

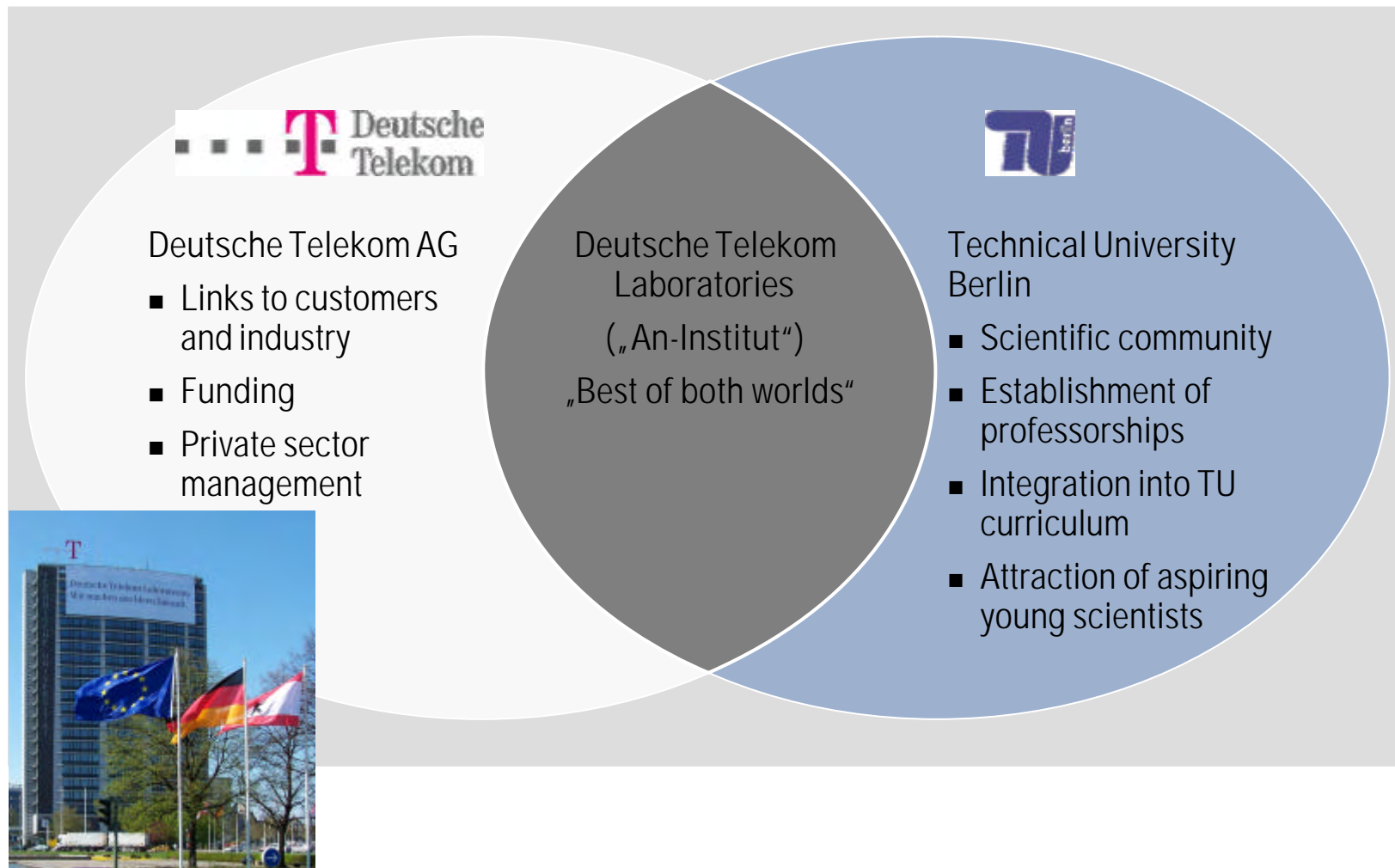


Ein Projekt der Deutschen Telekom Laboratories

Vortrag anlässlich des BITKOM Innovationsforums, 24.10.2007,
Systems, München
Katja Henke, Deutsche Telekom, Laboratories

Deutsche Telekom Laboratories.

Being a laboratory of Deutsche Telekom and an institute of TU Berlin at the same time.



Deutsche Telekom Laboratories - News4Me.

The Idea.

