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Abstract: This document discusses the exploitation plans of the HOMEdotOLD partners beyond the project lifetime and the relevant IPR issues.

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EXECUTIVE SUMMARY

This document discusses the main elements of the exploitation plans of the HOMEdotOLD partners beyond the project lifetime. Exploitation is important in all projects and particularly in HOMEdotOLD given its concrete goals for reducing loneliness and promoting the social life of elderly persons. This deliverable identifies the main exploitable results of the project, namely the HOMEdotOLD services that have been developed during the project lifetime, and accordingly presents the exploitation possibilities that the partners can build around these results. The exploitation plans of the partners are in-line with the business models identified in D7.1 v2, and take into account the analysis of the market presented in that document in the area of social networking and TV- or smartphone enabled services. The SWOT analysis of D7.1 v2 has also been taken into account.

A number of critical issues associated with the HOMEdotOLD exploitation planning (i.e. legal/foreground IPR issues, financing issues, etc.) are discussed on a per partner basis. The deliverable illustrates the main guidelines for regulating IPR in the project, taking into account the development roles and responsibilities of the partners, which lead to IPR generation.

Exploitation is considered mainly at national level as this seems to be the most realistic route to exploitation. Synergies among the HOMEdotOLD partners across countries are also considered, as already described in D7.1 v2.

The results of all tests with end users conducted during the project lifetime are promising and reveal satisfactory exploitation potential, despite the difficult financial situation that prevails in Europe today. All partners involved in the compilation of the present deliverable have plans for further development and deployment of the HOMEdotOLD services. Their exploitation intentions can be found in this report.

1. INTRODUCTION

The HOMEdotOLD project provided a TV-based platform delivering services that can advance the social interaction of elderly people, thus preventing isolation and loneliness, improving the quality and joy of home life, bridging distances and reinforcing social volunteering and activation,

Within the project the focus was on the development of the following 2 main categories of services:

- Personal motivation services, i.e. services for staying socially active, preventing loneliness and isolation, enabling voluntariness, motivation and activation
- Social networking services: i.e. services for bridging distances and supporting existing roles.

The goal of the project was to enable elderly persons to perform meaningful activities that are useful and satisfactory for the society and themselves and create new living experiences. Nowadays, the population of the elderly is growing. Concepts such as quality of life, wellbeing, social interaction and connectivity are of crucial importance and directly linked to the home environment.

The evolution of ICT has allowed the development of products for the home environment assisting elderly with their daily activities including smart home solutions for devices/appliances management and pro-active remote healthcare. However, social interaction and connectivity support for elderly is lagging behind, given that the main services that are currently available for use by elderly people is standard TV and voice calls. Yet, elderly people, with their accumulated experience and know-how, can become active contributors to society and economy, if given the right tools. This is the main principle behind all HOMEdotOLD partners' exploitation plans.

This document represents the deliverable D7.2 "HOMEdotOLD Exploitation and IPR", which is the result of Task 7.1 "Commercial feasibility, exploitation and IPR Handling" in WP7. The aim of this task was to enable the sustainability of the HOMEdotOLD results, both within the consortium partners, but also within organizations outside the consortium that may endeavour to adopt the HOMEdotOLD services. For the end user representatives of the Consortium, exploitation is concerned mainly with the means and mechanisms that will ensure the continuous operation and improvement of the HOMEdotOLD services at the various pilot sites of the project. In addition to this goal, technology partners are also concerned with the business planning associated with the sustainable development and evolution of the HOMEdotOLD platform and services.

Chapter 2 below identifies the HOMEdotOLD exploitable results, while chapter 3 discusses the exploitation intentions of each HOMEdotOLD partner with special reference to IPR issues, notably foreground IPR. It is reminded that background IPR have already been dealt with in the Consortium Agreement signed in the beginning of the project. Chapter 4 provides an overview of IPR relevant to each HOMEdotOLD service. Finally Chapter 5 draws conclusions.

2. HOME_{dot}OLD EXPLOITABLE RESULTS DESCRIPTION

2.1.1 NEWS HEADLINES SERVICE

The News Headlines service provides easy access to news headlines with special emphasis on news that inform the user about his activities of interest. A list of predefined categories of interest includes:

- Politics
- Business
- Economy
- Science
- Sports
- Culture
- Travel
- Health
- Showbiz & Lifestyle
- Royalty
- Garden
- Cars
- Food & Cooking
- Weather
- Film
- Photography
- Music
- Books
- Nature
- History

The Application Server, through the use of RSS technology, extracts news content from prestigious web sites for the aforementioned categories and displays the content to the user.

A set of such websites supporting this technology was selected taking into consideration the HOME_{dot}OLD user requirements. The order and way of presentation of the news headlines can be made in a personalised way based on user preferences. The user can navigate through the service content using the remote control and the news headlines content is orally announced through text-to-speech functionality. Moreover, the user can configure which news headlines categories he/she is interested in reading using the remote control.

The service administrator manages generic customer data (e.g. customer ID, contact details, relatives' contact details). In addition, the service administrator manages customer-specific data for the personalised news headlines service including the PIN for accessing the service.

As with all HOME_{dot}OLD services, the News Headlines service can be accessed at <http://92.118.11.46:8088/HOME_{dot}OLD>

One of the main screenshots of the news headlines service is depicted in the following figure.

The user testing conducted during the project lifetime enabled us to draw very interesting conclusions regarding further work or modifications required before the full deployment of this service. These conclusions can be found in D5.3, section 5.4.



Figure 1: News Headlines Service – View politics news

2.1.2 VIDEOCONFERENCING SERVICE

The videoconferencing service is a local application that allows users to stay in touch with loved ones via video calling. The application is a custom user interface build on top of Skype. Figure 2: 2 shows the user interface of the service. This interface has been thoroughly tested with elderly users and User Interface experts and was modified throughout the HOME dot OLD project. The functionality of a videoconferencing application has been judged positively in the 1st and 2nd trial. As concluded in D5.1:

“Regarding the qualitative side of things, the interviewees showed great interest in video calling in all three pilot sites and stressed that this particular service could have a real added value in their lives.”

