Project Achievements

CELTIC Telecommunication Solutions
www.celtic-initiative.org

personalised ADaptive POrtals framework

The Project developed a continuity platform articulated around a portal concept. The platform offers **user personalisation and composition of services.**

The platform gives users the opportunity to personalise and customise their services. As composition is the ultimate form for personalization, the ADPO portal Framework provides service composition, i.e. allow the end-users to tailor services using basic service components.

Main focus

The Project focused on the **development of a continuity framework for a dynamic personalised portal in the fixed and mobile environments** where the user can benefit from multiple content and where web services can interact and spawn new services or content.

The Project concentrated on the tools and environment to support such a concept, leading to a framework for the development and deployment of a dynamic portal, based on web services consumption & utilisation.

The Project studied the evolution of the portal in terms of functionalities and portability of services and user experience in different environments. It also focused on a better understanding of the complexity of a sustained value chain and business models for Web Services content consumption and orchestration across a multi-platform and multi-networks.

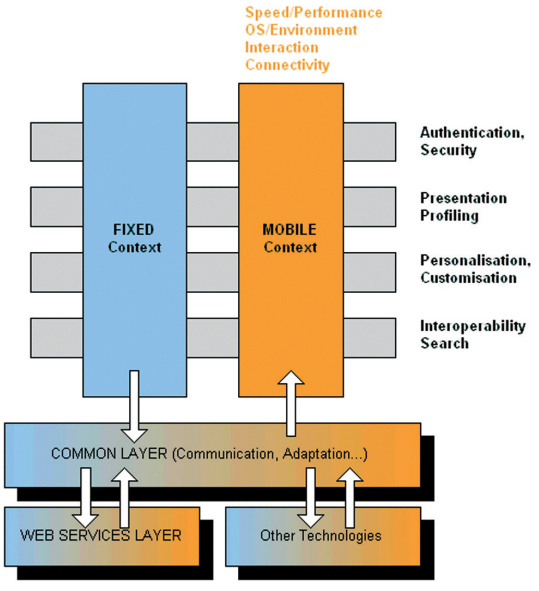

Figure 1 - High-level concept overview

ADPO

ADPO

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Project web site
www.celtic-initiative.org/projects/adpo

Approach

ADPO took advantage of the Web Services technology, but also reviewed other technologies that could be relevant. It considered several main components:

- Fixed/Internet operations and services
- Mobile and terminals operations and services
- Common operations and services (for communication between the fixed and the mobile, adaptation of the content, etc.)
- Web Services related operations and services, and if relevant other technologies.

It focused on aspects like presentation, continuity, adaptation, profile management, orchestration and content aggregation.

Achieved results

Even if there are many web services available the current usage is still very low The Project intended to encouraged the use of web services, which led to increased development of new web services and propelled the adoption and maturity of the technology. In particular, the idea of web services as a B2C channel is promoted, both by the industry and the end user, using the combination capabilities of the portal.

The project defined new web services standards and protocols and promoted the evolution of the portal as a multi-device gateway to personalised content.

Some issues that had to be resolved during the life of the project have become major results:

- Development of prototype environments.
- Analysing and enhancing the user experience, focusing on personalisation & customisation.
- Development & Deployment of the Portal framework.
- Analysing the evolution of portal(s) within the proposed framework.
- Understanding the technical complexity in deploying such a proposal across a multi access & multi platform systems.

One of the major results of the project is the usability of the Web Services paradigm in a mobile world environment and the practical implementation of it.

Impact

The ADPO project provides a platform framework that enables the personalization and composition of services. Such a contribution is very valuable for the Information Communication Technology (ICT) industry since it produces new opportunities and new revenue sources. For every partner type, there will be an exploitation plan. For university partners, the project resulted in new courses, new course materials. For telecom operators, the project contributes to a flexible and powerful framework for service personalization and composition.. For SME partners, the service framework enables the creation of innovative services.

About CELTIC

Celtic is a European research and development programme, established as Eureka cluster, to strengthen Europe's competitiveness in telecommunications through short and medium term collaborative R&D projects. Celtic is currently the only European R&D programme fully dedicated to end-to-end telecommunication solutions. Launched in November 2003, Celtic (Cooperation for a sustained European Leadership in Telecommunications) was founded and has been supported by major European telecommunication players, both vendors and operators. Celtic fills the gap between public R&D programmes not specifically focused on telecoms and short-term R&D efforts by the telecoms industry

Timeframe: 8 years, from 2004 to 2011

Total budget: in the range of 1 billion euro, shared between governments and private participants

Participants: companies from the telecommunications industry (small, medium and large), universities, research institutes, and local authorities from all 35 Eureka countries may participate in Celtic projects.

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