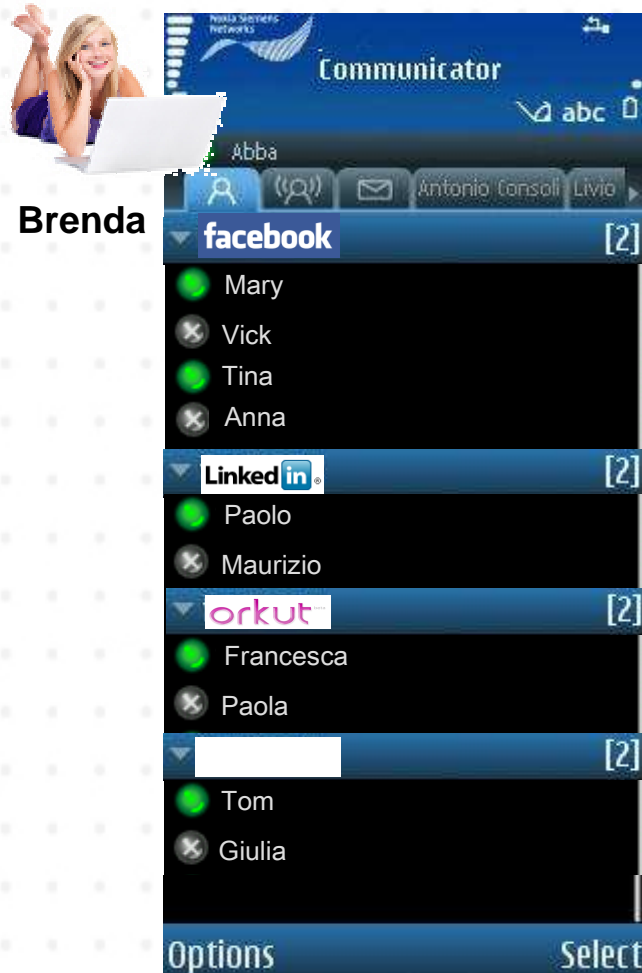


# 2. Location –based Services and Applications

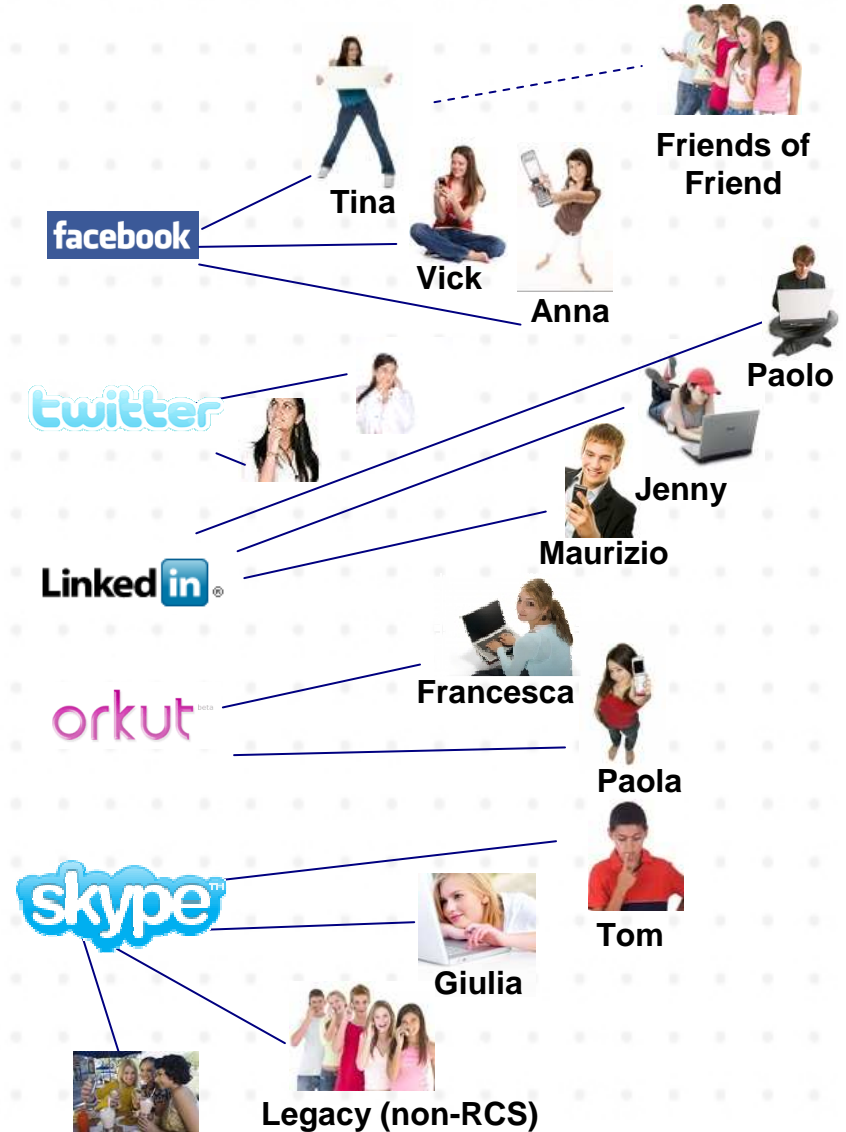
- **Info Finder**
  - offers local search services based on location of a cellular subscriber
- **Friend Finder**
  - allows subscribers to locate their friends
- **Asset Finder**
  - allows enterprise to track workforce and resources
- **Advertising Engine**
  - location-based marketing application



# 3. New Social & Community Networks



Internet and Social Networks





# Example of Social networking service

## The Grid



<http://www.thegrid.co.za/>

TheGRID is a location-based social networking service available on cellphones, which can be used at no extra cost by anyone with a cellphone number.

