

# goldui

Newsletter 1 – January 2012



**GoldUI** is a Project cofunded by European Commission, Ministerio de Industria Turismo y Comercio of Spain (MITYC), Technology Strategy Board (TSB) of UK and Ministero dell'Istruzione, dell'Università e della Ricerca (MIUR) of Italy



# Project Overview

**GoldUI: European AAL Project for Adaptive embedded human interfaces designed for older people**

GoldUI project aims at empowering the older individual, enabling them to access online “self serve” services and therefore to benefit from the convenience and economy of the digital world by using the familiar home technologies of domestic radio, TV and telephone augmented by an easy-to-use mobile smartphone interface when away from home. By using content adaptation and personalisation techniques GoldUI will provide an older person with access to an extendable range of online services such as local library, social networking, home delivery shopping and banking through modalities that are relevant to the individual’s abilities and needs.

The objective of this AAL Project is to improve the independence and participation of older people, in a context in which the use of technology can present some problems and difficulties for certain users and more specifically for the elderly population. In order to foster independence and participation, GoldUI adopts an end-user perspective to develop and test technological solutions in the home environment and other related activities of daily living.

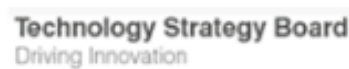
GoldUI will allow the elderly to access a wide range of cloud-based services through multiple devices and communication channels: traditional telephone, smartphone or tablet, IP-TV and home radio.

The services offered by GoldUI will cover various user needs in daily life according to user’s limitations and personal preferences:

- Local news.
- Music playback.
- Weather condition forecast.
- Reminder of personal events and appointments.
- Remote e-shopping.
- Social life: keep in touch with relatives and friends.

[www.goldui.eu](http://www.goldui.eu)

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## Consortium



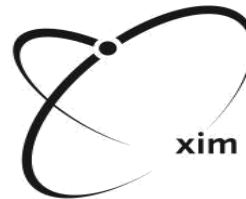
HI Iberia Ingenieria y Proyectos SL is a Software Development SME located in Spain. HI iberia is the coordinator of the GoldUI project and will bring to WayFiS its expertise in services development, android applications, data mining, user profiling and development of the business plan. [www.hi-iberia.es](http://www.hi-iberia.es)



FeSalud (Fundación para la eSalud) is a non-profit organization created in 2005 and located in Malaga (Spain). The aims of FeSalud are the generation and exchange of knowledge on experiences and projects implying health & welfare innovation, through the effective use of Information & Communication Technologies (ICTs). [www.fesalud.org](http://www.fesalud.org)



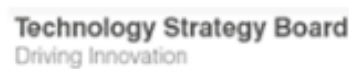
Tiscali Italia S.p.A, founded in January 1998 following the liberalization of the telecommunication market in Italy, has become one of the main alternative Telecommunication Operators in Europe with over 1,000 staff serving more than 570,000 broadband customers. TISCALI distinguishes itself as an 'Independent' telecommunication operator, a characteristic that greatly influenced its success. [www.tiscali.it/](http://www.tiscali.it/)



XIM is a UK-based SME with 11 years' experience in collaborative R&D in the field of new media. It specialises in advanced user interfaces and experiences across multiple devices. XIM's commercial work focuses on consultancy, web, extranet and kiosk development for clients ranging from Warner Bros, Disney through Lucent-Alcatel, BBC, Chellomedia to extensive work for the UK NHS and social services. [www.xim.co.uk/](http://www.xim.co.uk/)

[www.goldui.eu](http://www.goldui.eu)

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## Latest News

**20 September 2011**

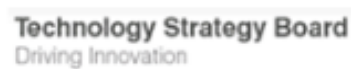
### **GoldUI Kick-off Meeting in Madrid**

**GoldUI's Kick-off Meeting** took place in Madrid, on 20<sup>th</sup> September, hosted by HI-iberia (the Project's leader). All the members participated in a productive and fruitful meeting that closed with an enjoyable dinner.



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# Latest News

27 September 2011

## GoldUI in the AAL Catalogue of Projects 2011

GoldUI project was included in the AAL Catalogue of Projects 2011, recently published, as one of the projects approved under call 3 ICT-based solutions for advancement of older persons' independence and participation in the self-serve society.

You could download here the [New AAL Brochure](#)

## Newsletter 1 – January 2012



### GoldUI

Adaptive Embedded Human Interfaces designed for older people

#### OBJECTIVES

The concept of GoldUI is focused on empowering the older individual, enabling them to access online "self serve" services and therefore to benefit from the digital world by using the familiar home technologies of domestic radio, TV and telephone augmented by a mobile smartphone interface when away from home.