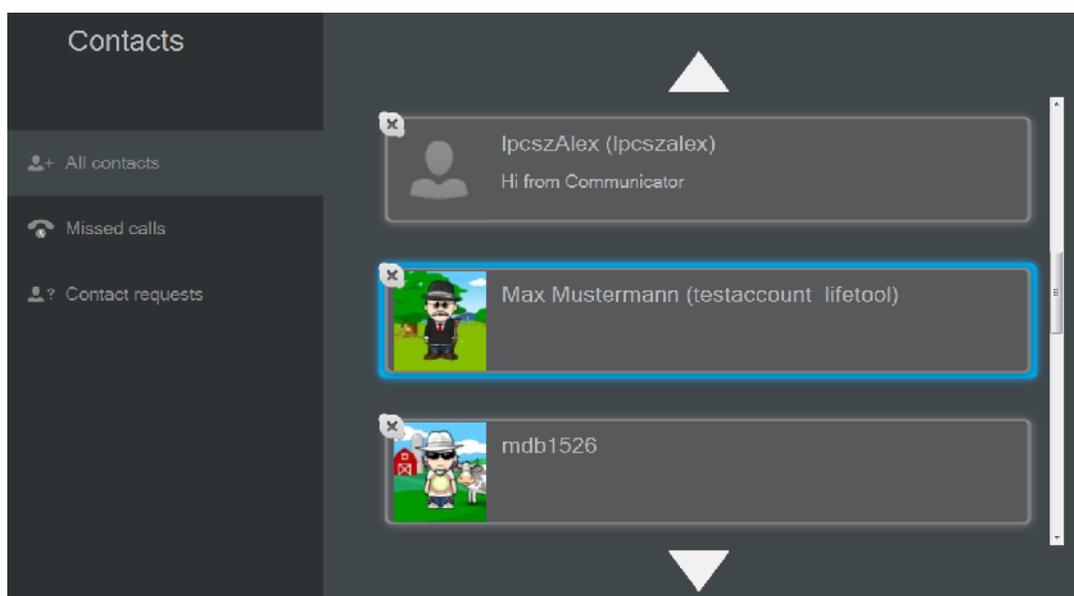


Figure 2: Videoconferencing service

In the case of the Philips Net TV, as the application requires access and control rights to local hardware, the application is implemented locally on a laptop connected to a TV. This is to circumvent access restrictions that embedded or remote software will encounter when implementing the videoconferencing service for a TV platform. Consequently, a commercial implementation by Philips will significantly differ from a technology perspective as it requires a platform embedded application as well as platform compatible hardware (camera and microphone). Because of this, a commercial implementation will be executed differently on different platforms (i.e. for different set top box and television manufacturers).

In the case of A1TA, the application runs fully on the set-top-box without the need for a laptop.

As far as application control and user interfacing goes, there is no need for changes from a technology perspective. The input device that is used to control the local application on the laptop is a conventional remote control. A smartphone used as a remote control has also been implemented by A1TA. Signals are translated by a separate hardware and software module, which in essence shows the same behaviour as they would on the TV. Omitting these hardware and software components would in fact be the easiest step towards a TV implementation.

From a technology perspective, no changes are required, to the user interface when it comes to commercial viability. However, there are some issues to overcome, from a business perspective. These are related to certification and other licensing conditions inherent to Skype. The elderly friendly look and feel (i.e. use of icons and navigation structure) may be affected because of this.

Nevertheless, taking into account the usage of a widely used communication tool (i.e. Skype) and TV market trends, exploitation is highly plausible, albeit not aimed at elderly in specific.

The user testing conducted during the project lifetime enabled us to draw very interesting conclusions regarding further work or modifications required before the full deployment of this service, These conclusions can be found in D5.3, section 9.4.

2.1.3 INTELLIGENT CALENDAR SERVICE

The Intelligent Calendar Service is a web based application which provides a calendar view of the user scheduled and upcoming activities. It allows synchronisation of the elderly individuals' agenda with the agendas of friends and family by receiving notifications about possible common activities that can be performed. This service falls under the category of the HOMEdotOLD Social networking services, i.e. services for bridging distances and supporting existing roles, which allow elderly living far away from their families and close friends to keep in touch with them and support existing roles. The user is provided with a variety of possible actions such as: 1) View of all data invitation and Social Voluntary Work (SVW) activities that the user has scheduled for a selected date, 2) Send appointment invitations to one or more of his/her contacts, 3) View the status report of his appointment invitation requests, 4) Arrange own events and more.

The service is available through the HOMEdotOLD main menu at: <http://services.homedotold.eu>, or directly accessible at:

<http://94.75.243.141/hdohmis/jsnav/calendar/index.php?UserID=104&UserLanguage=EN>

A typical interface of the service is the one depicted in the following figure, which

elderly users may participate.

The service is available through the HOMEdotOLD main menu at: <http://services.homedotold.eu>, or directly accessible at:

http://94.75.243.141/hdohmis/jsnav/svw/svw_main.php?UserID=104&UserLanguage=EN

A typical interface of the service is the one depicted in the following figure, which illustrates the user option regarding his/her participation in an upcoming activity. The acceptance of an upcoming activity registers the specific activity in the activities of the user ("My activities"), triggers the automatic delivery of an acceptance e-mail message to the corresponding mentor at work, and registers the specific activity in the user's intelligent calendar.

The user testing conducted during the project lifetime enabled us to draw very interesting conclusions regarding further work or modifications required before the full deployment of this service, These conclusions can be found in D5.3, section 7.4.

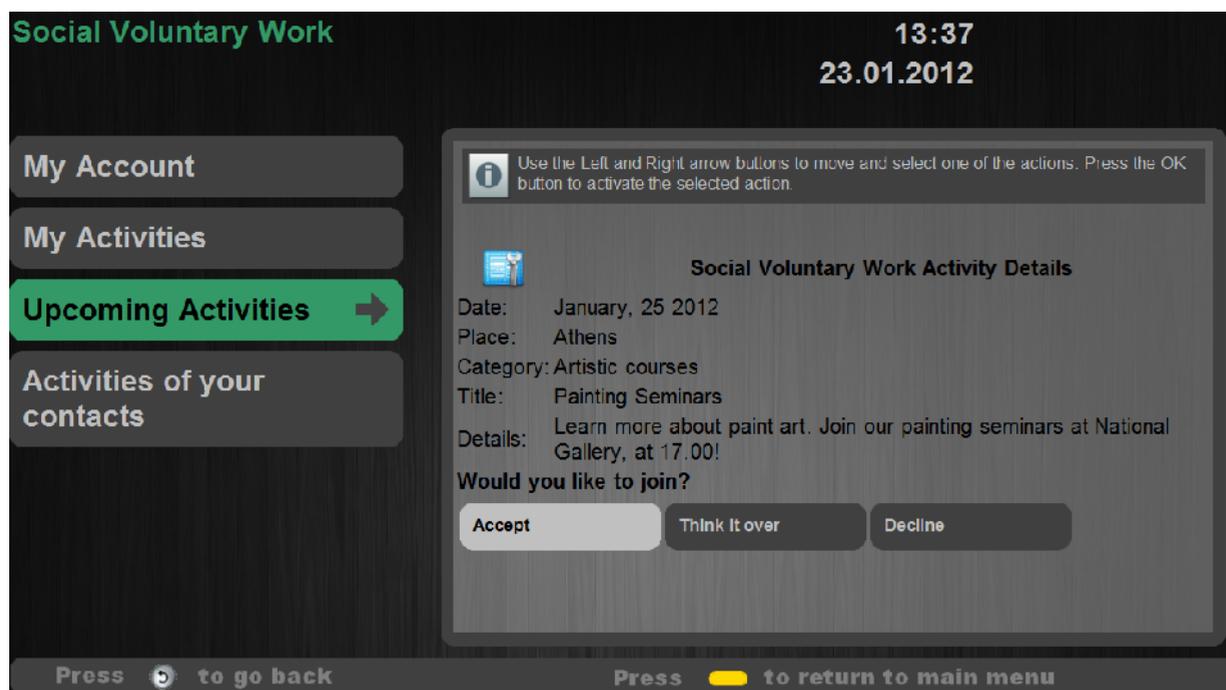


Figure 4: Social Voluntary Work

2.1.5 PHOTOS, VIDEOS AND EXPERIENCE SHARING SERVICE

The Photos, Videos & Experience Sharing service allows the user to keep in touch with his friends and family and share their experiences. It provides the capability to the user to view shared photos and videos as well as associated text located at 3rd party photo and video sharing servers. Shared photos and videos belong to the user's network of users, i.e. relatives/friends with the pre-requisite that the user has access to the 3rd party photo and video sharing servers.

Based on the user's "network" list, he is presented with a list of photos or videos that their contacts have shared with him. The user can then select to view these photos and leave an optional response to them, using the remote control.

Also, the user can choose from a list of available videos to watch and leave an optional response to them.

