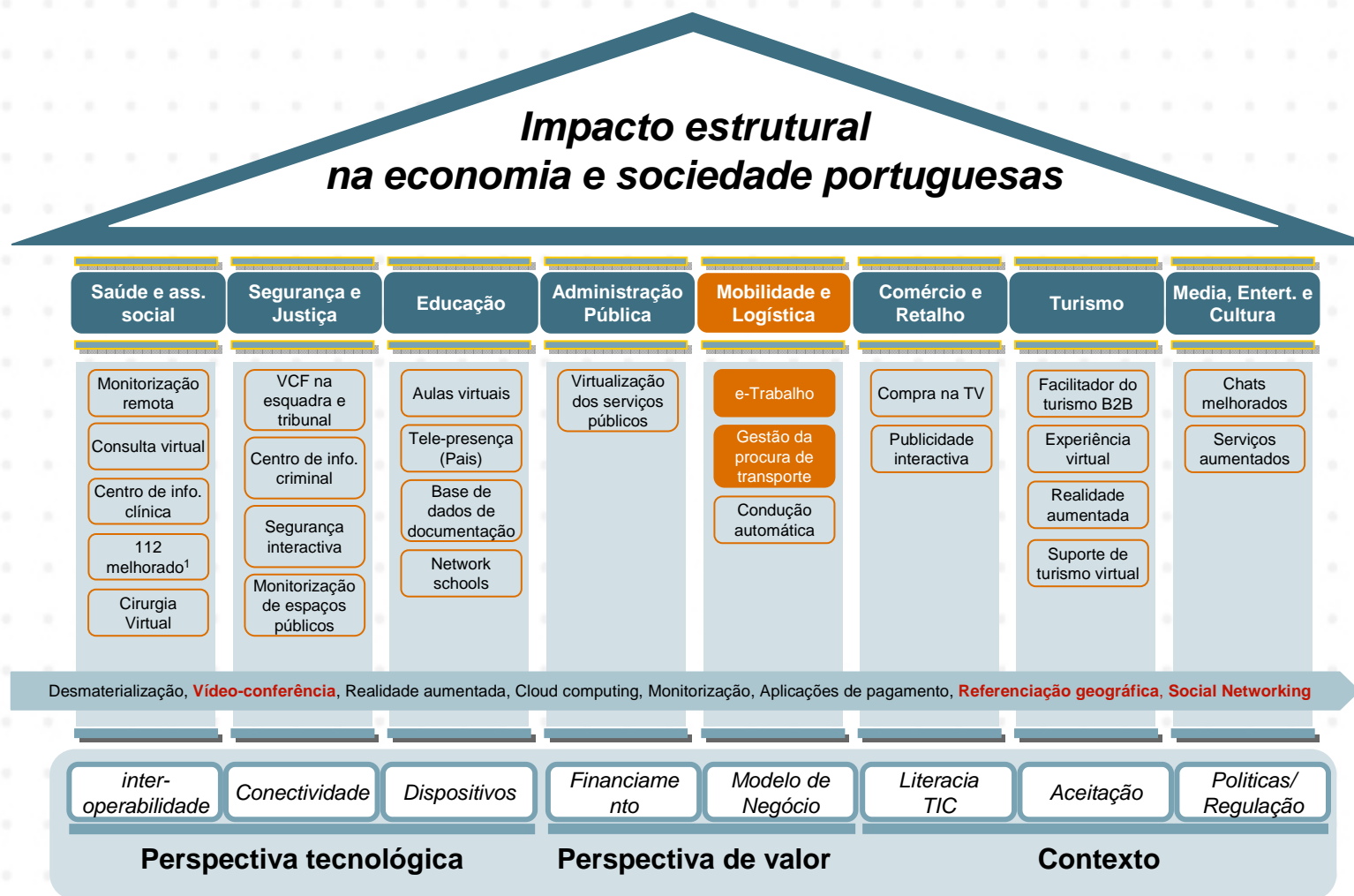


Its not where you are, Its what you do



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.



