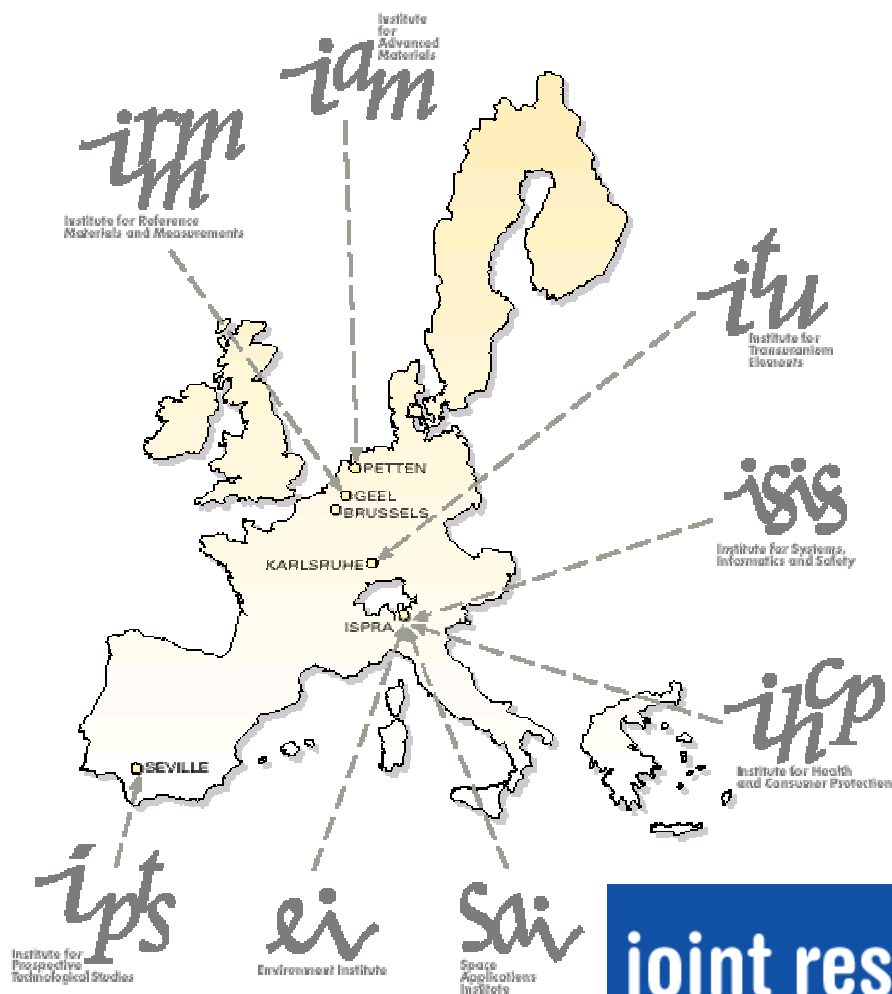


# Scenarios for Aml & Aml@Home project

yves.punie@jrc.es

- **Background: Phd. in Social Sciences (June 2000)**
  - Use and Acceptance of ICTs in everyday life
  - Social Studies of Technology (SCOT)
- **Institute for Prospective Technological Studies**
- **Two year Post-Doctoral Fellowship (EMTEL)**



**joint research centre**  
EUROPEAN COMMISSION

## IPTS Mission statement

- *IPTS **provides prospective techno-economic analyses** in support of the European Union's policy-making process.*
- *IPTS **monitors and analyses S&T related developments**, their cross-sectorial impact, the inter-relationships between technology and society, and their future policy implications.*
- *IPTS **operates international networks**, pools the expertise of high level advisors and **presents information in a timely and synthetic fashion**.*

the IPTS Futures Project

# Scenario's for Ambient Intelligence in 2010



K. Ducatel, M. Bogdanowicz, F. Scapolo, J. Leyten & JC. Burgelman

# AmI: Goal & Vision

- **Develop a longer term vision of the challenges and opportunities for sustained global competitiveness of the European IST industry circa 2010 (ISTAG Mission)**