The service administrator manages generic customer data (e.g. customer ID, contact

details, relatives' contact details). In addition, the service administrator manages customer-specific data for the photos, videos, experience sharing service including the PIN for accessing the service, the user Google credentials (i.e. Google username and password) for authentication and access to the Google Picasa servers and the details of the user's network (i.e. friends and relatives Google username), for accessing shared Google Picasa albums and photos.

As with all HOME dot OLD services, the Photos, Videos & Experience service is accessible at <http://92.118.11.46:8088/HOME dot OLD>

One of the main screenshots of the Photos, Videos & Experience Sharing service is depicted in the following figure.

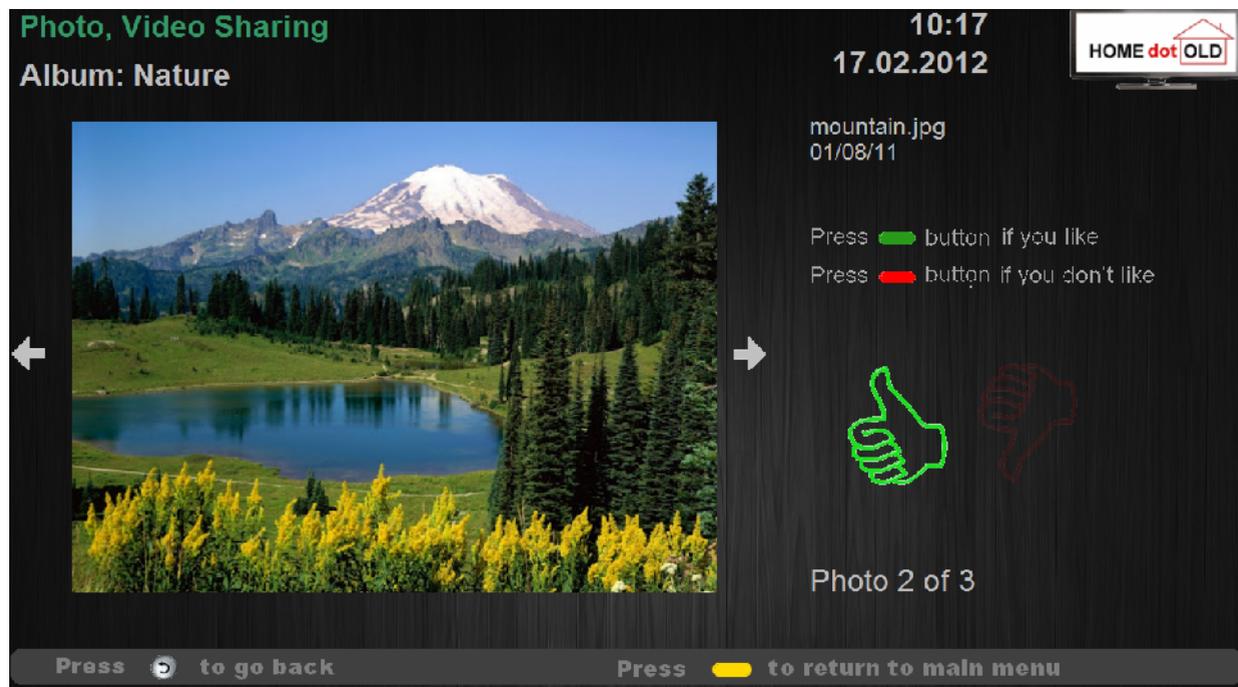


Figure 5: Photo, Video Sharing - View Shared Photos

The user testing conducted during the project lifetime enabled us to draw very interesting conclusions regarding further work or modifications required before the full deployment of this service, These conclusions can be found in D5.3, section 6.4.

3. INDIVIDUAL EXPLOITATION INTENTIONS

The following sections present the exploitation paths and exploitation intentions for each HOMEdotOLD partner. Reference is provided to the most relevant business model(s) that each is currently considering. It is reminded that the business models are analytically presented in D7.1 v2 and are, thus, not repeated here.

Exploitation is considered by all partners, firstly and mainly, at a national level, as this is the most feasible route for deployment. However, cross-country exploitation activities are also considered in some cases, as discussed below, involving the countries where partners of HOMEdotOLD are established.

3.1 SINGULAR LOGIC

3.1.1 SHORT PROFILE AND BACKGROUND INFORMATION

SingularLogic is the leading Software and Integrated IT Solutions Group in Greece. The Group provides integrated solutions for the private and public sectors, in Greece and abroad through three distinct Divisions with the following activities:

- The EnterpriseDIS business division deals with the study, design and implementation of Integrated IT Solutions for large enterprises and institutions of the Private sector, as well as with the distribution of Outsourcing Services to Commercial, Industrial, Retail and Service Provision companies, as well as Financial, Telecommunications and Healthcare Institutions. Today, this particular business division holds a leading position amongst large companies in the field, with the ERP, CRM and Retail solutions it provides.
- The Software business division is involved with the development and distribution of business software applications that cover all business needs of the SMEs. Software division is a leader amongst Software Vendors specializing in commercial and accounting applications.
- The Integrator business division is involved in the study, design and implementation of Integrated IT Solutions for the Public Sector. The division has implemented a series of significant projects that contribute greatly to the structural and procedural upgrading of Public Services in Greece.

In addition, SingularLogic operates in various South East Europe countries through direct subsidiaries in Bulgaria, Roumania and Cyprus, having set the foundations for substantial development in the region.

SingularLogic has significant experience in:

- services to elderly people through numerous projects, such as CLOUD4ALL (Cloud platforms Lead to Open and Universal access for people with Disabilities and for All) ELDERSPACES (Managing Older People Social Relationships for better Communication, Activation and Interaction), SOCIABLE (Motivating platform for elderly networking, mental reinforcement and social interaction) SOPRANO (Service Oriented PRogrammable smArt enviroNments for Older Europeans), ASK-IT (Ambient Intelligence System of Agents for Knowledge-based and Integrated Services for Mobility Impaired users) and recently OASIS (Open Architecture for Accessible Services Integration and Standardisation) focusing on architectural issues and integration activities of the various system components and many more;

- multi-agent platforms and technologies through the projects IM@GINE-IT (Intelligent Mobility AGents, Advanced Positioning and Mapping Technologies, INtEgrated Interoperable MulTimodal location based services), IMAGE (Intelligent Mobility Agent for Complex Geographic Environments), and ASK-IT
- in multimodal interfaces focusing on voice interaction through various R&D and commercial projects (e.g. AMIGO - Ambient Intelligence for the Networked Home Environment)
- Consolidated knowledge and experience in the development of complex IT solutions, in the health and social security domain having customers Regional Health Care bodies, hospitals, social security organizations.

3.1.2 RELATION OF PROJECT OUTCOMES TO FUTURE MARKET PERSPECTIVES

SingularLogic is a prominent ICT integrator not only in Greece, but also in the whole South-Eastern European territory. Its exploitation and sustainability strategy will be primarily based on the provision of ICT integration services associated with the HOMEdotOLD services, as well as the provision of the HOMEdotOLD service bundles over different platforms as analysed in section 3.1.3 below. SingularLogic is the main integrator of the HOMEdotOLD ICT services in the consortium and will capitalize on this expertise in order to offer HOMEdotOLD solutions to services providers (e.g. IPTV platform and/or service providers) within (but mainly) outside the HOMEdotOLD consortium. These services providers will be the primary customers of SingularLogic, in terms of the HOMEdotOLD products and services. SingularLogic will partner with other members of the consortium in order to offer such services based on the HOMEdotOLD value chain model.