TheGRID allows to:

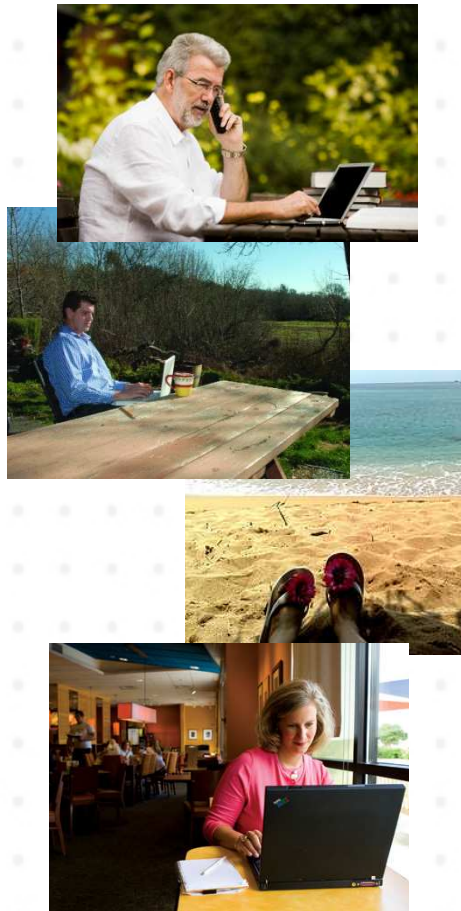
- find friends in their area on TheGRID
- locate oneself and friends on a map and
- share content with them
  - by signing-in, the profiles of friends in the immediate area will be displayed
  - one can leave “blogs” (messages, photos, video clips) around the city: virtual notes to share experiences with other users

# 4. Virtual Office

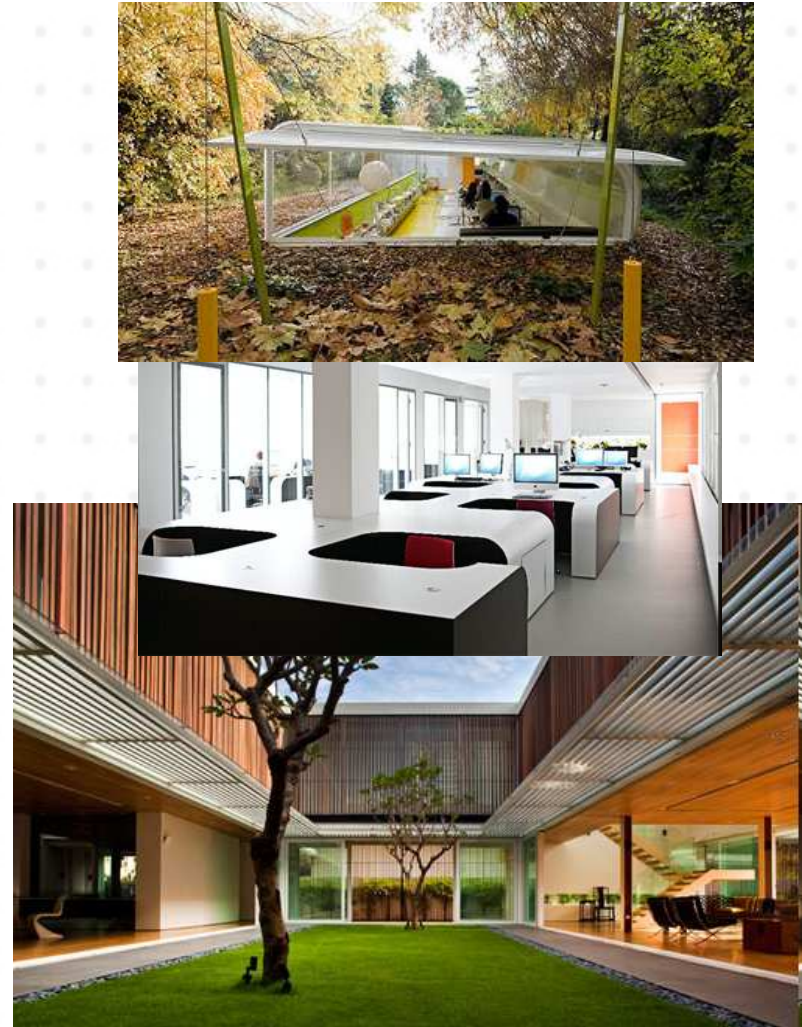
At home...



Where you want ...



... or in Virtual Office Centers



# Video

## The Virtual Office



[The\\_journey.mpg](#)

# Proposed Execution Milestones



## 1st Wave

- **Regulation for in-building telecoms** infrastructure with fibre;
- first pilot for **real-time location -based traffic service**;
- define **tax incentives** for enterprises **adopting tele-working** policies;
- **Free wireless broadband** service on selected premises (public parks and community centers);
- innovate selected **public services** like “portal do cidadão” with **Web-Collaboration and Telepresence concepts**.
- Create few “**Social Networks**” channels to share **Government & Local Authorities** information with Citizens (events, landscape changes, new public infrastructure, tax/benefits announcements)

## 2nd Wave

- Implement pilot projects for “environment friendly” **regional telework centers** (as on previous slide);
- special discounts on **restaurants for tele-workers** (sponsored by employers);
- Environment friendly and innovative **transportation facilities for telework centers** (sponsored by local authorities/government).