Efficiency & Competitiveness

Benefits for the Economy

Sustainable Development

More time with Family

Reduce Pollution Footprint

Government is part of your Community

Work where is more convenient

More competitive with less cost

Quality of Life

Regional Development

Environmental Care

Social Innovation

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

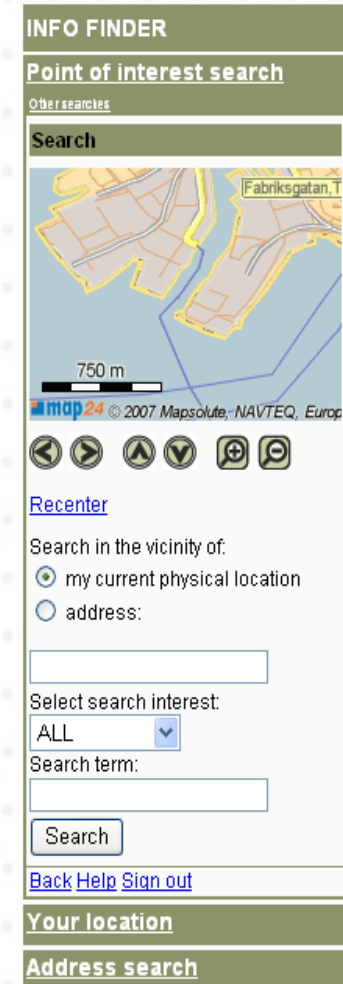
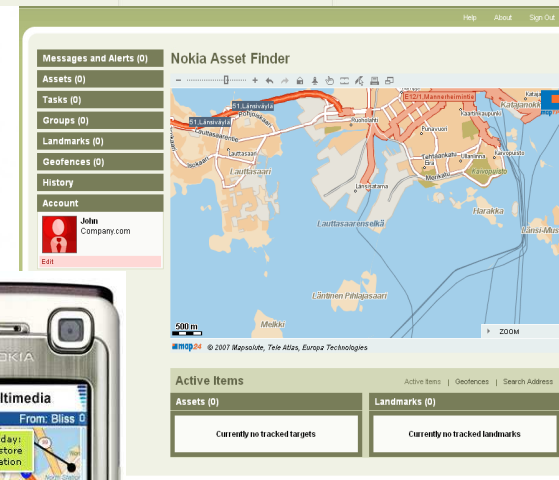
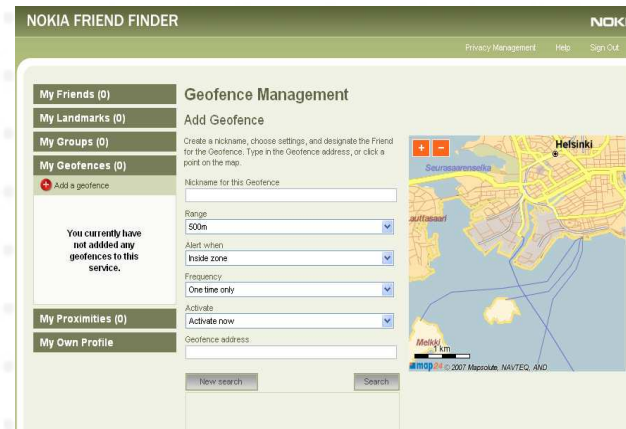
Single mail box