More specifically, the exploitation and sustainability plan of SingularLogic, foresees the following actions:

- Present the HOMEdotOLD services to home/geriatric care services providers within its business network. These include (primarily) several municipalities and hospitals, which already belong to the SingularLogic client portfolio. The presentations will be organized following the pilot results of the project, since the HOMEdotOLD platform and services have already been validated in discrete realistic settings. At this stage a minimum of 15 presentations to SingularLogic (existing) customers are scheduled. The purpose of the presentations will be to establish partnerships with geriatric care organisations, gerontological institutions, health institutes, social organisations or similar, care services providers interested in providing such value-added services to elderly individuals. In this case, SingularLogic will act as an integrator or/and service provider in collaboration with a telecommunication provider. Emphasis will be placed on the teleconferencing, as well as the photo-video sharing services which are among the most popular for the elderly population that we worked with during the trials.
- Establish joint exploitation channels with telecommunications service providers, for the purpose of collaborative exploitation of the HOMEdotOLD results. The objective will be to approach (through telecommunications service providers) potential customers in the residential/home care market. SingularLogic has already established commercial cooperation agreements with prominent telecommunication providers such as VODAFONE and WIND Hellas. SingularLogic will try to enhance these agreements in order to reach elderly individuals that might be interested in using the HOMEdotOLD platform and/or its

services, either from their home (which is the most promising scenario), or from their mobile devices. In this exploitation option, SingularLogic will have to adapt the HOMEdotOLD services for tablet pc and mobile phone platforms. This means that some additional testing work with end users will be required after the adaptation of the services for the new platforms to ensure the usability of the services for the targeted population.

3.1.3 FOREGROUND INFORMATION AND EXPLOITATION INTENTIONS

SILO has designed and developed the following subsystems within the HOMEdotOLD project:

- Social voluntary work service for the A1TA IPTV and Philips NetTV platforms.
- The Intelligent Calendar service for the A1TA IPTV and Philips NetTV platforms.

Whilst the exploitation and sustainability actions of section 3.1.2 are planned for all project outcomes, including those that have been developed jointly by other partners (e.g. teleconference service by TPV or photo-video sharing service by Teletel), different exploitation paths have been identified for those exploitable outcomes that have been developed only by SingularLogic and for which the company holds all IPR (Intelligent Calendar and Social Voluntary Work services). Taking into consideration and aligning with the consortium business plan, SingularLogic foresees the following two major exploitation axes that correspond to the business models #3 and #4 analytically presented in D7.1 v2:

- Establishing commercial agreements with IPTV service providers either from within or outside the HOMEdotOLD consortium, for the provision of these services to individual end-users or to end-users organisations. More analytically, SingularLogic will seek to establish commercial agreements with Telecom Austria and TP Vision, as well as additional IPTV service providers either in or outside Greece (e.g. Samsung SmartTV, OTE TV in Greece), that will include the provision of the HOMEdotOLD services for which the enterprise holds the IPRs, through these IPTV service providers, to elderly individuals or organisations providing value-added services to elderly individuals, such as for example NFE and LifeTool, or additional geriatric care organisations, gerontological institutions, health institutes, social organisations etc. These commercial agreements will not only include the provision of licenses to these providers to use the aforementioned services, but will also include support and evolutive maintenance of the services.
- Investing own resources into adapting the developed services to mobile environments, and making them available through mobile application stores, like the Apple App Store or through the Android Market. This exploitation axis is probably easier to follow in the near future than the first one, as it disengages SingularLogic from the IPTV service providers and enables the company to be more autonomous, while at the same time incurs some additional development costs. In addition, SingularLogic has entered, since 2009 into a strategic collaboration with Vodafone and, in the context of its established working relations with the company, will examine the interest of Vodafone to offer (some of) the HOMEdotOLD services over mobile platforms.

In both cases, SingularLogic will also try to come into agreement with the other HOMEdotOLD services development consortium partners (TLT and SEPRO) in order to examine the possibility of providing the aforementioned services as bouquets of

services (much like in the way they are currently provided within the context of the HOMEdotOLD project) apart from providing these services as standalone solutions.

Particularly in the case of Social Voluntary Work service, SingularLogic will approach Municipalities, the Greek Orthodox Church and Charity organizations who organize social voluntary work activities and may be interested in promoting them among their members using the HOMEdotOLD social voluntary work service. Our goal is to come to an agreement with such stakeholders in order to finance the further development of this service. In exchange, we will offer to them the possibility to use the service for informing their members/citizens about the voluntary activities being organized.

3.2 A1 TELEKOM AUSTRIA

3.2.1 SHORT PROFILE AND BACKGROUND INFORMATION

A1 Telekom Austria Aktiengesellschaft (A1TA) is the leading mobile and fixed network provider in Austria. The company was created by a merger of Telekom Austria (TAAG) and mobilkom Austria (mka) in July 2010. A1TA delivers voice, data, multimedia, infrastructure and outsourcing services for the landline and the mobile communications in the residential, business and public sector. The IPTV product AonTV is the A1TA solution for digital free and pay TV, video on demand as well as content delivery via TV as the user interface device. The number of AonTV set-top boxes on the market exceeds 150.000 in 2011.

A1 Telekom Austria has a long and broad expertise on supporting different User groups with various communication services. The full product lifecycles in the Telecommunication area are efficiently implemented in company internal processes, offering the customer products and support for aspects in life. A1 Telekom Austria is seeking for new and innovative service approaches and thus evaluating also the aspects and needs for social interaction of elderly people.

3.2.2 FOREGROUND INFORMATION

A1TA is the owner of the AonTV platform, one of the 2 platforms on which the HOMEdotOLD services are running.

A1TA expects to increase its know-how and knowledge in developing applications and services for the AAL market, for example with focus on advancing the social interaction of elderly people as well as the professional market.

The user requirements for the system, user interfaces, interfaces with external services and performance issues are important aspects which would bring the learnings needed for a commercial deployment of such services. The legal and privacy side of AAL services is another focus.

3.2.3 EXPLOITATION INTENTIONS

Possible exploitation axes are related to mainly the first business model described in D7.1 v2 and include:

- Development and deployment of HOMEdotOLD services for AAL market started with the deployment for the trial site in Austria together with the project partners in order to gain experience of user needs for this type of services.
- Combination of HOMEdotOLD services with other core services of A1TA. These are IPTV interactive services as well as data access services (xDSL).
- HMI and user experience with adapted existing services (Skype) for easy user interaction.
- Knowledge in the development of complex IT solutions, in the health and social security domain having customers Regional Health Care bodies, social security organizations.
- High coverage of the potential markets due to the existing data communications and IT infrastructure.
- Migration of the HOMEdotOLD services to popular smartphone platforms.

3.3 TELETEL

3.3.1 SHORT PROFILE AND BACKGROUND INFORMATION

TELETEL S.A. is a leading research and development company for innovative turn-key solutions and cost-effective products. The company was established in 1995 and specialises in the leading edge areas of Telecommunications, Defence, and Aerospace. Firmly established in a highly competitive global market, challenging projects have successfully been completed with major international industries including ALCATEL-LUCENT, MOTOROLA, THALES AIR DEFENCE, THALES COMMUNICATIONS and the EUROPEAN SPACE AGENCY.

TELETEL activities over the last years include solutions for remote healthcare and advanced medical devices management using Personal Area Networks (PANs) in the context of E-CARE and URSAFE projects respectively. Moreover, during the last 4 years and in the context of IST-45061 INHOME and IST-27191 ESTIA projects, TELETEL has successfully coordinated, developed and demonstrated an advanced home networking and automation platform allowing for services delivery to the home user, which has been customized for the particular needs of the elderly user group. The platform has been validated at elderly support centers in Greece and in the ALCATEL-LUCENT testbed for commercial value added home services.

