

The “Mobile Portal”

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Publisher's Note

Although these slides are marked “Confidential,” they were presented at an open meeting of the WSRP Technical Committee of the Organization for Advancement of Structured Information Systems (OASIS). Proprietary information is not to be presented in these meetings; the editor assumes Mr. Appelquist waived confidentiality and may have been unaware that his slides contained that label, as often is the case when slides are presented in a number of different contexts.

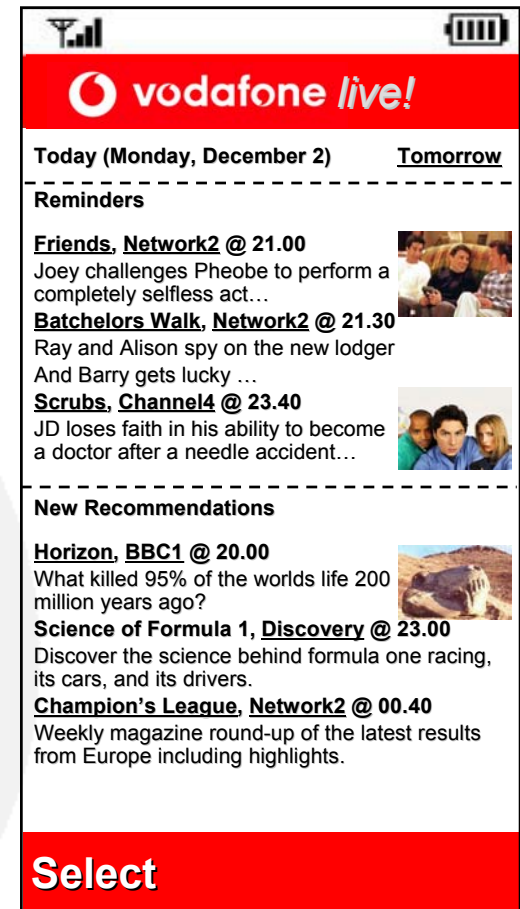
jim farmer, editor

Vodafone

- World's Largest Mobile Community
 - 125 Million Subscribers
- UK HQ
- Group Functions based in UK and Germany
- Operating companies in UK, Germany, Italy, France (SFR), Spain, Ireland, Netherlands, Switzerland, Belgium, Sweden, Egypt, Japan, Australia, New Zealand, USA (Verizon Wireless), Hungary, Austria, Malta, Fiji, etc...
- OASIS member since 2003

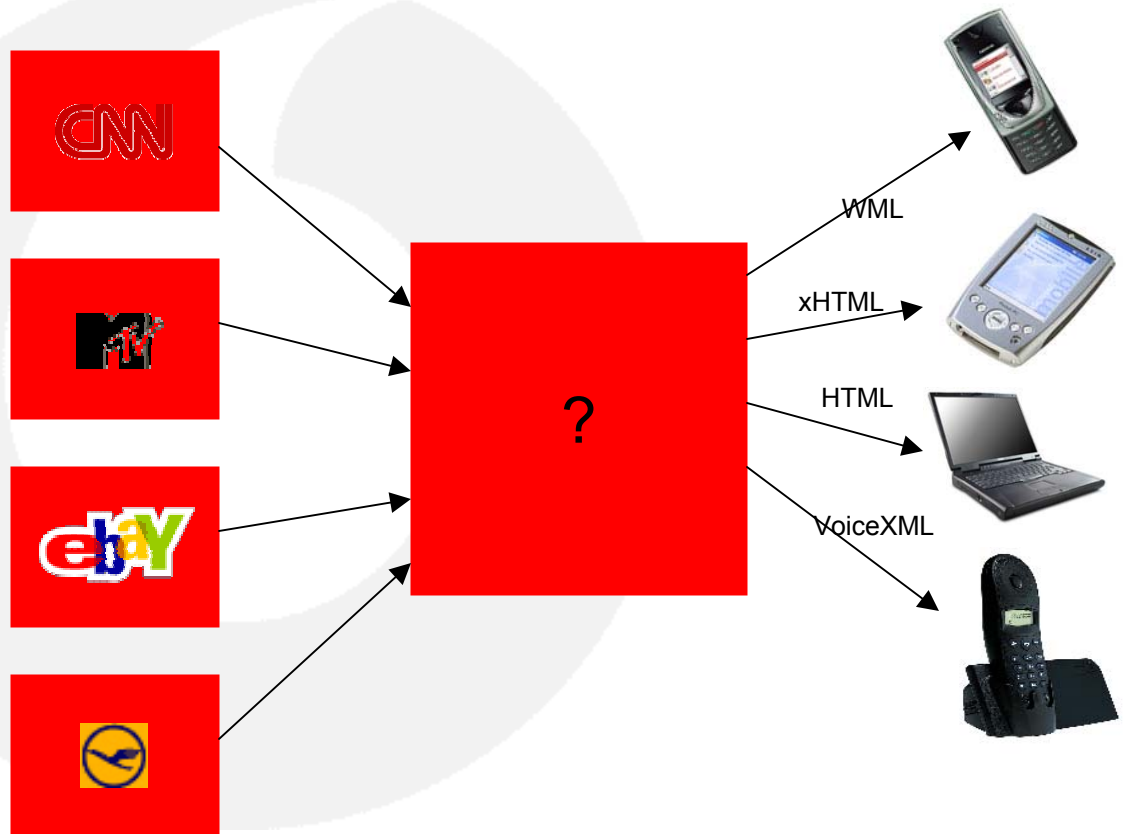
Introducing Vodafone Live!

