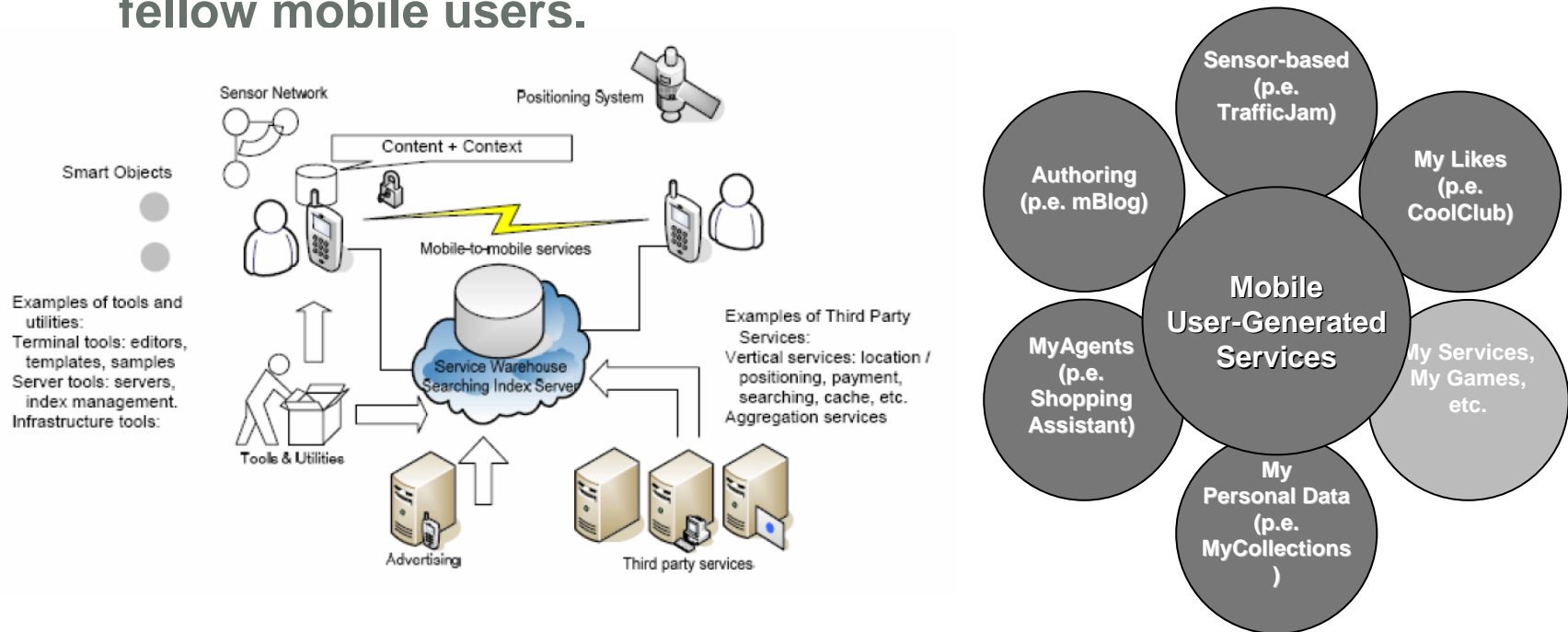


FIA FISE Session
MUGGES & m:Ciudad
Projects Position
Guillermo Gil Aguirrebeitia
13/05/2009

m:Ciudad and MUGGES are addressing the *Mobile Super Prosumer* concept...

Beyond UGC: User-Generated Services, directly with the mobile device, provided from the mobile device to other fellow mobile users.



Services created at the point of inspiration, provided from the edge of the network, relevant to our instantaneous interest and still context aware. The terminal becomes not only "a player" but "a server".

m:Ciudad and MUGGES are addressing the *Mobile Super Prosumer* concept...

m:Ciudad was first, and it is researching in the HOW > The Service Infrastructure. Everybody asked why a mobile user was going to act as a super-prosumer.



MUGGES complements it with a Long Term (tailored) Trial, to understand the WHYs and all business (potential) opportunities, from social nets to other types.

Socio-economic aspects of m:Ciudad and MUGGES...

- We –users- are part of *it* (symmetric role).
- A rich (super)cloud of services created with almost no cost in the edge, that can catalyze vertical IT services.
- Social impact: millions of information providers, (millions of journalists...)
- My mobile = my business? (micro entrepreneurs)
- How the *Long Tail* model is shaped over time?
- What are really the business models? New business perspectives _in and on top of_ the mobile super prosumer platform.
- What about innovation and *crowdcreativity* in this *green* field?

Of course, this vision requires new technologies and research lines...

- **Full lifecycle (mobile) Service Platform components: for creation, provision, use and exploitation**
- **Service & Content & Context Searching innovative interfaces**
- **Open service composition in a mobile, volatile platform**
- **The Real World as part of the service life cycle**
- **Large scale / real time user profiling**

To share a vision about FI seems to be a difficult task...

Perhaps we can share a vision of who will be FI users (actors?) and how they will behave.

(Old) Internet technology has led to unexpected usage and business models. Shall we do the same? Can we anticipate FI disruptive usage and business models to prioritize research lines?