In the context of Ambient Assisted Living (AAL) Joint Programme, TELETEL has worked with TELEKOM AUSTRIA and ALCATEL-LUCENT in the HERA project (AAL-Call-1), where on top of this TV-based platform designed and developed telecare services targeting elderly with several diseases (Alzheimer, cardiovascular diseases, diabetes) with identified risk factors. The services were integrated in the TELECOM AUSTRIA IPTV commercial platform (AonTV).

3.3.2 FOREGROUND INFORMATION

TELETEL has designed and developed the following subsystems within the HOMEdotOLD project:

- Photos, videos and experience service logic and multimodal user interfaces targeting AonTV and Philips NetTV platforms.
- The Picasa Client module for communicating with the Google Picasa photo sharing server.
- The Video Uploading application, allowing the user to upload videos on the HOMEdotOLD platform.
- Back-office for managing user information and service configuration requirements/

3.3.3 EXPLOITATION INTENTIONS

TELETEL will exploit the service components that have been designed and developed in the context of the project, namely the photos, videos and experience sharing service and the associated subsystems in order to extend its range of deployment to AAL applications for the home user, targeting the user group of elderly people.

TELETEL is considering all 4 business models described in D7.1 v2. TELETEL's main target for exploitation is Telekom Austria, one of the most successful European operators and service providers, which is interested in offering services advancing the

social interaction as value added services over the standard IPTV services it provides. Additionally, other IPTV service providers from the Greek IPTV market such as Conn-X TV by OTE and ON TV by OnTelecoms are foreseen as strong candidates and will be contacted for a possible demonstration of the HOMEdotOLD services. The main income is foreseen upon commercial agreements for the support and evolutionary maintenance of the services.

Additionally, TELETEL has adopted in its exploitation plan a business model targeting mobile phones or Internet enabled TVs through Appstores. This will be achieved by adapting the HOMEdotOLD services and make them available (sell them) through appstores (Samsung SmartTV Apps, Android Apps.).

Last but not least, TELETEL will seek with the other technology partners for the exploitation of the HOMEdotOLD service bundle over NetTV through potential service providers such as NFE, LFT, Society 3/3 and based on the services that will be possibly deployed and offered. The main income is foreseen upon commercial agreements for the support and evolutive maintenance of the services.

3.4 PHILIPS

3.4.1 SHORT PROFILE AND BACKGROUND INFORMATION

Philips is a Consumer Electronics firm that exists for more than 100 years and is a global key player. Philips Consumer Lifestyle (PCL) is one of the world leading manufacturers of consumer electronics. Guided by the brand promise of “sense and simplicity” and the consumer insights, PCL offers rich, new consumer experiences that meet consumers’ desire for relaxation and improving their state of mind. Philips also responds to the consumer’s desire for wellness and pleasure by introducing products that meet the individual’s interests in terms of their body and appearance.

TV has always been a well-known and appreciated Philips product. During the years, TV went through a lot of changes: from picture tube to flat, from 50 Hz to 100 Hz, from plasma to LCD TV and in the future OLED TV. Nowadays you can buy televisions that are connected to the internet. Internet products are booming business (not only TV, but also tablets, mobile phones etc.).

Being introduced in 2009, Net TV is still a rather new feature on the Philips televisions. Net TV allows the user to access several online services (e.g. Youtube, traffic overview, railway ticket sales, whether forecast) via television. The success of Net TV depends mainly on the variety of successful Net TV services. For this reason the HOMEdotOLD services have an interesting value for PCL. Indeed, people will not buy Net TV when it is an empty box. When HOMEdotOLD services will become available, appreciated by the mass market, the Philips televisions will also profit from that. Customers expect from Philips a very good performance and quality. The Philips TVs will be one of the first with internet and other features like integrated Skype. Also magazines will rate the Philips TVs as state of art technology.

The demographics are changing due to aging. People live longer and want to live independently as long as possible. The average life of a man has increased between 1950 and 2002 from 70,4 to 76,0. The average life of woman increased in the same period from 72,7 to 80,7. It is expected that this will increase in future. This results in the fact that proportionally also after 2030 there will be more elderly people than nowadays.

The HOMEdotOLD project and Philips NetTV therefore can offer several nice services. Elderly users are often not familiar with new, ICT based technologies, complicated registration and installation procedures. However, they are already familiar with TV and remote controls. They can choose the screen size that suits them best for reading the text on the screen. Different TV ranges are being developed; one for every target group. This can be the basis for the target group of the HOMEdotOLD services. Philips will use the learnings from this project to improve the user interface and user interaction for the next generation televisions, including internet control of the TV.

3.4.2 FOREGROUND INFORMATION

Philips is the owner of the Net Tv platform, as well as the HOMEdotOLD implementation of the skype service for enabling video-conferencing.

The Philips internet services use the Open Architecture . An application was developed that runs within the network the client is also connected to. The application subscribes the “**social voluntary work**” service; the “**personalised news headlines**” service; the **social networking services: i.e. services for bridging distances and**

supporting existing roles; “intelligent calendar” service, **“videoconference”** service, **“remote dining”** service, **“photos, videos, experience sharing”** service by using the Open Architecture, called jointSPACE. The application can also give a notification on top of whatever content is being displayed on the TV.

The jointSPACE Architecture is open for use by third party developers. Requirements for the TV to be controlled are:

- JointSPACE is activated and
- the application controlling the TV and
- the TV itself are on the same network.

The same holds for NetTV services developed by third parties, like Teletel and Silo. These services can be hosted and made visible to users on a Client device (like in this case, the TV). Given that these services adhere to platform limitations.

3.4.3 EXPLOITATION INTENTIONS

The route for exploitation for Philips is mainly related to business model #2, as described in D7.1 v2. Philips has a portal where, in the future, different National Foundations of the Elderly can offer their services: **“social voluntary work”**; **“personalised news headlines”**; **social networking services: i.e. services for bridging distances and supporting existing roles; “intelligent calendar”, “videoconference”, “remote dining”, “photos, videos, experience sharing”**.

Elderly people often need hearing instruments, tools to walk for instance. The manufacturers of these products could market their products via the portal and sponsor the services by doing so.

A Philips portal that exclusively offers several HOMEdotOLD services on the Philips TV would be a real favourable package deal. Elderly would find out the advantages of these extra services and the added value of this combination. Also, the market share of Philips might grow at the moment we could offer this package deal.

Of course it is always necessary to monitor the services and their ease of use.

When the skype sets of Philips are on the market, it might be a good idea to test the TVs with integrated skype and evaluate the user interface to prove the utility of the product. Additional services could also be tested on the latest TVs in order to differentiate and be the best there is.

3.5 SEPROTRONIC

3.5.1 SHORT PROFILE AND BACKGROUND INFORMATION

SEPROTRONIC is a high technology company that develops, integrates and industrialises hardware and software systems for a wide range of industrial applications. The company offers a comprehensive portfolio of development services covering the complete product-development value chain.

SEPROTRONIC is well established in the communications systems market by providing customized software and hardware subsystems to big manufacturers including test system for PCB manufacturing for Alcatel-Lucent and Thales, simulator for ZAT (train dispatching by the train driver) S-Bahn Berlin for Alcatel-Lucent, measurement sensor box of Endress & Hauser GmbH, high-frequency-switch of Bitifeye GmbH, etc.