Under the project title "News4Me" I am presenting a project by Deutsche Telekom Laboratories that we perceive as of great relevance due to the convergence in media.

Of course the technical structure, the content management and the personalization play a central role in this development. Though we want to dive into the topic via the parallel development of a different media content.



Und es geht doch!

Windräder und Fliesen – hier wurden keine Steuergelder in den Sand g

Lauchhammer/Vetschau
Beim Bau von Chipfabrik, Cargolifter und Lausitzer Zement setzte die Landesregierung Millionen von Steuergeldern in den märkischen Sand. Trotzdem: Es ist nicht alles schlecht, was die Regierung fördert. Vestas in Lauchhammer und Porcelanosa in Vetschau haben fast 500 neue Jobs geschaffen. Die Hoffnungen in der Lausitz liegen jetzt in der Herstellung von Fliesen und Windrädern.

Sie sind 39 Meter lang, 6,5 Tonnen schwer, 110 000 Euro teuer: Bis zu 900 Rotorblätter bauen die 400 Beschäftigten des dänischen Windrad-Herstellers Vestas pro Jahr in Lauchhammer (Oberspreewald-Lausitz).

In der 400 Meter langen und großen Werkhalle ist rund um die Uhr Betrieb. „Die Firma macht es uns leicht, gerne zur Arbeit zu gehen“, sagt Produktionschef Frank Lehmann (31) und berichtet von dem einzigartigen Schicht-System. „Wir haben im Wechsel sechs Wochen Tag- und sechs Wochen Nachtschicht.“ Eine Schicht habe zwölf Stunden. „Wir arbeiten immer je eine Woche vier Tage und die nächste Woche drei Tage.“

Der dänische Windrad-Hersteller hat frischen Wind in die



39 Meter lang ist eines der Rotorblätter, die in Lauchhammer für die dänische Windrad-Firma Vestas gebaut werden.



Tobias Perke (23) kontrolliert die Fliesen, die in Vetschau vom Band laufen. Die italienische Firma will dort insgesamt 120 Jobs schaffen.

Lausitz gebracht. Lehmann: „Wenn ich den Job hier nicht bekommen hätte, hätte ich mit meiner Frau und unseren beiden Kindern wahrscheinlich in den

Westen gehen müssen.“ Seinen früheren Job im Tagebau gab es nicht mehr. Die 49 Millionen-Euro-Investition förderten EU und das Land zu 50 Prozent.

Der italienische Porzellanhersteller Porcelanosa hat seine 50 Millionen Euro Zuschüsse bekommen. „Unsere Rohstoffe aus Steinbrüchen in Böhmen“, sagt Donato Mancini, ist deshalb der i Wir wollen von in Deutschland erschließen.“ M reits 80 Mitarbeiter. Etwa 50 von ihnen produzieren in der Werkshalle der Porcelanosa.

Henry Liebs (33), der Fliesen mit der Mechatroniker 1 Mal seit über 20 Jahren im Winter eine zuvor Kahnfahrt sagt Liebs. „Im Brandenburg für lernte ich aber auf keine Arbeit mehr. Sein Chef Mi Mitarbeiterzahl hen: „Wir haben schon so groß g expandieren kö gend Platz für w ernist.“ JOCH

Project Idea.

The meaning of analog media – the LP...and the added value of

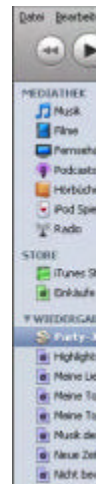


Do you remember the analog world of music...

LP collections with a highly decorative value; „static music“; LP shop as a meeting point...

... and what became of it in the Digital World?

New music is immediately available, anywhere and in good quality. Your whole music archive now fits into your pocket.



And What About the Future of Classic Print Media?

A promising prospect for News4Me.



"The future of the newspaper is digital."

Springer-CEO Mathias Döpfner

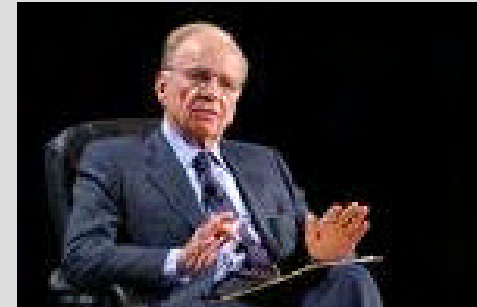
Source: Essay for "Die Welt".



