



Mobile Communications & Technology Platform

Staying ahead!

4<sup>th</sup> Workshop on  
*Shaping the Future of  
Mobile and Wireless Communications*

Programme (Final)

Luis M. Correia

(Working Group on Leading-Edge Applications)

Madrid, Spain

2009-May-19

Sponsored by



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# TABLE OF CONTENTS

- Table of Contents ..... 2
- Motivation ..... 3
- Objectives ..... 3
- Date and Venue..... 3
- Coordination ..... 4
- Speakers and Contributing areas..... 4
- Format ..... 4
- Questions to be addressed ..... 5
- Attendance ..... 5
- Programme ..... 6
- Transportation ..... 6
- Accomodation..... 6
- Registration ..... 7

## **MOTIVATION**

European Technology Platforms (ETPs) are fora where all stakeholders, led by industry, come together to define R&D priorities on areas of strategic importance for Europe's growth, competitiveness and sustainability. ETPs are designed as part of the 7<sup>th</sup> Framework Programme (FP7) of the European Commission, which will drive European R&D initiatives in the period 2007-2013. They are committed within their mandate to contribute in an appropriate manner to the challenge of helping Europe become the most advanced knowledge-based society.

eMobility ([www.emobility.eu.org](http://www.emobility.eu.org)) aims at reinforcing Europe's leadership in Mobile and Wireless Communications (M&WCs), which have created unprecedented possibilities for people to communicate and have become a key driver of economic growth. eMobility shall master the future development of this technology, so that it best serves Europe's citizens and the European economy.

Within the activities of eMobility, a Working Group on Leading-Edge Applications has been formed, in order to address non-technological aspects related to services and applications in M&WCs. Previous, successful, editions of these workshops were held in:

- 2006-May-22, Bonn, Germany, hosted by Deutsche Telekom;
- 2007-Sep-25, Rome, Italy, hosted by Telecom Italia;
- 2008-Oct-15, Stockholm, Sweden, hosted by Ericsson.

## **OBJECTIVES**

The main objectives of the workshop are:

- to gather contributions to updated versions of the SRA (Strategic Research Agenda);
- to collect ideas for the SAA (Strategic Applications Agenda);
- to establish further links between M&WCs and other areas;
- to find new applications for M&WCs;
- to get disruptive ideas for R&D in M&WCs.

## **DATE AND VENUE**

The meeting will be held on 2009-May-19, in Madrid, Spain, hosted by Telefónica:

Auditorium

Telefónica Flagship Shop

Gran Vía 28

Madrid

Besides hosting the event, Telefónica will also sponsor it.

The building of the meeting room is the one on the map at the end of this document.

## COORDINATION

The Workshop is coordinated by:

- Luis M. Correia, IST – Technical University of Lisbon, Lisbon, Portugal
- Ana Maria Vega, Telefónica, Madrid, Spain

## SPEAKERS AND CONTRIBUTING AREAS

Speakers were sought in the various focus areas of the SAA. The list of speakers follows:

- **Health and Inclusion**

Dr. Georgi Grasczew, MDC - Max-Delbrück Center for Molecular Medicine, Berlin, Germany  
<http://www.mdc-berlin.de/en>

- **Transport**

Ana Paul, CTAG, Porriño Pontevedra, Spain  
<http://www.ctag.com>

- **Environment**

Suzanne Pahlman, WWF – World Wildlife Fund, Stockholm, Sweden  
<http://www.wwf.org>

- **Future Internet**

Jorge Serna, Telefónica Research and Development, Madrid, Spain  
<http://www.tid.es/en>

- **Social Aspects**

Dr. Gianluca Miscione, ITC - International Institute for Geo-Information Science and Earth Observation, Enschede, The Netherlands  
<http://www.itc.nl>

## FORMAT

The format of the workshop is as follows:

- each speaker is given a set of questions (a potential list is given below);

- each speaker gives a talk for 30 minutes, starting by identifying his/her area, its positioning in the area, and then giving contributions to answers to the questions; a discussion is held after each presentation;
- at the end of the day, there is a panel for global discussion and conclusions;
- presentations will be collected in proceedings, to be made available at eMobility's website.