SEPROTRONIC has a long experience in SW systems design and development including:

- Utilisation of advanced methodologies and tools based on the use of standard formal description techniques and modelling languages (SDL, UML) in SW systems development.
- Development of testing tools and test harnesses for compliance and performance validation.
- Development of internal processes for software code reuse and reengineering across different platforms.

Recent activities of the company are in the area of TV-based services and AAL.

3.5.2 FOREGROUND INFORMATION

SEPROTRONIC has designed and developed the following subsystems within the HOMEdotOLD project:

- News headlines service logic and multimodal user interfaces targeting AonTV and Philips NetTV platforms.
- The TTS interface module allowing for generating the audio announcement according to the selected news category and the user's language.
- The RSS Feeds Client module allowing for communicating with several portals and retrieving news information.
- Back-office for managing user information and service configuration requirements.

3.5.3 EXPLOITATION INTENTIONS

SEPROTRONIC plans to exploit the results of the HOMEdotOLD project in order to strengthen the company's position in the area of TV-based services and AAL. The company is considering all 4 business models of D7.1 v2.

SEPROTRONIC's exploitation activities will be performed both:

- a. in the standalone exploitation line of its subsystems targeting mainly IPTV service providers
- b. and through the alliance with Alcatel-Lucent in the promotion of products targeting the home networking area.

In the standalone exploitation line, the following opportunities are foreseen:

1. HOMEdotOLD service bundle over IPTV service (and service infrastructure) providers. The candidate IPTV service provider includes Telekom Austria in Austria and the candidate IPTV service infrastructure provider is SAFEVIEW in Spain. The benefits for SEPROTRONIC are foreseen through commercial agreements for the support and evolutive maintenance of the services.
2. HOMEdotOLD service bundle over NetTV, through possible service providers such as the end users of the HOMEdotOLD project including NFE, Lifetool, 3/3. Again here, the benefits for SEPROTRONIC are foreseen through commercial agreements for the support and evolutionary maintenance of the services.
3. HOMEdotOLD service bundle targeting mobile phones or Internet enabled TVs through Appstores. This will be achieved through the adaptation of the HOMEdotOLD services for Samsung SmartTV and/or Android and make them available for purchasing through appstores.
4. Exploitation of the HOMEdotOLD know-how in further commercial or R&D projects. SEPROTRONIC participates in the MOBILE.OLD AAL project (started on 01 June 2012), in which the HOMEdotOLD TV-based service infrastructure know-how will be brought into. The TV-based service infrastructure will also be combined with smartphones in order to provide services supporting outdoor mobility as well as to homogenise the access of the MOBILE.OLD services through both the TV-sets and smartphones. On top of the resulted platform, new value added services will be built, which could be also used in combination with services developed in the HOMEdotOLD project.

3.6 3/3 SOCIETY

3.6.1 SHORT PROFILE AND BACKGROUND INFORMATION

The Non Governmental Organization, under the name «**THREE THIRDS SOCIETY**» and distinctive name «**SOCIETY 3/3**» has been created by people with different professional backgrounds but common goals, visions and principles regarding social cohesion and the support of vulnerable social groups.

The company's main purpose is to improve the quality of life of people belonging to disadvantaged - vulnerable - social groups, support their integration or reintegration in society and labour market, support economic development in areas facing acute economic and social problems, take initiatives in economic, political and legislative level to address issues of social exclusion, promote gender equality and combating all forms of discrimination, improving cooperation between NGOs with relevant subject and enable citizens to address issues of marginalization and social exclusion.

Specific objectives are:

- Support the effort to introduce modern technological advances that will improve the daily lives of people belonging to disadvantaged - vulnerable social groups.
- The study, investigation and analysis of modern political, social and economic trends and concerns and the formulation of specific and feasible proposals for tackling social exclusion and problems faced by vulnerable and disadvantaged people.
- The design, management, implementation and evaluation of projects and programmes to support the entrepreneurship of persons belonging to disadvantaged - vulnerable social groups.
- Contribute to the formulation, supplementation and amendment of laws relating to disadvantaged - vulnerable social groups.
- The promotion and development of structures for vocational training, employment training and social integration of persons belonging to disadvantaged - vulnerable social groups.
- Support the implementation of projects - actions at international and national level regarding disadvantaged - vulnerable social groups, and provide resources and tools for maintenance and sustainability.
- Support the effort to develop economic activity in areas with strong social and economic problems.
- Taking initiatives and actions aiming at practical implementation of gender equality in society (strengthening women's entrepreneurship, support in promoting women to positions of responsibility, anti- wage inequality and domestic violence and prevent sexual harassment in the workplace, etc.).
- Fight social inequalities arising from social distortions regardless of their root causes.

- Support social entrepreneurship and design, management, implementation and evaluation of projects and programmes aimed at developing the third sector of the economy generally.
- Support initiatives for environmental protection, cultural development and promotion of sporting ideals, notably regarding of disadvantaged - vulnerable social groups and the continuous development of ecological consciousness.
- Support initiatives and actions aiming at supporting population groups facing geographical, economic hardship or exceptional circumstances as a whole disadvantaged - vulnerable social group.
- Actions to strengthen the active participation of citizens in democratic processes in cooperation with Public Bodies and Non Governmental Organizations (NGOs).
- The initiatives and implementation of projects and actions aiming at integrating disadvantaged - vulnerable social groups in the labor market and the wider society.
- The supply of humanitarian, food and development assistance to populations in developing countries to contribute to economic and social development of those countries.

3.6.2 FOREGROUND INFORMATION

As a pilot site and end user representative in HOMEdotOLD, Society 3/3 has gained valuable know-how in user-centered design and evaluation of AAL services.

It also has established relations with the technology providers of the Consortium and can, thus, hope for favorable agreements in relation to the maintenance and continuation of the HOMEdotOLD services in Greece.

3.6.3 EXPLOITATION INTENTIONS

As a Non Governmental Organization, the “**THREE THIRDS SOCIETY**” is not market oriented. So our goal is not to sell the HOMEdotOLD services and profit financially from them. Nonetheless, our goal after the end of the project “HomedotOld” is to continue the promotion and provision of information about its outcomes to our members, associated organizations and individually interested people. We plan to achieve this goal by implementing the No 2 Business Model – “HOMEdotOLD service bundle over NetTV, described in 7.1 deliverable – “Commercial Feasibility and Business Models”, where the 3/3 Society could serve as a service provider.

The already purchased equipment will be used as a reference point at the premises of our organisation showcasing how the services of Homedotold could benefit elderly people, even after the end of pilot trials, and for an infinite period of time. The expenses for the maintenance of the provided services (e.g. installation of the services and support to end users interested in using the services, acting as an intermediary between social voluntary work service organisers and HOMEdotOLD/end users will be covered by a small monthly fee for the users of these services.

Since our organisation has acquired specific know-how on this platform through the partnership of HOMEdotOLD, we could make available our staff for the demonstration of the functionalities of the platform to specific target groups, always in close cooperation with SILO and Teletel for the technical maintenance and further

development of the services, in accordance with these partners' exploitation activities and customer contacts. Specifically, whenever SILO or TLT approach a new market (e.g. mobile phone services market segment), our organisation could be the partner in charge of promoting the services to the elderly and vulnerable people segment of this market. In this case, income is expected to come in the form of shares to the purchased services.

Of course, as we are involved in various information events and projects related to vulnerable people, it is expected to include HOMEdotOLD in our dissemination agendas as an exemplary project supporting the elderly and combating loneliness and present it to the wider public in every possible occasion. In addition to targeting elderly persons, the simplicity of the interface of the HOMEdotOLD services could lead us to approach organizations which deal with people with cognitive problems, opening a new market for the platform provided services.