"Printing will not go away, but I do not plan to open a single new printing plant."

Hubert Burda, CEO of Hubert Burda Media Group

Source: Interview with the International Herald Tribune.



"Young people don't want to rely on the morning paper for their up-to-date information [...] They want their news on demand, when it works for them."

Media tycoon Rupert Murdoch

Source: Speech to the American Society of Newspaper Editors

And What About The Future of Analog Newspaper?

News4Me = Newspaper 2.0!

Idea of News4Me = Newspaper 2.0

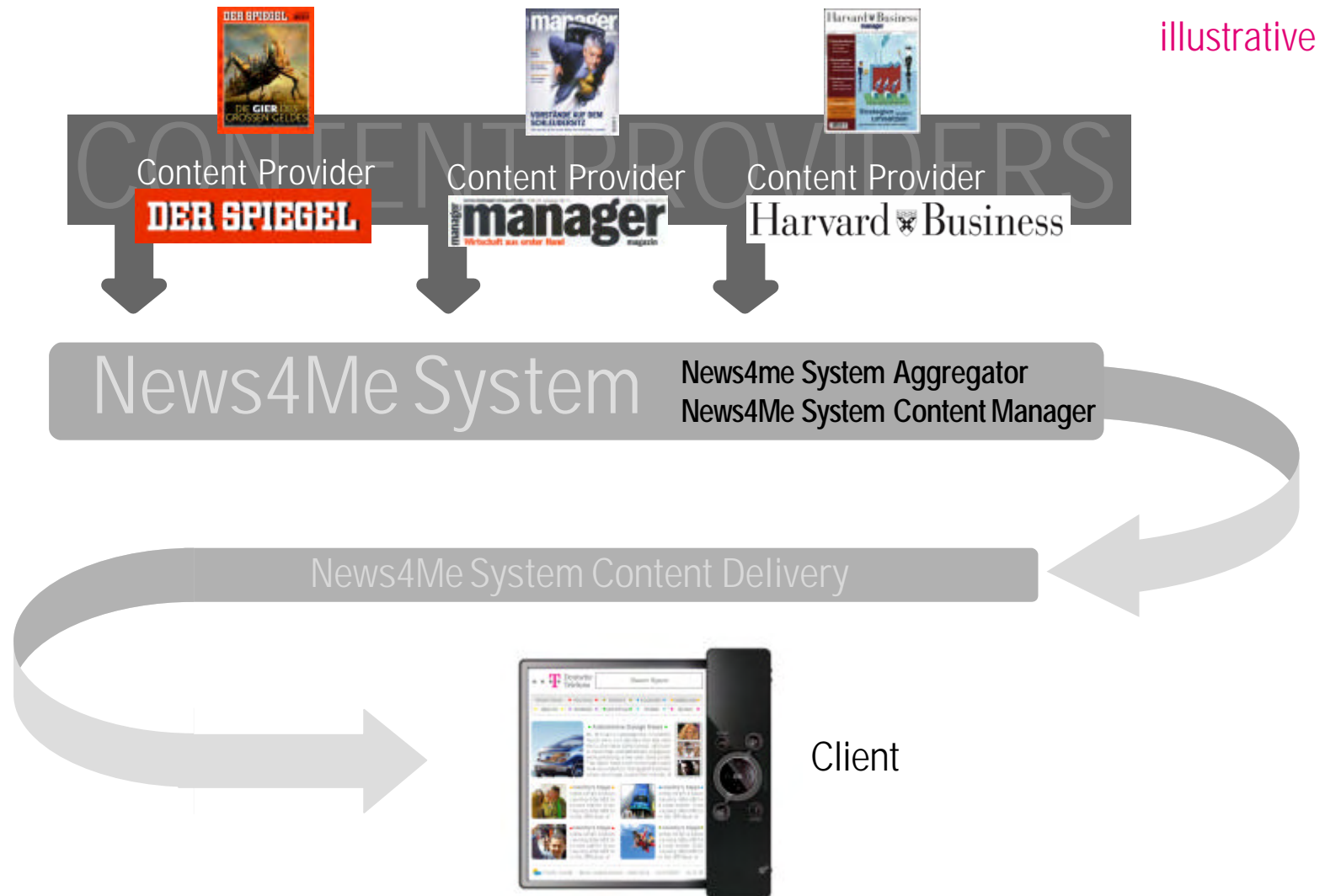
- ePaper is a personalised, electronic newspaper,
- Supporting the combination of a variety of newspaper subscriptions,
- Which can be transmitted to mobile units via broadcast, UMTS or other transmission technologies,
- Enables up-to-date information wherever you are,
- The contents and the layout adapt constantly to the way you read.

