



**PLASTIC**



## *User Generated Services Workshop (TSOA European projects Cluster)*



**I T E A**  
INFORMATION TECHNOLOGY  
FOR EUROPEAN ADVANCEMENT

### *Agenda*

*25<sup>th</sup> June 2008: Conferences & Round Tables  
26<sup>th</sup> June 2008: Training with Demos*

### *Venue*



ETSI Telecomunicación  
Universidad Politécnica de Madrid  
Ciudad Universitaria s/n  
28040 Madrid, Spain

**June 25th:**

- Building C

Hall: Registration, Coffee breaks, posters and automatic demos  
Main Auditorium (Salón de Actos)

**June 26th:**

- Building A:

Hall: Registration and Coffee breaks  
Aula Magna, Graduation (Salón de Grados) & Board Auditoriums (Sala de Juntas)

European Commission  
Information Society and Media





For further information please check <http://www.dit.upm.es/travelinfo.html>



## **UGS - User Generated Services Workshop**

*First international workshop on user-centric service creation and execution*

The FP6 IST OPUCE project as organizer, supported by the TSOA (Telecom Service Oriented Architectures) ad-hoc cluster of European research projects, invites you to participate in the UGS Workshop, the first international workshop on user centric service creation and execution. The main goal of this 2-day workshop is to create a forum where the most innovative research in the field of user centric service creation and execution could disseminate and demonstrate their advances. The event will be held at UPM premises in Madrid, Spain, next 25 and 26th June 2008.

First day will feature invited talks by executive EC and projects representatives, as well as key players involved in the User Generated Services, reporting their ongoing activities in the field and providing Telco and Internet visions on their current user-centric approaches to end-user services. Two open round tables are scheduled also for this first day, one of them focused on service creation and the other one on service execution topics, being an opportunity for projects and guests to exchange opinions on their visions.

The second day will offer an open training with demonstrations for end-users and service developers to validate the projects' solutions and tools. This session will be a unique opportunity for both the audience, who will learn more about the existing research work, and projects, which will be able to get direct feedback for future advances and may do some hands on testing. The activities will happen in parallel and attendants will have the opportunity to choose their preferences at registry phase, according to their interests and profile.

This workshop is organized by Spanish OPUCE partners and aligned with its Dissemination and Training strategy, with the support of the European Commission and namely: Telefónica I+D (OPUCE Coordinator), Ericsson, Universidad Politécnica de Madrid (UPM) and Universidad de Valladolid (UVa).

### **Registration is required:**

If you are interested to attend to one or both workshop days, please register in the Workshop registry at OPUCE website (<http://www.opuce.tid.es/Registration.php>); registration is mandatory, due to limited capacity. The Workshop extended, detailed agenda version is also available on OPUCE, TSOA projects, ETSI STF342 and WWRF websites.

### **Supporters and contributors:**

- European Commission Service and Software Architectures, Infrastructures and Engineering Unit (SSA & I, DGINFSO), [http://cordis.europa.eu/fp7/ict/ssai/home\\_en.html](http://cordis.europa.eu/fp7/ict/ssai/home_en.html)
- FP6 OPUCE: Open Platform for User-centric service Creation and Execution, [www.opuce.eu](http://www.opuce.eu)
- FP6 SPICE: Service Platform for Innovative Communication Environment, [www.ist-spice.org](http://www.ist-spice.org)
- FP6 PLASTIC: Providing Adaptable Service Technology for pervasive Inf. & Comm., [www.ist-plastic.org](http://www.ist-plastic.org)
- FP6 SMS: Simple Mobile Services, [www.ist-sms.org](http://www.ist-sms.org)
- FP6 MAGNET: My Personal Adaptive Global NET, [www.ist-magnet.org](http://www.ist-magnet.org)
- Eureka ITEA LOMS: Local Mobile Services, [www.loms-itea.org](http://www.loms-itea.org)
- ETSI Specialists Task Force 342: Personalization and User Profile Management Standardization, [http://portal.etsi.org/stfs/STF\\_HomePages/STF342/STF342.asp](http://portal.etsi.org/stfs/STF_HomePages/STF342/STF342.asp)
- WWRF: Wireless World Research Forum, <http://www.wireless-world-research.org>

