

The logo consists of three vertical bars of varying heights on the left, followed by a lowercase 'o', a lowercase 'b', and a lowercase 'c'. The bars and 'o' are light gray, while 'b' and 'c' are blue. The 'b' has a unique shape with a rounded top and a vertical stem that curves into the bowl of the letter.

mobe

Being Mobile

Essere Mobili

The company in a nutshell

- Young (mean age 30) and dynamic
- Established in Sept. 2006, starting Jan. 2007
- Spin-off of the University of Udine
- 7 shareholders (5 University professors + 2 former students)
- Specializing in Software for Mobile devices (e.g., Mobile Phones, Palmtops, ...)
- *We envision a world where mobile devices constantly change their way of working and automatically adjust to the surrounding environment so that they become Mobile Beings*

The MoBe revolution: application serendipity

- We aim to change completely the way services are provided:
 - *it's not the user anymore looking for a service but the service reaching the user*
- Change the perspective: from explicit user actions to intelligent adaptation to the environment
- The time for this change is approaching:
 - Convergence of communication and media capabilities on mobile devices
 - More computing power
 - Also on consumer products

A few scenarios

- MoBe Shop:
 - when entering in a shopping centre, you receive the list of current savings, together with a location helper, on your mobile phone
 - back at home, an expense list application is left on your device
 - next shopping time, your list is used to help you in shopping
 - the same application can be employed by the shopping centre for profiling the user (with his/her consensus)

A few scenarios

- **MoBe Bus:**
 - you receive indications on the route to specific places, with a reminder just before the right stop
- **MoBe Museum:**
 - the usual audio-guides are replaced by the visitor's mobile phone
 - the application senses the artworks around the user and provides multimedia information about
 - the information might be tailored on the basis of the visitor's age (e.g., story-telling for children)
 - the application can make proposals about the visiting path according to visitor's interests

MoBe Expertise

- We are designing and developing the software infrastructure to make this possible
- Our expertise concerns:
 - the most widespread communication technologies (e.g., GPRS, UMTS, Bluetooth, Wi-Fi)
 - localization systems (GPS) and transmission and localization technologies (RFID), as well as visual tagging and antenna triangulation
 - context-aware systems for advanced and personalized applications built around AI technologies

Products

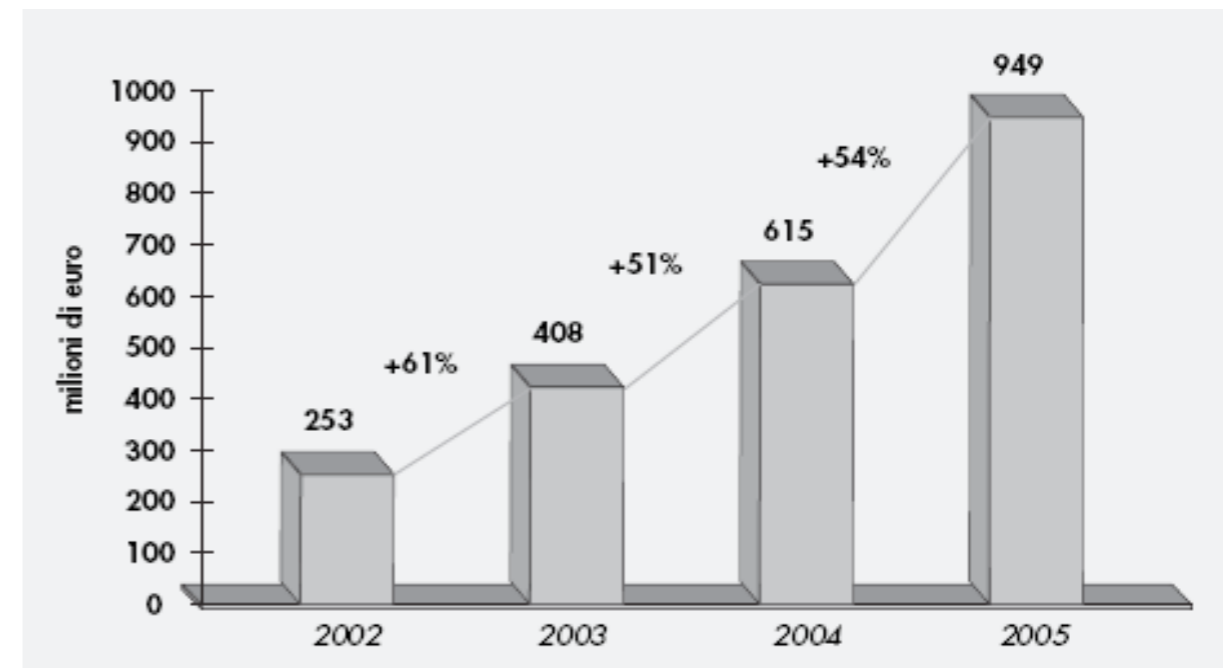
- **MoBe framework**
 - the software platform for general MoBe applications
 - currently in early development phase
- **MobInfo**
 - localized information service for Bluetooth-equipped mobile phones
- **MoBeCode**
 - contextual multimedia information based on visual tagging

Projects and partnerships

- With CRS s.r.l. (a spin-off of Vimar, specializing in domotics) we took part in two research projects:
 - Domotics: *Self-adjusting mobile devices for residential environments*
 - Domotics and automotive: *Smart mobile devices through interconnected environments* (as a subcontractor of CRS for the Fiat Research Centre)
- For the National Institute for Mountains Research (Imont) we designed MoBeVajont:
 - an interactive information system for Bluetooth-equipped mobile phones based on visual tagging, build around MobInfo and MoBeCode

The target market at a glance

- Mobile Value Added Services is a young market, with a fast growing rate (in the last few years about +50% each year in Italy)
- Current Mobile VAS are very similar to traditional VAS (more or less information pull, connectivity, video-on-demand)
- We believe this market is waiting for innovative services



Italian Mobile VAS market

Source: Osservatorio permanente
Mobile VAS Consumer (2006)

Thank you for your attention



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