Why News4Me?*

- Distribution of printed newspapers is costly and limits accessibility
- Often news are already obsolete even before reaching the readers.
- Consumers are interested in specific topics and articles from range of publications. Personal interests can only be fulfilled by purchase of several newspapers.
- Specific articles are difficult to save and to archive.
- Consumer adaptation of electronic reading (Web 2.0 trends & features)

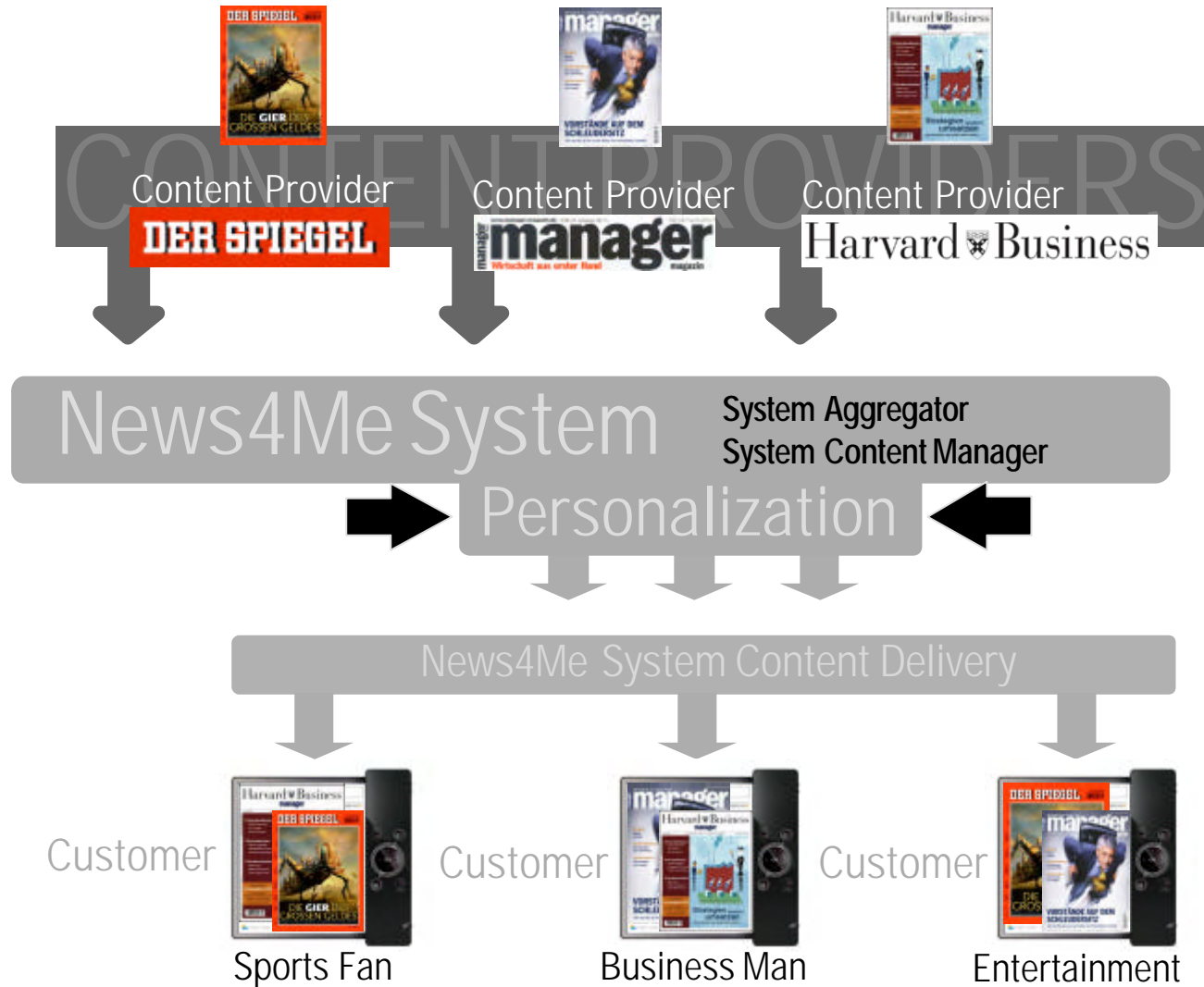


News4Me – Aggregation Process



News4Me – Personalization Process

illustrative



Use Case and Benefits.