A service that has special interest for our organisation is the social voluntary work service, as we are having good relations with many Municipalities, such as Municipality of Kropia, and we could cooperate with them whenever they are organising new voluntary initiatives. Moreover the trials have showed that the Greek elderly embraced the opportunities provided by this service. In this case, income could come from a small monthly fee charged to the Municipality/organisation in charge of the social work in return to the benefit of attracting more volunteers thanks to the HOMEdotOLD service.

Also, since the platform will be updated and the current services may be further improved and consolidated, we are planning to have close cooperation with the involved to the project Greek companies; in order that we keep informed all those who exhibit interest in the project. At the other side of the spectrum, a pilot site could be a valuable source for advice to the companies developing the platform, as it has the opportunity to identify the needs of the end users in a constant base and provide this information to developers and the companies involved.

As an organization having its main goal to improve the quality of life of people belonging to disadvantaged - vulnerable - social groups, the improvement of the platform services could facilitate the daily life of the users of the provided services.

As a general remark/suggestion to the developers, during the pilot tests, we concluded that there was vivid interest of our participants for the Skype service (video conference service). The participants found Skype interface very friendly and even those who used Skype before, commented that they would prefer to have such an application integrated in their TV rather than using it on their PC. Also, the participants found it easy to handle and they added that the main value of this provided service is their chance to come closer to their relatives and loved ones. As a result, Society 3/3 will give priority to the exploitation of this specific service.

Lastly, as the financial crisis in Greece has influenced every economy sector, NGOs which mainly are non profit, are facing substantial financial problems. Thus, even if our NGO is willing to finance the continuity of the already existing services or the new developed ones, the lack of resources directs us to seek close cooperation with the involved to the project Greek companies for its sustainability. As the involved companies are targeting to the commercial exploitation of this platform, they will continue the improvement of the existing services and the development of new ones. In this context, our NGO could continue being a pilot site for testing the reliability of the provided services.

3.7 LIFETOOL

3.7.1 SHORT PROFILE AND BACKGROUND INFORMATION

LIFEdotool gemeinnuetzige GmbH has its seat in Linz (Upper Austria) and is a non-profit-organisation founded by Diakonie Austria and the Austrian Research Centers. Therefore LIFEdotool has great connections to the care facilities (hospitals, assisted accommodations, day centres for the elderly, homes for the aged, ambulatory supplied households) and the careers of the Diakoniewerk Austria. LIFEdotool wants to contribute to opening up the world of computers, which comes so natural to us, to children, teenagers, adults and ageing people who suffer from physical handicaps, learning disabilities or multiple impairments and thus LIFEdotool wants to enhance these person's integration and equal opportunities. LIFEdotool fulfils the assignment to its funding with great joy, highest-possible Professionalism and the necessary seriousness in which we develop Software and Assistive Technology devices which exactly meets the requirements and demands of disabled people. Therefore, LIFEdotool concentrates on doing Research, Development, Selection, Production, Distribution and Evaluation for innovative, barrier-free, electronic, digital and technical information- and communication devices as well as special-needs and therapeutic software systems for children, adults and Elderly with physical, mental or psychic impairments. LIFEdotool Solutions GmbH is, on the one hand, responsible for sales via a worldwide network of LIFEdotool Solutions sales partners and, on the other hand, for the purchase and sales of Assistive Technology solutions, Special Needs software, communication devices, etc. in Austria.

The team of LIFEdotool gemeinnuetzige GmbH ideally combines realistic educational, psychological, social and inter-disciplinary knowledge of members of social welfare organizations with the technical, electronic and programming know-how of researchers and developers of Austrian Research Centers. People working with handicapped persons in everyday life and rehabilitation give valuable inputs for new projects, diagnosis and therapy while trust is generated underneath Users with handicaps via free-of-interest-consultancy. This enables great participation in Evaluation and Usability-Tests of concerned target groups with specific handicaps.

Since 2010 LIFEdotool is also active in international AAL projects (HOMEdotOLD, MOBILE.OLD) as responsible partner for performing 2-phase trial operations at the Austrian pilot site. Apart from that LIFEdotool has great expertise in collecting user-requirements.

3.7.2 FOREGROUND INFORMATION

LIFEdotool is looking forward to increase its know-how and knowledge in implementing a user-centered design in applications and services for the AAL market, for example with focus on advancing the social interaction of elderly people.

The acquired expertise in user requirements collection and analysis throughout the project qualifies LIFEdotool to be a powerful partner in further AAL-projects.

3.7.3 EXPLOITATION INTENTIONS

As a Non Governmental Organization, LIFEtool is not market oriented. So LIFEtool's goal is not to sell the HOMEdotOLD services and profit financially from them. In addition to that, LIFEtool will continue after the end of the project with the promotion and provision of information about its outcomes to our members, associated organizations and individually interested people. The most relevant business model for LIFEtool is business model number 1, although none of the other business models will be excluded.

Possible exploitation objectives of LIFEtool include:

- The demonstration of the functionalities of the platform to specific target groups.
- Include HOMEdotOLD in the dissemination activities as an exemplary project in the field of AAL.
- Further user-centered development of the services in close collaboration with SILO, TLT and A1.
- Migration of the HOMEdotOLD services in other AAL-projects.
- Consultancy services for customers of A1 who are interested in AAL related products.

3.8 NATIONAL FOUNDATION FOR THE ELDERLY

3.8.1 SHORT PROFILE AND BACKGROUND INFORMATION

NFE aims at improving the quality of life of elderly people. One of the spearheads of the NFE is reducing isolation. For that purpose the NFE started the project SocialTV in 2010.

With this project the NFE wants to achieve substantial reduction of isolation of elderly people by improving their social interaction, by making use of their own standard television.

Many people use computers, mobile phones and tablets to email with family and friends, to organize their daily lives and to find information. However, many elderly people are not able to use these modern devices because these are in general too complicated to use in their daily lives.

SocialTV is a simple and innovative concept that makes it attractive for the elderly to use the internet. Via their television, with which they feel comfortable and which normally has a central place in their homes, the elderly people can have a picture and sound connection with their family and friends and search for and access all kinds of relevant information for them.

So in summary:

SocialTV is an easy accessible Internet TV environment specifically developed for the elderly aiming at reducing loneliness by stimulating social contacts. This can be achieved by:

- Making picture and sound contact with family, friends, informal carers etc.
- Easily making new contacts in their neighborhood by virtually drinking coffee or dining together
- Sharing photo's and video's
- Providing information about relevant services for the elderly such as the BoodschappenPlusBus, Ombudsman, informative video-clips, etc.

SocialTV distinguishes from already existing solutions by its ease of operation and the use of a standard television without an external set-top box. The big advantages are that no extra hardware costs have to be made and that the installation is simple. This makes SocialTV very easy to use for the elderly. For the future, SocialTV can very easily and low-cost be extended with sensors and clever applications that, for instance, will increase their sense of safety in their own homes.

The HOMEdotOLD project very well matches with the SocialTV concept.

3.8.2 FOREGROUND INFORMATION

It is expected that the world-wide market penetration of Internet connected TV's in 2015 will be 47% (source DisplaySearch www.displaysearch.com). About 500 million internet connected TV's will have been shipped by then, with Europe, North America and China being the biggest markets in absolute quantities. So the choice for internet TV as a medium to provide services for the elderly is undoubtedly a good one. Furthermore the penetration of internet in the Netherlands is almost 90% (source www.internetworldstats.com)

Nevertheless, in the Netherlands, about 640,000 people between 55 and 75 (source CBS Statline, January 2010) don't use the internet. For 75-plus no figures are known. In

research it is estimated that two-third of them don't use the internet, which counts for 750,000 people. This results in an estimated total of 1.4 million people of 55-plus who don't use the internet. This figure will decrease in the future but a substantial group that don't access the internet via computer, Smartphone or tablets will remain. This is an important target group that could be reached with dedicated services on Internet TV. Because SocialTV will be accessible and interesting for every elderly in The Netherlands, provided they have an internet TV, it will be an attractive medium for commercial parties who would like to gain access to this potentially big target group.