Configure your own services

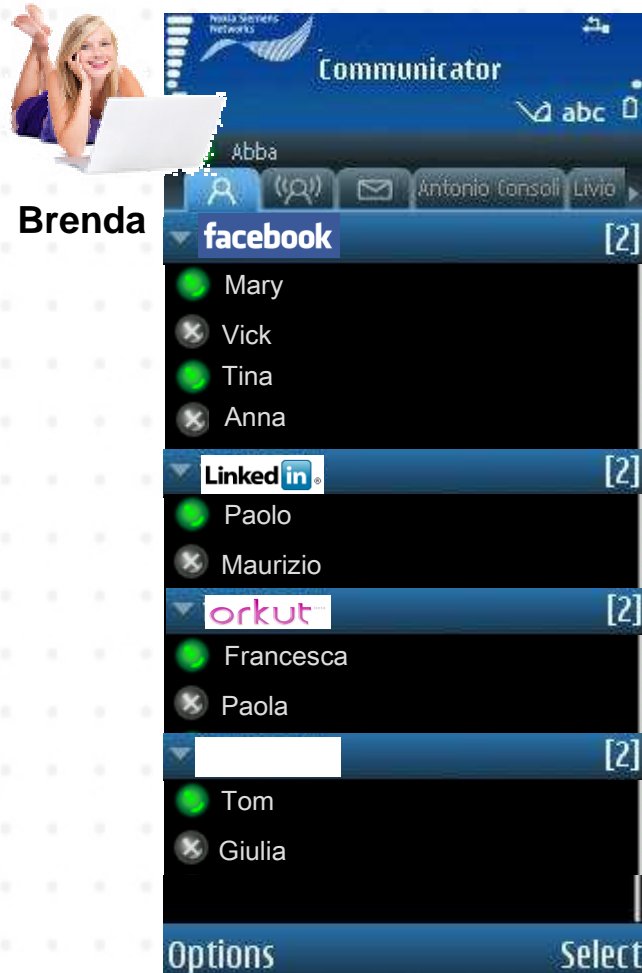


2. Location –based Services and Applications

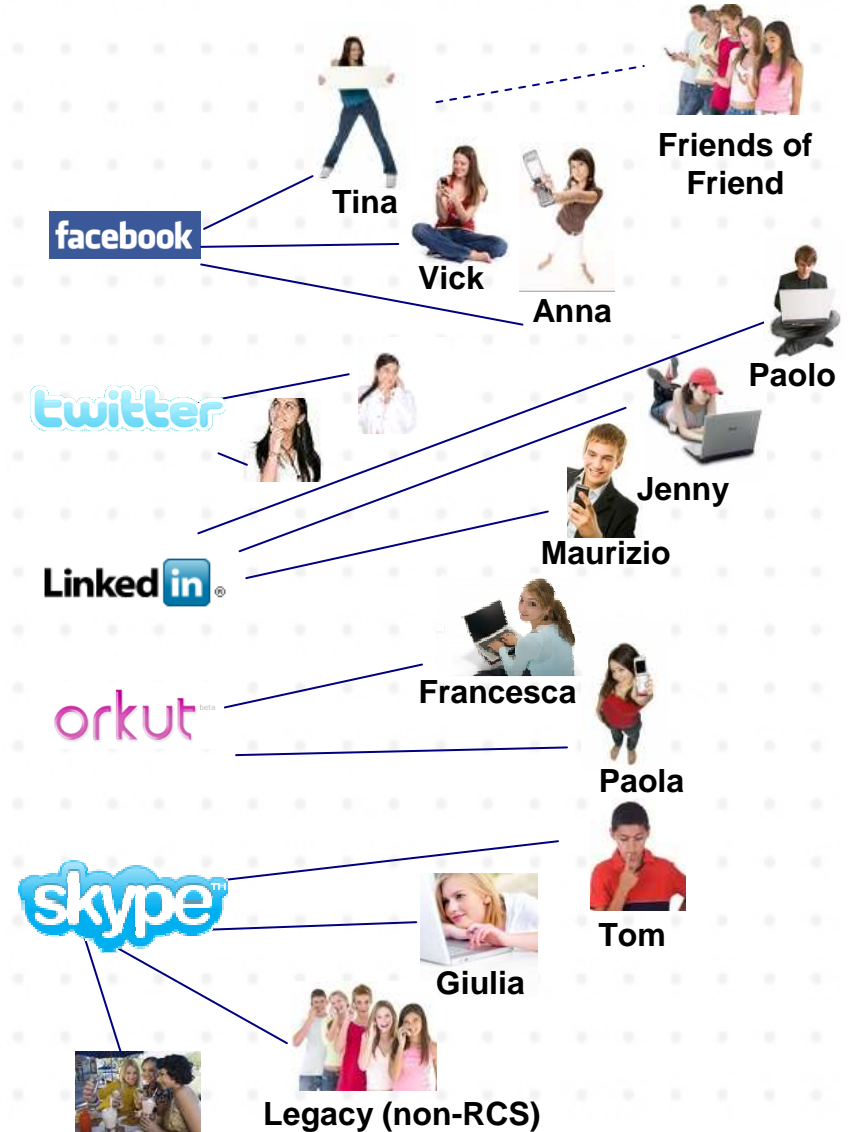
- **Info Finder**
 - offers local search services based on location of a cellular subscriber
- **Friend Finder**
 - allows subscribers to locate their friends
- **Asset Finder**
 - allows enterprise to track workforce and resources
- **Advertising Engine**
 - location-based marketing application



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:

