



PROFIUM CONTEXT AWARE SERVICES FOR TELECOM OPERATOR

Capitalize the Open Data opportunity with new intelligent mobile content product. Profium Sense Context Aware Services (CAS) connects your customers with relevant information and solutions that match with their current situation, place and time. The underlying semantic technology by Profium finds relevant contextual information and makes life easier, safer and more fun - whatever the user wants. Profium Sense CAS creates new income to operators via subscriptions as well as monetizes leads to third party service providers.

1. SMART ALERTS

Sense CAS uses ontologies to encode relations between user profiles and real-time content. When connecting public safety data streams, traffic and environmental information with Sense CAS, we can instantly turn mobile service to location and need based alerting service. The User can receive proactively notification on weather, air quality, water quality, public security, traffic accidents and many other critically interesting information sets, delivered via smart or feature phone at the Users location.

2. SMART MOBILE ADVERTISING

When adding Escalations and more advanced Users profile configuring into the service, as well as adding new data sets such as news, social media and local commercial offering as data feeds, we can release the most intelligent mobile marketing solution to the market. It is able to turn traditional mobile advertizing into intelligent personal service solving problems. This Service is able to proactively deliver profile and location based relevant information to the User and provide the right escalation in order to get the problem solved.





ICT

Teleoperators can create new products and business models through proactive, location-based and context-aware services as well as the role-based services and applications of Sense.



MEDIA

Through Profium Sense media companies are able to implement real-time, multi-channel and segmented data content distribution: content attributes determine to whom the information is transmitted. Sense combined with electronic archives can be packaged in new ways and new services.



PUBLIC SECTOR

Profium Sense offers a smart semantic electronic archive and document management. Also, Situation Awareness application visualizes the customer's operational environment for real-time decision-making.

3. LIFE COMPANION SERVICES

When profile configuration, escalations and processed data is high volume - and quality is high enough, Your mobile customer can enjoy premium information service which will be her companion in daily situations.

The service is charged monthly, bringing totally new revenue streams alive. Want to hear more how this is done?

SERVICES ARE ALWAYS PRESENT

With Sense CAS different input formats are mapped into a harmonized data model, giving a single point access to all the different types of information contained by the system.

Persistent queries are evaluated against the inserted data to check for information that should be quickly notified to one or more users.

Supported delivery channels include a comprehensive set of choices that can be selected to suit the criticality of the information and the preferences of the end user.

SEMANTIC TECHNOLOGY

Profium Sense™ is a semantic technology-based software platform. In addition to the traditional content and data management, Sense improves our customers' business through context-awareness in real-time. Sense is based on over ten years of intensive research and experience in metadata management and semantic technology solutions.

Profium Sense™ empowers context-aware services that take the wants and needs of different users into account. These interests can be expressed with concepts relevant to these users while taking their physical points of interest into the equation.

Context Aware Services makes use of geosemantic capabilities of Profium Sense™ in order to find information that is close to the user's current position or is close to other places that the user is interested in.