3.8.3 EXPLOITATION INTENTIONS

NFE is mainly interested in the Video conferencing (VC), Photo and Video Sharing (PVS) and News services of HOMEdotOLD. Tests at the Dutch pilot site showed that participants had limited interest in the Social Voluntary Work (SVW) and the Intelligent Calendar (IC) services. They don't see the real added value for them as they have suitable alternatives. The VC service is the most important one as explained in 3.8.1 and therefore its presence in the product is essential for the exploitation.

Furthermore, the services need to be extended and improved before they can be released to the target users:

- NFE plans to add information about the position of the user to the VC service to be able to invite people living in the neighbourhood for e.g. a virtual coffee visit or a virtual dining session.
- Furthermore improvements in the ease of use, user interaction feedback and performance are required for the PVS service. A detailed list of these improvements, created during the pilot tests, exists.
- NFE wants to develop its own information services, using the know-how it has gained during the project.

To be able to create the content and to keep the content and information up-to-date, NFE has to find (or found already) partners and sponsors. These are among others:

- An IT development company who can provide development resources under special conditions to reduce cost to a minimum.
- For the creation of video content, such as special clips about relevant subjects for elderly, there are contacts with a film production company. We have to find sponsors to support this service, while safeguarding journalistic independency.
- Furthermore we have contacts with a professor of Leiden University Medical Centre who is a specialist in vitality and aging, to become columnist for our services.
- We are also seeking contacts with various other closely related charity organisations for jointly generating content for SocialTV.

For the short term, the coming 2 years, NFE is in the process of fundraising, to collect the required funds for creation of the initial system and to reach a target group of 50000 users. For the longer term the SocialTV concept should be able to generate income itself, which should be sufficient to keep the services up-to-date and to invest in new services. Therefore cooperation with carefully selected commercial partners will be required. These commercial partners will get access to the SocialTV portal and will be enabled to add advertisements and probably start commercial services such as a web shop.

4. IPR MANAGEMENT

IPR Management is an integral component of the HOMEdotOLD exploitation and sustainability plan. This is due to the fact that, in some cases, the partners intend to pursue a collaborative exploitation approach, which envisages different roles and responsibilities for the various partners (e.g. business models 1 and 2 of D7.1 v2). In such exploitation approaches, IPR regulation is important in order to define the boundaries associated with the ownership of different results, as well as access to different results by the various partners. The following paragraphs outline the rules governing IPR management in HOMEdotOLD.

The HOMEdotOLD Consortium Agreement, already signed in the beginning of the project ensures that:

- Foreground knowledge will be owned by the contractor generating such information or result. If it is not possible to determine exactly the ownership of the foreground knowledge, i.e. several contractors participated in a specific development, ownership will be shared by the pro ratio effort invested by each contractor.
- Pre-existing know-how and foreground knowledge will be made available, on a royalty-free basis, to the other project partners for dissemination, research and academic purposes while respecting the intellectual property rights of the partner generating this knowledge.
- Pre-existing know-how and foreground knowledge will be made available to the other project partners for exploitation purposes at favorable conditions, with respect to the normal commercial conditions applied by the granting partner.

All issues regarding confidentiality, IPRs, Background, Sideground, Foreground agreement on exploitation rights and clarification of each individual's rights and obligations are included in the Consortium Agreement.

As mentioned above, the participation of a specific partner in the production of IP is a key prerequisite for granting a respective IPR share to the partner.

The following table defines the partners involved in specific foreground generation in the project. Relevant deliverables are also outlined.

HOMEdotOLD Foreground / IP	Partners Involved / Related IPR Shares	Related Deliverables
News Headlines service	SEPROTRONIC owns 100% of the relevant IPR shares	D3.2 and relevant parts of D4.1, D4.2, D4.3, D4.4 and D4.5
Photo/Video Sharing service	TELETEL owns 100% of the relevant IPR shares	D3.5 and relevant parts of D4.1, D4.2, D4.3, D4.4 and D4.5
Video-conferencing service (implementation of HOMEdotOLD version of skype for Philips Net TV)	Philips owns 100% of the relevant IPR shares	D3.4 (Net TV implementation) and relevant parts of D4.1, D4.2, D4.3, D4.4 and D4.5
Video-conferencing service	A1TA owns 100% of the relevant IPR shares	D3.4 (IPTV)

(implementation of HOMEdotOLD version of skype for A1TA IPTV)		implementation) and relevant parts of D4.1, D4.2, D4.3, D4.4 and D4.5
Social Voluntary Work service	SILO owns 100% of the relevant IPR shares	D3.1 and relevant parts of D4.1, D4.2, D4.3, D4.4 and D4.5
Intelligent Calendar service	SILO owns 100% of the relevant IPR shares	D3.3 and relevant parts of D4.1, D4.2, D4.3, D4.4 and D4.5

The table above provides a starting point for establishing detailed exploitation & commercial agreements between the partners.

In addition to the above exploitable results, a number of other project deliverables and know-how generated by the project exist (e.g. D2.1 State-of-the-Art and Requirements Analysis, D2.2 HOMEdotOLD Specifications, D2.3 Validation plan, D5.1 User groups Initial Feedback, D5.2 Assessment Questionnaires and D5.3 Results Synthesis and Evaluation Report. These outcomes have been produced collaboratively by all HOMEdotOLD partners, so all partners may use and reuse these outcomes for internal research purposes. Access to these outcomes by Consortium-external parties is possible, under the condition that all HOMEdotOLD partners will give their consent to such access. This was the case with D5.3 Results Synthesis and Evaluation Report, which all HOMEdotOLD partners agreed to share with the AAL project "Care@HOME", following that Consortium's relevant request.

5. CONCLUSIONS

The testing conducted during the lifetime of HOMEdotOLD has confirmed that the project has delivered a valuable set of services with strong exploitation potential.

The HOMEdotOLD services can be used in several municipalities and hospitals, as well as by individuals, depending on the business case pursued by each HOMEdotOLD partner.

New value added services can be built that could be used in combination with services already developed in the HOMEdotOLD project.

The main exploitation intentions expressed by the HOMEdotOLD partners are the following:

- Establishment of commercial agreements with IPTV service providers.
- Care organizations acting as service providers could benefit from the HOMEdotOLD services. Relevant commercial agreements would not only include the provision of licenses to these service providers to use the aforementioned services, but could also include support and evolutionary maintenance of the services.
- Adapting the developed services to mobile environments, and making them available through mobile application stores, like the Apple App Store or through the Android Market. Consortium partners will examine the possibility of providing the services as bouquets of services (much like in the way they are currently provided within the context of the HOMEdotOLD project) in addition to providing these services as standalone solutions.
- In some cases, notably in the Social Voluntary Work service, income could come from a small monthly fee charged to a Municipality/organisation in charge of the social work in return to the benefit of attracting more volunteers thanks to the HOMEdotOLD service.

To be able to create the content for some of the services and to keep the content and information up-to-date, the HOMEdotOLD vendors would have to find partners and sponsors.

In addition, the User Representative Organisations could continue acting as pilot sites for testing the reliability of the provided services.