Unique reading and entertainment experience by ePaper.

- Immediate transmission.
After setting up your News4Me and registering to the content providers of your choice, the articles will be transmitted immediately to device.
- Personalized content.
By tracking the users interactions, the device will provide a personalized interface, which e.g. displays the preferred content first.
- Intelligent News4Me.
Your News4Me application supports profile sharing in communities. It also provides you with search and browsing services.



General User Benefits

- Immediate transmission of up-to date news via push or pull modus.
- Providing diverse services like multimedia contents, search and browsing opportunities and storage capacity.
- Exchange of profiles in your community
- Time gain: No more searching and surfing. One site for multiple interests.

News4Me Benefits.

News4Me – unique features and challenges

Always and everywhere

- News4Me, the digital and personalized newspaper can be read anywhere
- You can create your own paper from different sources
- It is always up-to-date

Unique features

- The newspaper look & feel will be kept
- Interaction with content is possible (e.g. link to other articles concerning the topic, marking, saving, forwarding of articles)
- One-time configuration and intelligent
- Interactive content

Goals

- Delivery of personalized content to mobile devices
- Development of unique filtering and personalization methods
- Creation of a intuitively usable client

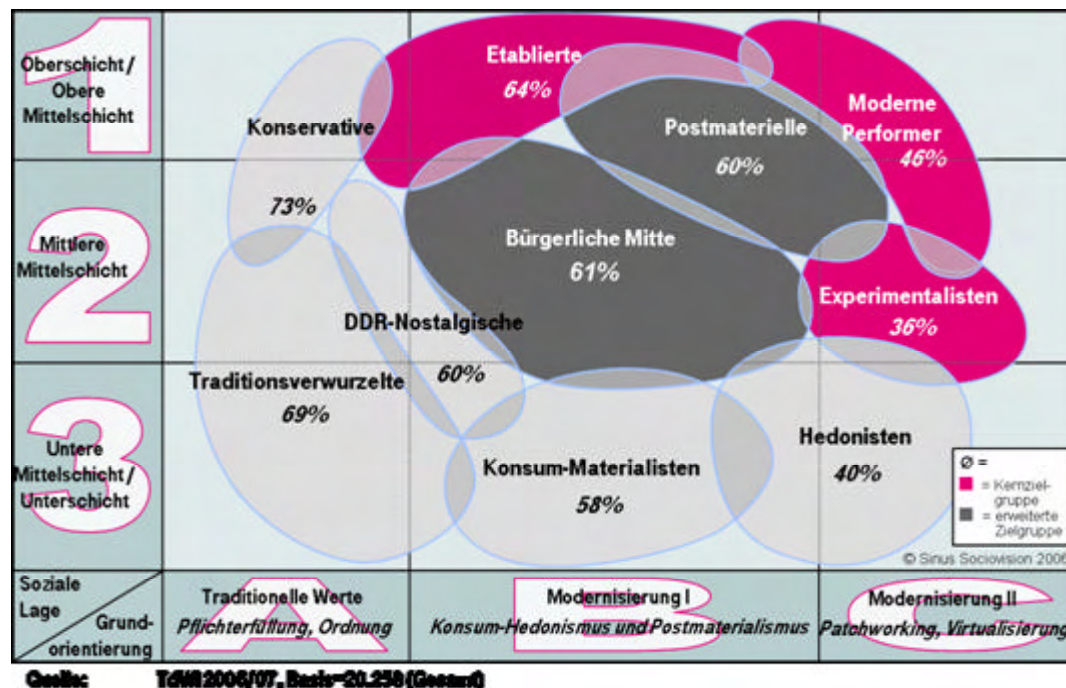


News4Me – Digital News? For Whom?

A short view at market.

The core target group of newsreaders is similar to the one of modern communication and new technology!