**For further information, please send an email to [Opuce-contact@tid.es](mailto:Opuce-contact@tid.es)**



<b>June 25<sup>th</sup> 2008: UGS Workshop – CONFERENCES &amp; ROUND TABLES</b>		
S1	9:00	<b>1<sup>st</sup> Day Registration check</b>
S2	9:30	<b>1<sup>st</sup> Day Workshop Introduction:</b> - <b>OPUCE:</b> Prof. Juan Carlos Yelmo, UPM
S3	9:45	<b>Opening session &amp; Key notes:</b> - <b>Telefónica I+D:</b> Mr. David del Val, Services for End-Users Director - <b>Ericsson Spain:</b> Mr. Manuel Lorenzo, Innovation & Technology Director - <b>UPM:</b> Prof. Gonzalo León, Research Deputy Director - <b>UPM-ETSIT:</b> Prof. Guillermo Cisneros, Director
S4	10:15	<b>OPUCE project overview</b> - <b>Telefonica I+D:</b> Mr. Alberto León, OPUCE Coordinator
S5	10:45	Coffee Break
S6	11:00	<b>Services creation &amp; execution by end users, Telco &amp; Internet visions:</b> - <b>Vodafone:</b> Mr. Guillermo Cajigas, R&D Specialist - <b>NEC Japan:</b> Mr. Shinya Kukita, Corporate Chief Engineer - <b>Orange:</b> Mr. Igor Douplitzky, Strategic Marketing - <b>Microsoft France:</b> Mr. Christophe Lauer, Web + Windows Live Specialist - <b>Telefonica:</b> Mr. Luis Angel Galindo, Senior Strategy Manager  Chair: Mr. David Artuñedo Guillén, Telefonica I+D, OPUCE representative
S7	13:30	<b>User centric service execution &amp; management (Round Table 1):</b> - <b>OPUCE:</b> Mr. Jürgen Siemel, Alcatel Lucent Germany - <b>MAGNET:</b> Mr. Rune Roswall, TeliaSonera - <b>PLASTIC:</b> Ms. Valerie Issarny, INRIA - <b>SMS:</b> Dr. Stefano Salsano, Univ. of Rome "Tor Vergata"/Radiolabs  - <b>Special 3<sup>rd</sup> party guest:</b> <i>to be confirmed</i>  Chair: Mr. Ernő Kovacs, NEC Germany, MAGNET & SPICE representative
S8	14:15	Lunch
S9	15:30	<b>Personalization and User Profile Management Standardization:</b> - <b>ETSI Specialist Task Force 342:</b> Mr. Mike Pluke, Castle Consulting



S10	15:50	<b>FP7 User-Centric services</b> - EC DGINFSO SSA&I Unit (D3): Ms. Anne Marie Sassen
S11	16:20	<b>User centric service creation (Round Table 2):</b> - <b>OPUCE:</b> Mr. Walter Goix, Telecom Italia Labs, Scientific Coordinator - <b>SPICE:</b> Dr. Olaf Droegehorn, Kassel University, Service Lifecycle Manager - <b>PLASTIC:</b> Mr. Franco Raimondi, University College London, SLA Manager - <b>LOMS:</b> Mr. Marc Roelands, Devoteam Telecom & Media, Coordinator - <b>MAGNET:</b> Mr. Knud Erik, Denmark Tech University, Technical Coordinator - <b>Special 3<sup>rd</sup> party guest:</b> ATOS Origin R&D, Jose María Cavanillas, Director Chair: Mr. Carlos Baladrón, Valladolid University, OPUCE Technical Manager
S12	17:20	<b>1<sup>st</sup> Day Closing:</b> Mr. Alberto León, OPUCE Coordinator, Telefonica I+D

### June 26<sup>th</sup> 2008: UGS Workshop – TRAINING WITH DEMOS

S13	8:30	<b>2<sup>nd</sup> Day Registration check</b>		
S14	9:00	<b>2nd Day Workshop Introduction</b> - <b>OPUCE:</b> Prof. Juan Carlos Yelmo, UPM		
S15	9:10	<b>Training with Demonstrations activities overview:</b> - <b>OPUCE:</b> Mr. Carlos Baladrón, Technical Coordinator - <b>SPICE:</b> Dr. Olaf Droegehorn, Service Lifecycle Manager - <b>PLASTIC:</b> Mr. Pierre Plaza, Dissemination Manager - <b>SMS:</b> Dr. Stefano Salsano, Technical Coordinator - <b>MAGNET:</b> Ms. Liljana Gavrilovska, Technical Coordinator - <b>LOMS:</b> Mr. Marc Roelands, Coordinator Chair: Mr. Christophe Cordier, SPICE Coordinator		
	10:00*	<b>Training with Demonstrations and/or hands-on testing activities:</b>		
S16	10:00	<b>OPUCE (1)</b>	<b>MAGNET (1)</b>	<b>PLASTIC (1)</b>
S17	11:30	<b>SPICE (2)</b>	<b>SMS (2)</b>	<b>LOMS (2)</b>
S18	13:00	<b>Surveys for feedback retrieval</b> Chair: Dr. Alejandro Bascuñana, Ericsson, OPUCE representative		
S19	13:30	<b>Workshop closing:</b> Mr. Alberto León, OPUCE Coordinator, Telefonica I+D		
S20	14 -16**	<b>SPICE (3)</b>	<b>EzWeb (3)</b>	<b>MyMobileWeb (3)</b>



\* Coffee will be served in parallel; tentative agenda for **Training with Demonstrations and/or hands-on testing activities** sessions may be as follows:

Duration	Activities
40'	Tutorial on project tools, platforms and use cases
40'	Demo and training activities
10'	Q&A

\*\*For the interested audience, SPICE will organize a complementary session allowing an extended interaction with SPICE tools and demos. Also EzWeb ([ezweb.morfeo-project.org](http://ezweb.morfeo-project.org)) and MyMobileWeb ([mymobileweb.morfeo-project.org](http://mymobileweb.morfeo-project.org)) projects will have a session in parallel, as special invited projects. A light lunch will be supplied.

## Workshop Managers



## Sponsors



## Other supporters



## Technical Sponsors