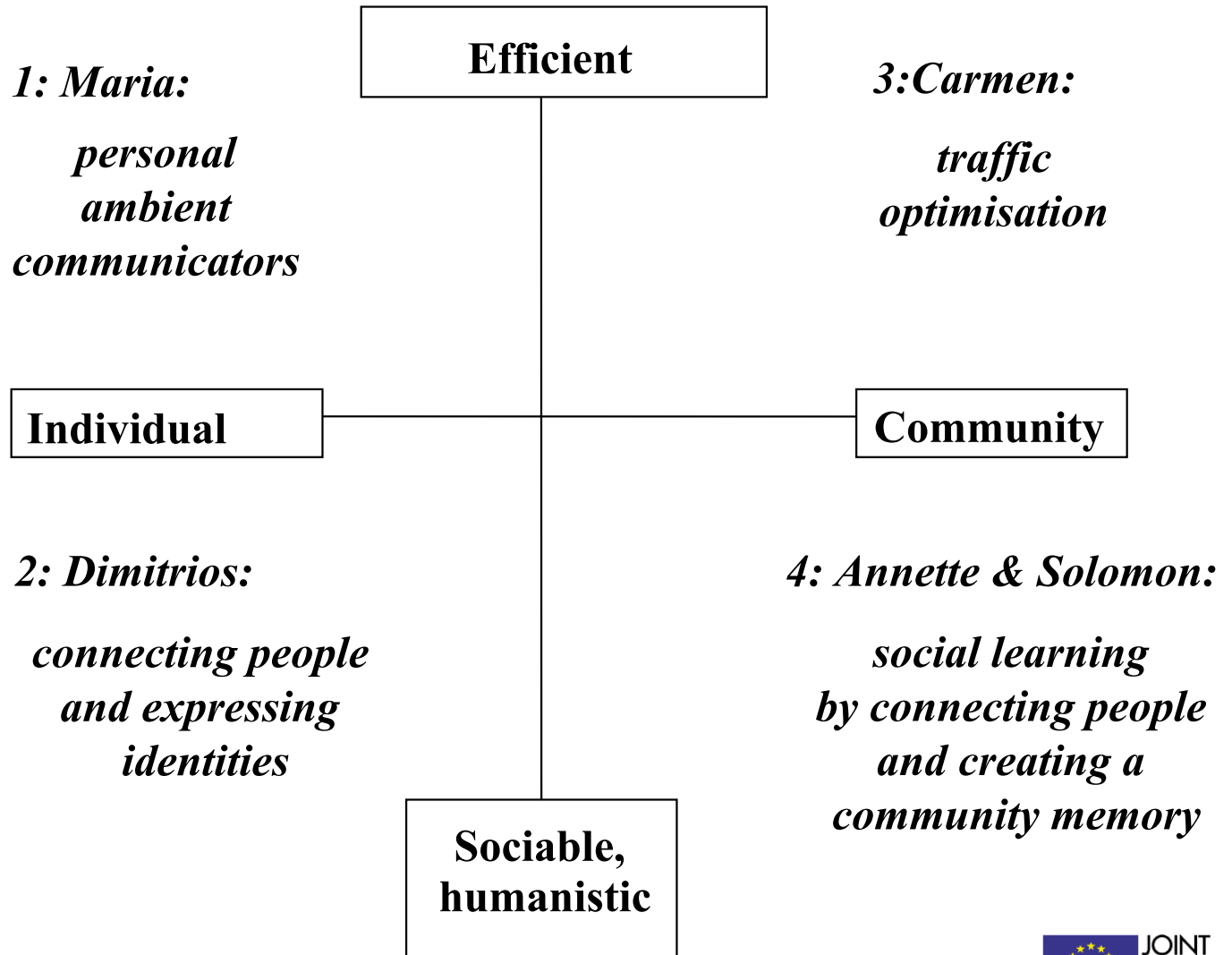
## ISTAG vision of AmI in 2010:

- **It should be unobtrusive, often invisible:**
- **Everywhere and yet in our consciousness - nowhere unless we need it.**
- **Interaction should be relaxing and enjoyable.**
- **It is all about user or people centric technology.**

# The scenarios

- **Not just scenario scripts but also develop a technology roadmap and identify key drivers, constraints & uncertainties, technological trajectories, possible breakpoints and key events.**
- **Discuss economic, social and political factors**
- **35 experts, Dg InfSo & IPTS**
- **Scenarios are not predictions but provide a glimpse, a provocative vision of possible futures, aimed at improving our understanding and at mobilising people and resources towards a common vision.**

