Contextualized¹: Context Aware Mobile Services

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INRIA Team: PRIMA
Future INRIA Team: Pervasive Interaction²

1. A new startup using INRIA Technology
2. To start in Jan 2016
For Smart Phone Users:
Sending and receiving communications on a mobile device is obtrusive (demanding of attention, manipulation and time).

For Advertising Agencies and information service companies:
Mobile device users do not want activities to be disrupted by irrelevant advertising (spam).
CAMIA
Context Aware Mobile Intelligent Assistant

Our Value Proposition:

For Smart-Phone users:
CAMIA provides non-obtrusive management of communications (Phone calls, SMS, Tweets, etc) in accordance with current and anticipated daily activities.

For Advertising Agencies and information service companies:
CAMIA provides non-obtrusive targeted product information on mobile devices corresponding to users' activities and needs.
Mobile Advertising: A Growing Opportunity

For Smart Phone Users:

⇒ CAMIA will generate messages and manage calls in a manner that is appropriate to the users activity and context.

For mobile advertisers and mobile advertising networks:

⇒ CAMIA will assure that targeted product information will only reach willing customers.
Urban Analytics?

For Urban Spaces:

⇒ CAMIA can provide anonymized information on activities and plans of people in urban spaces and commercial environments.

What are they doing? Where are they going? When will they go? How will they get there?
Enabling Technologies: Four Innovations

**CAMIA** builds on four innovations:

- Bayesian situation modeling
- Mobile activity recognition using the full suite of phone sensors
- Non-obtrusive human-computer interaction
- Autonomic management of phone resources

Combined with recent progress in Machine Learning

In addition:

CAMIA respects personal privacy. Information about user activity does not leave the mobile device. (No personal data on the cloud).
An Example Scenario

Jim is in his office

CAMIA: Traffic is heavy. You need to leave 5 minutes early for your 4pm meeting with Rod and Gilles.

Camia: With this traffic you will arrive 5 minutes late. Should I tell Rod and Gilles?

Jim: Yes please. Camia: Done.

Gilles office. Gilles phone sounds an SMS.

Gilles phone: Jim is stuck in traffic and will arrive 5 minutes late.
An Example Scenario (cont'd)

Gilles receives an SMS: Jim has arrived and is in the building.

Twitter feed for GRAIN Incubator. Automatic tweet from @Gilles.

@Gilles is brainstorming about a new start-up. - from CAMIA.

Other Scenarios:

- Delivery Service (DHL, FEDEX, etc)
- Mobile sales representative
- Doctor on rounds in the hospital
- Out for a night on the town
- Visiting a new city
Where are we and what are the next steps?

Current situation:
• Component technologies demonstrated in operational environment. (TRL 7)
• Start-up team assembled
• Proof of Concept (PoC) under construction.

Next steps:
• Deploy and refine PoC version to test group.
• Build base of adaptable User Profiles.
• Build first deployment release.
• Release to limited pilot user group. (Pilot launch in UK or US)
• Build user communities (looking for paths to viral growth)
• Deploy first targeted product information.
The Contextualized Start-up Team

CEO - Rod Bark
Senior Manager R&D (HP)
30+ Years in product development, marketing and operations.

James L Crowley,
Professor, Grenoble Polytechnique Institut
INRIA Group Leader
Technology expertise

Gilles Talbotier
20 Years experience in technology incubation
Financial and Management expertise

Dave Penkler
HP Fellow
Software Architect
What are we looking for

1) **Marketing Director.** Preference for previous experience in mobile or web based start-ups, product launch, and viral marketing. Looking for international experience but can be based in Bay Area.

2) **Financial Partner.** 5 - 7 Year investor, willing to commit to build user base before building revenue stream.

3) **Experienced programmers** for android and IOS platforms.
Thank you

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