By using content adaptation and personalisation techniques GoldUI will provide the elderly with access to a wide range of online services considering individual's abilities and needs.

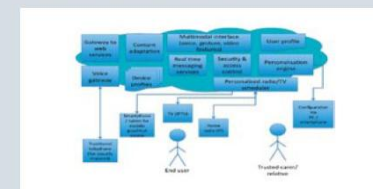
**Name of the project:**  
GoldUI / Adaptive Embedded Human Interfaces designed for older people  
**Coordinator:** IMB-Sistema Ingeniería y Proyectos S.L.  
**Duration:** 24 months  
**Starting date:** 18 July 2011  
**Total budget:** 1,537,726,74 €  
**Public contribution:** 807,656 €  
**Contact:** Amaculada Lázaro  
Huespedes-Barra.es  
Tel.: +34 91 458 51 19  
C/ Bolívar, 3  
28016 Madrid  
SPAIN  
**Website:** www.goldui.eu



#### PROJECT OVERVIEW

A key concept to GoldUI is the development and maintenance of a cloud-based secure user profile, which is intended to be maintained by a trusted relative or carer. The profile indicates the user's language, eyesight, hearing, mobility and memory capabilities and communication preferences as well as account information for key services via a series of plugins. The key technological innovations that we want to introduce to enable GoldUI project are related to 1) Representation of multimedia content description; 2) Personalization and contextualization of information; 3) Interactive search and agent interfaces able to mitigate complex tasks, bring expertise to the user, and provide more natural interaction; and 4) Human-Computer Interfaces. All these technologies will be employed in an integrating way; this means that, different prototypes will be available along all the phases of the project that will incrementally include the different features and technologies according to the end-users specifications and feedback.

There will be pilot trials during 12 months.



#### PARTNERS

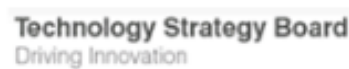
IMB-Sistema Ingeniería y Proyectos S.L.	IME	Spain	<a href="http://www.imb-si.es/">http://www.imb-si.es/</a>
XIM Ltd	IME	United Kingdom	<a href="http://www.xim.co.uk/">http://www.xim.co.uk/</a>
Isocal Italia S.p.A.	Industrial	Italy	<a href="http://www.isocal.it/">http://www.isocal.it/</a>
Fundación para la eSalud (FCSalud)	End-User	Spain	<a href="http://www.fcsalud.org/">http://www.fcsalud.org/</a>

#### RESULTS & IMPACT

- GoldUI impact is ensured through 1) Involvement of partners from Spain, UK and Italy; 2) Clustering with other projects and 3) Expected elderly potential market. The target market, 65-75 year-olds, is considered a potential market in continuous;
- 12-18 months after the end of the project, there will be a commercial launch. During this time, the prototype system will be upgraded such that "soft launch" will be feasible earlier to allow business partners to test the system.

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## Latest News

**13 December 2011**

### **GoldUI disseminated through e-health and e-inclusion European Newsletters**

GoldUI disseminated through the e-health and e-inclusion newsletters generated by the European Commission, Europe's Information Society web portal.

The references to the news could be found in [e-health news](#) and [e-inclusion news](#).

**13 December 2011**

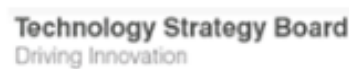
### **GoldUI announced on AAL Forum from TSB (UK National AAL Authority)**

The UK national AAL authority TSB announced GoldUI on their AAL forum:

[Assisted Living Innovation Platform \(ALIP\) – New AAL project: Adaptive embedded human interfaces designed for older people – Articles – Open Innovation](#)

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### Links

GoldUI Project Website

[www.goldui.eu](http://www.goldui.eu)

Ambient Assisted Living Joint Program:

[www.aal-europe.eu/](http://www.aal-europe.eu/)

AAL Forum 2011

[www.aalforum.eu/](http://www.aalforum.eu/)

Europe's Information Society Thematic Portal: e-Inclusion

[http://ec.europa.eu/information\\_society/activities/einclusion/index\\_en.htm](http://ec.europa.eu/information_society/activities/einclusion/index_en.htm)

AGE Platform Europe

[www.age-platform.org/](http://www.age-platform.org/)

European Social network

[www.esn-eu.org/](http://www.esn-eu.org/)



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