- GSMA Award Winning *Consumer Data Service*
- Not “Internet on your phone” or “WAP”
- Value added content and services on your handset
 - News, information, communication, digital goods
- One touch access
- Trust relationship
- 3 Million+ Vodafone Live! customers
- Implemented as a “mobile portal”
- Problem definition:
 - Integration of Content and Service Providers into a “mobile portal”



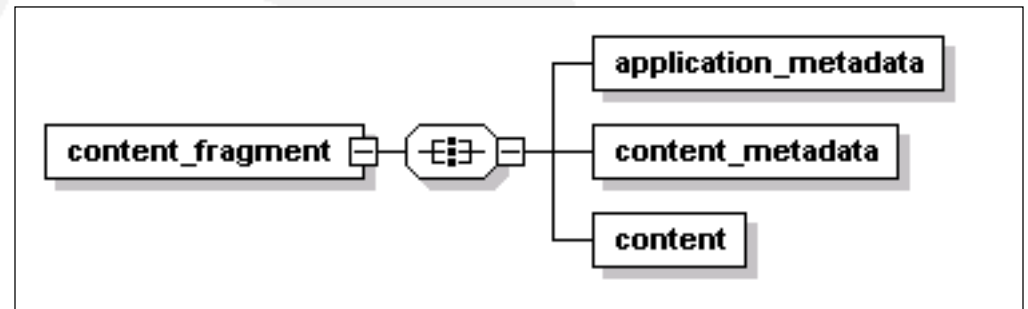
What Role for Mobile Operators?

- User Identity and “Trust Broker”
- Content Adaptation
- Search
- Discovery
- Payments / Subscriptions
- Location Enablement
- Combined Presentation
- Transcoding
- DRM
- Alerting / Pushing
- Device and Bearer Information



What are we doing now?

- Web Services “model” for connecting to (some) content partners but still largely proprietary XML over HTTP
 - VCML – Vodafone Content Markup Language
 - Request-Response
 - Content Fragment Model
 - Content transformed for appropriate browser/device



- Separate interfaces for messaging, browseable content
- Working with content providers large (CNN, AFP, WSJ, Times of London) and small (6 Foot Off-Shore)
- Subscription model for content, with revenue sharing with providers
 - Charging semantics passed through in VCML
- Selling digital goods (ringtones, games)

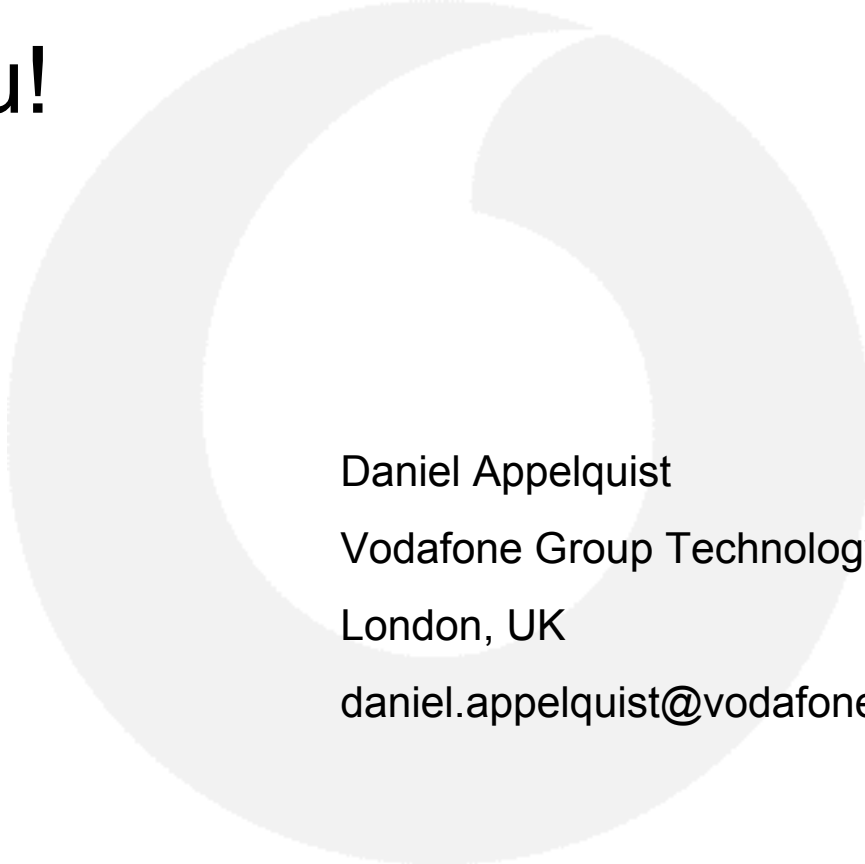
The future...

- Vodafone provides Web Services that expose capabilities to content and service providers
 - “send a news alert” ...and I don’t care how it gets there...
 - Content incorporated into sophisticated services across multiple devices (intelligent assistant)
- More digital goods (video & audio downloads, streams...)
- Vodafone as an “identity provider” (Liberty Alliance)
- Seamless user experience
 - Integration of content, telecoms services, messaging, across multiple devices
 - Multimodal
 - Semantically aware
 - Handset integration through applications vs. browsing
- Standardizing metadata for content and service delivery
- Standards driving interoperability, driving commercial success and driving performance

Potential Requirements

- What makes a “mobile portal” different from a “portal”
 - Need to think about and model device independence
 - Small screen
 - Pagination
 - Priority of columns in tables
 - Incorporation of xHTML content, SVG
 - Support for features specific to handsets
 - Use of keypad
 - Metadata Transport
 - Content and service “discovery” are important for mobile data services
 - Modality not conducive to browsing / customers have less time to browse
 - Suggestions have to be relevant
 - Requirement to support child protection (content labelling)

Thank you!



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