## QUESTIONS TO BE ADDRESSED

The set of questions to be addressed by the speakers is (both in a general perspective, and focused on a specific area, and not necessarily to be all addressed by each speaker):

- What is the current need for M&WCs in the area?
- What can be possible applications of M&WCs in the area that can really make a difference in the future?
- What have been your biggest sources for frustration regarding the communications needs in the area?
- How can M&WCs contribute to increase business in the area?
- What can be done to increase the usage of M&WCs in people's daily life?
- What new communication paradigms, technologies, materials, etc., would help push M&WCs systems far beyond today's performance?
- What do you consider to be the impact of M&WCs in the area?
- In which topics of the area do you consider M&WCs to be more important?
- What are the biggest challenges you encounter/view in the area? Where/How do the M&WCs contribute to address these challenges?
- Concerning user acceptance, what are the social or cultural aspects that need to be addressed?
- Clearly there will be technical hurdles. What are those?
- What might be the legal or regulatory challenges?
- In which ways can the impact of the M&WCs in the Environment be minimised? Are there any specific Environmental issues that your research is addressing? Or how does your research take into account Environmental issues?

## ATTENDANCE

The workshop is open to all eMobility members, but non-members can attend as well, depending on room capacity availability.

## PROGRAMME

The programme is as follows:

- 10h00 - 10h15: Welcome/coffee
- 10h15 - 10h30: Opening
- 10h30 - 11h15: *Gianluca Miscione*
- 11h15 - 12h00: *Suzanne Pahlman*
- 12h00 - 12h45: Guided visit to Telefónica's Flagship Shop
- 12h45 - 13h30: Lunch
- 13h30 - 14h15: *Georgi Graschew*
- 14h15 - 15h00: *Ana Paul*
- 15h00 - 15h15: Break
- 15h15 - 16h00: *Jorge Serna*
- 16h00 - 16h45: Panel with all speakers, and Wrap up
- 16h45 - 17h00: Close

## TRANSPORTATION

The venue is a few hundred metres from the Underground station "Gran Vía" (Lines 1 and 5). More detailed information is available at:

<http://www.metromadrid.es/en/index.html>

<http://www.metromadrid.es/export/sites/metro/comun/documentos/planos/Planoingsincorte08.pdf>

## ACCOMODATION

If you want to stay in a hotel near the venue (Calle Gran Vía), we suggest that you book rooms in one of the following hotels. When you contact them, please mention that you are guests of a Telefónica event, in order to have our special tariff (from 88 € to 97 €, night and breakfast, VAT not included):

- TRYP Gran Vía \*\*\*

C/ Gran Vía, 25, 28013, Madrid ESPAÑA

Tel: (34) 91 5221121 - Fax: (34) 91 5212424

E-mail: [tryp.gran.via@solmelia.com](mailto:tryp.gran.via@solmelia.com)

[http://www.solmelia.com/solNew/hoteles/jsp/C\\_Hotel\\_Description.jsp?codigoHotel=2819](http://www.solmelia.com/solNew/hoteles/jsp/C_Hotel_Description.jsp?codigoHotel=2819)

- TRYP Washington \*\*\*

C/ Gran Vía, 72, 28013, Madrid ESPAÑA

Tel: (34) 91 5417227 - Fax: (34) 91 5475199

E-mail: [tryp.washington@solmelia.com](mailto:tryp.washington@solmelia.com)

[http://www.solmelia.com/solNew/hoteles/jsp/C\\_Hotel\\_Description.jsp?codigoHotel=2825](http://www.solmelia.com/solNew/hoteles/jsp/C_Hotel_Description.jsp?codigoHotel=2825)

- TRYP Memfis \*\*\*\*  
C/ Gran Vía, 74, 28013, Madrid ESPAÑA  
Tel: (34) 91 5470900 - Fax: (34) 91 5475199  
E-mail: [tryp.memfis@solmelia.com](mailto:tryp.memfis@solmelia.com)  
[http://www.solmelia.com/solNew/hoteles/jsp/C\\_Hotel\\_Description.jsp?codigoHotel=2820](http://www.solmelia.com/solNew/hoteles/jsp/C_Hotel_Description.jsp?codigoHotel=2820)
- TRYP Cibeles \*\*\*\*  
Calle de Mesonero Romanos, 13, 28013, Madrid ESPAÑA  
Tel: (34) 91 5321552 - Fax: (34) 91 5326570  
E-mail: [tryp.cibeles@solmelia.com](mailto:tryp.cibeles@solmelia.com)  
[http://www.solmelia.com/solNew/hoteles/jsp/C\\_Hotel\\_Description.jsp?codigoHotel=2815](http://www.solmelia.com/solNew/hoteles/jsp/C_Hotel_Description.jsp?codigoHotel=2815)

## REGISTRATION

There will be no registration fee, as Telefónica is sponsoring the event.

Nevertheless, all participants are required to register by sending an email to Ms. Vera Almeida, [vera.almeida@lx.it.pt](mailto:vera.almeida@lx.it.pt), (phone: +351-218 418 486), until Monday, 2009-05-11.

The number of participants is limited.



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**28013, Madrid**  
**España**