Target group – newspaper readers in Germany 2007

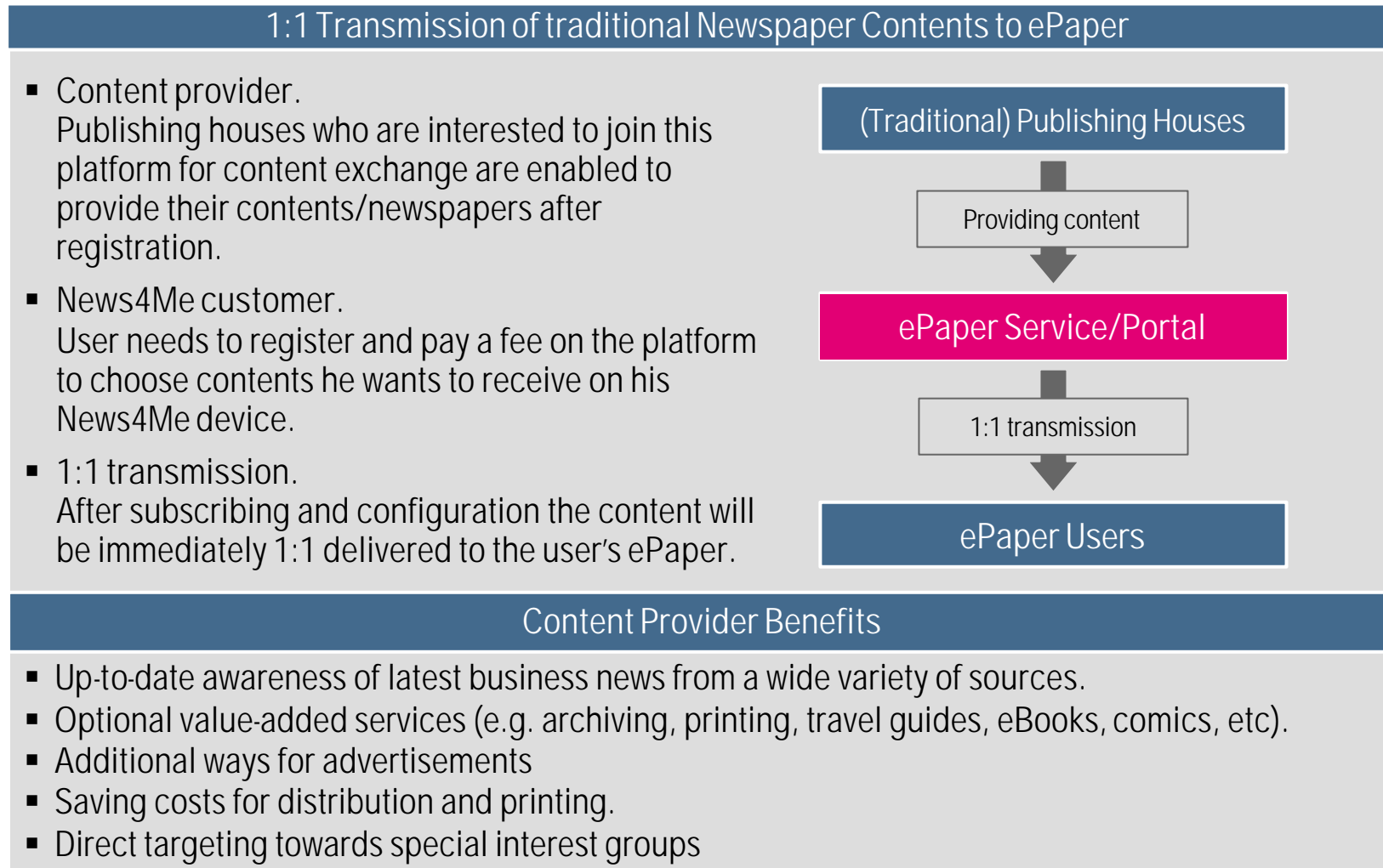


Therefore a high level of acceptance should be given.

When aiming at target groups with a high level education and income the possibility of a fast market success is realistic.

