

VODAFONE

MOBILE

DATA

CHALLENGE

2012

WHAT IS IT?

A Vodafone Portugal event where Vodafone technology senior people want to learn about the **university community's view** on disruptive new technologies or trends, and how they can materialize into real benefits for customers and the society in general.

WHAT IS IT FOR ME, THE STUDENT?

Unique opportunity to pick a powerful topic, develop it, bring in the university community perspective and present it to Vodafone Portugal, as the seed for a potential future project ...

WORK IN TEAM OF 2 OR 3 AND PREPARE:



- A 1 page document as a teaser (in English) for pre-read by Vodafone before the event
- A 10 minute presentation and/or demo, to be delivered to a Vodafone Portugal jury followed by 10 minutes of Q&A

1 DAY EVENT @ VODAFONE PORTUGAL

Awards Ceremony



INSTITUTO
SUPERIOR
TÉCNICO



Universidade do Porto
FEUP Faculdade de
Engenharia



universidade
de aveiro



Universidade do Minho



- **YOUR PRESENTATION** should be technologically savvy, powerful and have ‘high impact’
- **YOU SHOULD INVESTIGATE** the technical aspects and the **technology potential** by itself, but also use the opportunity to present your **vision** on the topic
- **THINK ABOUT SERVICES** how can this technology launch new ones, how can the customers benefit ? Could there be an effective business model?



- **THINK ABOUT** the **community** – how can this technology be put to use to improve our world?
- Be specific, present some details... but also be **creative!**
- **YOUR VISION SHOULD** be shaped in terms of what is possible to be delivered in a 3 year timeframe



...THE PEOPLE IN THE JURY ARE EMPOWER TO LAUNCH REAL
projects and dedicate resources if the project is worthwhile.
(maybe with your help)



PROJECTS

- **M2M** – Machine to Machine communications are everywhere from smart metering to the automotive sector. But where are the next opportunities? How can M2M services become ‘viral’ and provide value, security and functionality to the end users?
- **LTE SERVICE ENABLERS** – LTE brings a massive bandwidth leap forward... Now what? How can this be put to use? Is it just about faster Internet or are new experiences around the corner with these enablers?
- **MOBILE OFFICE EXPERIENCE** – Working mobile is now common place. Can we go even further? How can companies secure their activity but work better when mobile and which technologies (telepresence, cloud, etc.) will be key here?

PROJECTS

- **eHEALTH** – Can mobile data technology truly revolutionise the health sector or is it “just” complementary?
- **WiFi AND MOBILE** – All smartphones and tablets are wifi enabled. Is WiFi merely a “threat” for the mobile operator, or can it be used intelligently and in a converged heterogenous (multiple access) network architecture?
- **eMONEY** – Mobile data brings convenience, authentication and powerful devices that can be harnessed to deliver innovative financial services, in particular for the developing world. Where is this going?

PROJECTS

- **INTELLIGENT MEDIA AND ADVERTISING** – Mobile data technology enables us to know where the user is, which device he or she is using and correlate that with a wide range of information such as tourism infrastructure, social media (“the friend closest to me”), augmented reality applications, etc. What can we expect next and what will be the benefits?
- **CLOUD COMPUTING** – Cloud computing is everywhere. Together with mobile data what else can be accomplished and who will the major players be? The operators? The Internet based companies?
- **GREEN APPROACH** – Can mobile data technologies be used to protect the environment and what kind of solutions or applications are in the radar or could be developed?

Students can propose their own topic, subject to Vodafone approval

More info on the challenge: vera.morais@vodafone.com

16 Abril

Entrega da proposta
para o projecto
1 página
(in English)

Abril

Acompanhamento
dos projectos
VF

8 de Maio de 2012

**Mobile Data
Challenge
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VODAFONE

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DATA**

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... Get Ready!



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