# Scenario structure

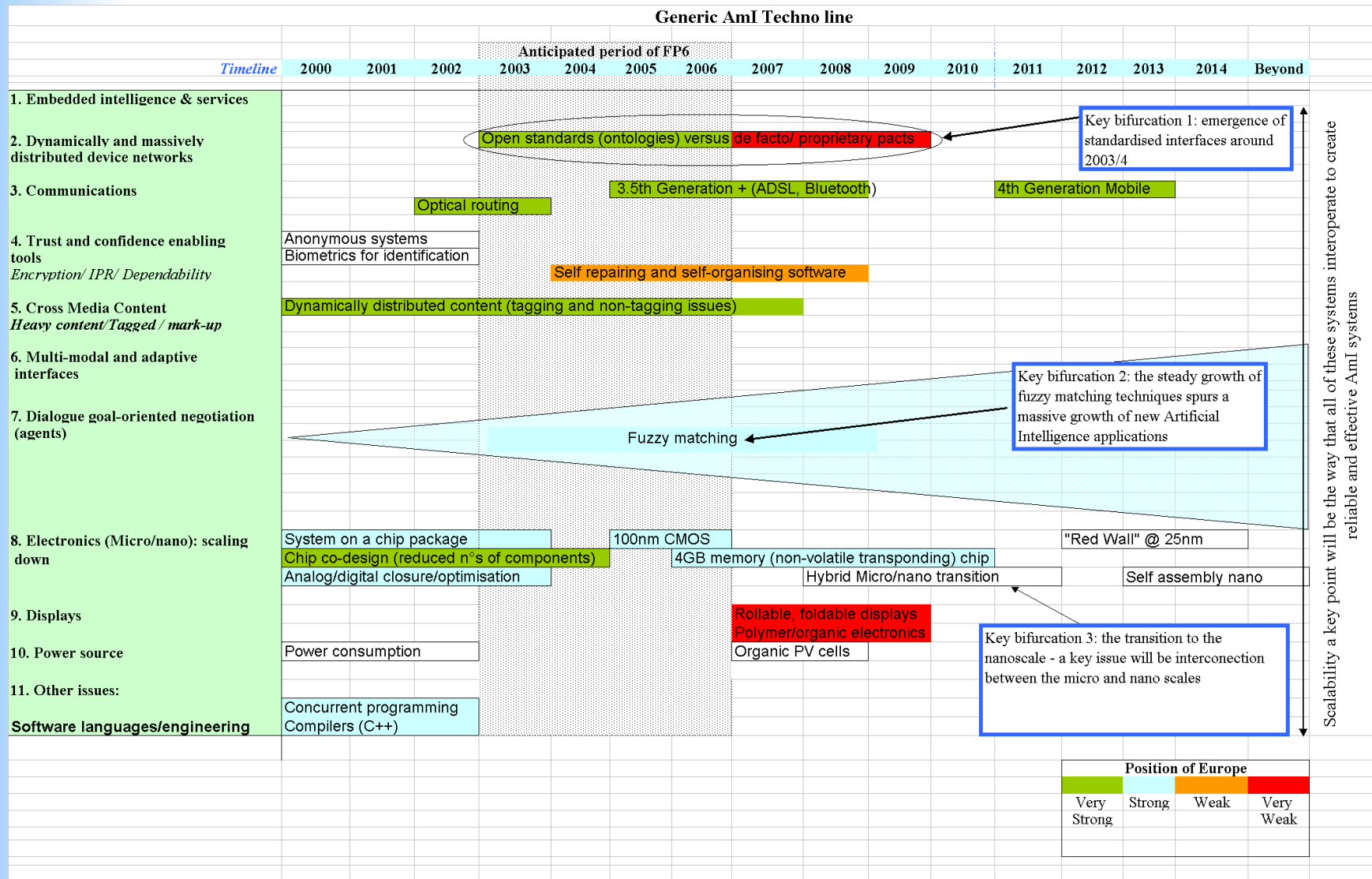


# Key technological requirements

- **Requirement 1: Very unobtrusive hardware**
- **Requirement 2: A seamless mobile/fixed web-based communications infrastructure**
- **Requirement 3: Dynamic and massively distributed device networks**
- **Requirement 4: Natural feeling human interface**
- **Requirement 5: Dependability and security**



# Technological Roadmap to Aml



# Key Impacts / demand side

- **The social and the political : privacy, identity, security... Who is in control?**
- **The economic: How to « make a business » in such an environment? What impact on manufacturing and services?**
- **The scientific: which targeted research effort is needed ? (AmI in FP6)**

# S&TRM of Ami@Home

- **Societal problem:**
  - Acceptance of these technologies is not obvious (vt, vod, wap)
  - Real use differs from intended use (SMS, answering machine)
  - No typical user but a diversity of users and uses
  - Digital divide in an AmI environment?
- **Solution not in reactively trying to influence diffusion but rather in proactively taking users on board in the design of new techs.**
- **Challenge in flexible design that enables a diversity of users to feel at home with these techs.**
- **S&TRM of Ami@Home as part of a larger S& TRM exercise**