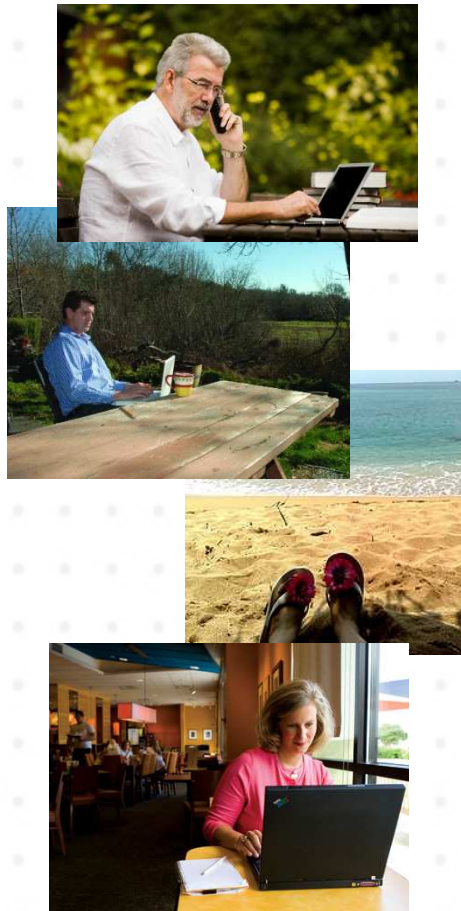
- find friends in their area on TheGRID
- locate oneself and friends on a map and
- share content with them
 - by signing-in, the profiles of friends in the immediate area will be displayed
 - one can leave “blogs” (messages, photos, video clips) around the city: virtual notes to share experiences with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

4. Virtual Office

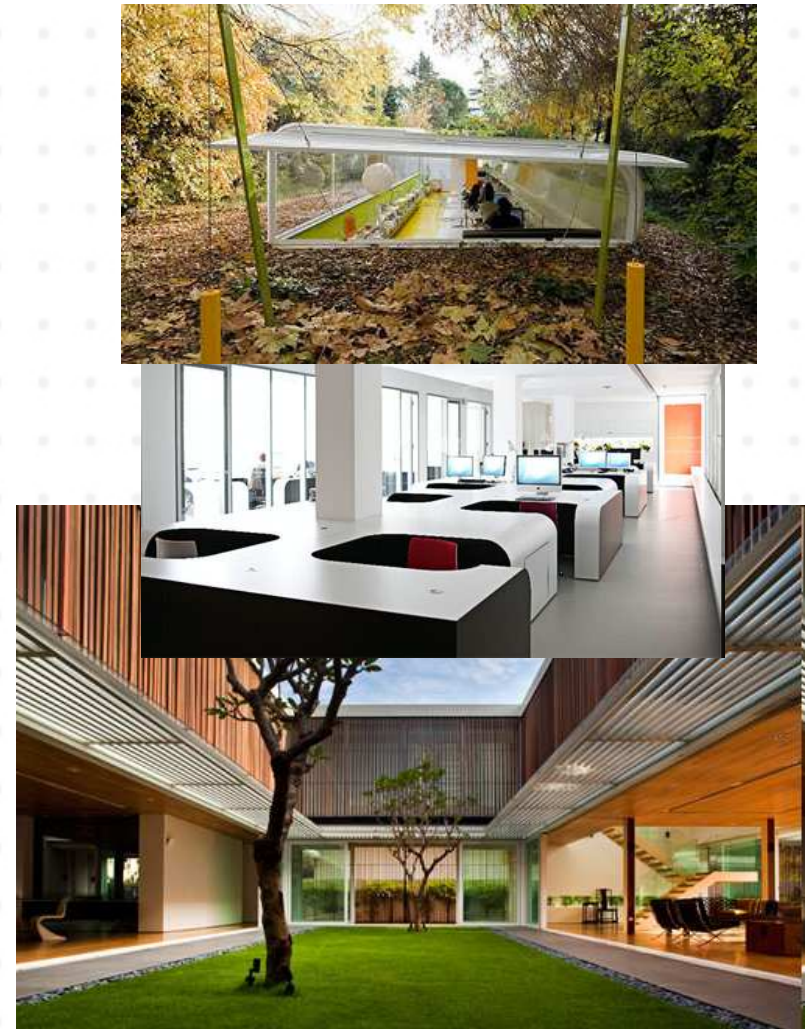
At home...



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).