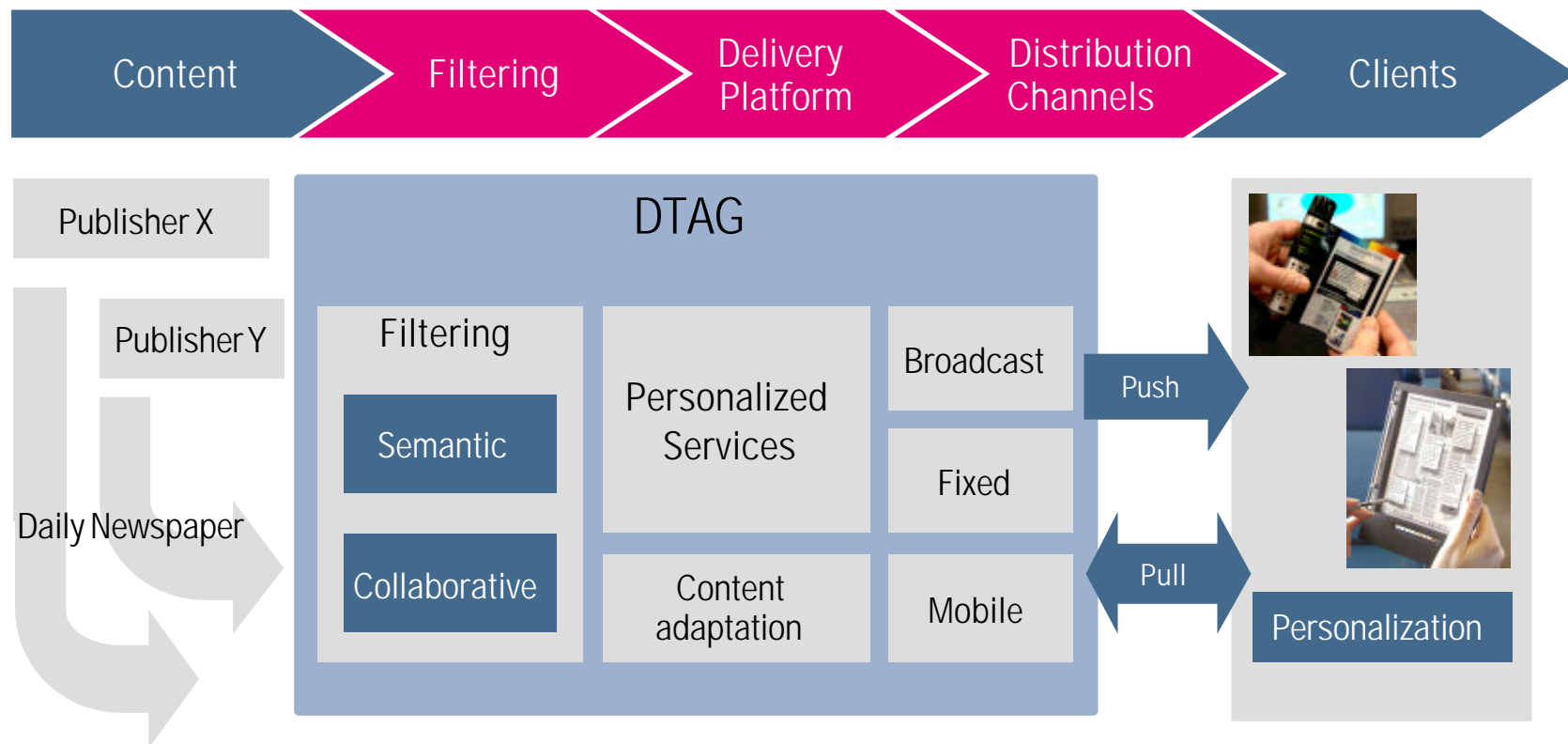
Use Case and Benefits – Content Provider Perspective.

Traditional newspapers can profit from ePaper.



Technology Overview of the News4Me System.

Due to modular development of the components deployment to other existing systems and services is easily possible.



The system itself contains of six core modules: Content Manager, Personalization, Content Adaptation, Content Delivery, Systems Management, and the client mobile device application (Client System).

Overview of News4Me Devices.

Evolution of News4Me devices.



Wrap Up.

- Use of existing infrastructure and capacity to distribute the content via mobile networks.
- Enable customized, personalized mobile information services based on high-quality content.
- Enable extended premium services and new value-added services on existing content management systems and distribution channels -- integration of News4Me components like the personalization, filtering modules and content adaptation for mobile devices into existing applications.
- News4Me system is expandable, e.g. with user-generated content, additional content formats, e.g. NewsML, RSS feeds, or additional filtering methods for personalization.

Thanks for your attention!

Kontakt

Katja.Henke@telekom.de