

# The Promise of Ambient Intelligence

De Waag, 22 February 2007 Amsterdam





**Part I: 19:00-20:00 Introduction**

**Ben Schouten**, Lector Ambient Intelligence and Design, Fontys & CWI  
**Rob van Kranenburg**, Innovation and Media Theorist

**Boris de Ruyter**, Principal Scientist, Media Interaction Department, Philips Research Euro  
**Promise of Aml for the home (ideal home)**

**Erik Geelhoed**, Hewlett-Packard Laboratories, UK  
**Promise of Aml in mobility and mobile gaming**

**Berry Eggen**, Professor, Vice Dean, Department of Industrial Design, TU Eindhoven  
**Promise of Aml for design**

**Klaas Kuitenbrouwer**, Mediamatic  
**Promise of Aml for media**

**Maurits Kreijveld**, Ministry of Economic Affairs, Innovation Department  
**Challenger**

20:00 - 20:30 Coffee break with drinks and snacks.

**Part II: 20:30 - 21:15 Panel followed by an open discussion.**

## Program

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We have a stream: <http://connect.waag.org>





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**BACKSPACE**

# In 1964 the mouse was around, it still is.

Mark Weiser: 1991: finally said: Let's get all of this connectivity out of these computers we so intuitively interact with and get it out into the environment:

“Hundreds of computers in a room could seem intimidating at first, just as hundreds of volts coursing through wires in the walls did at one time. But like the wires in the walls, these hundreds of computers will come to be invisible to common awareness. People will simply use them unconsciously to accomplish everyday tasks.”

“Most important, ubiquitous computers will help overcome the problem of information overload. There is more information available at our fingertips *during a walk in the woods* than in any computer system, yet people find a walk among trees relaxing and computers frustrating. Machines that fit the human environment, instead of forcing humans to enter theirs, will make using a computer as refreshing as taking a walk in the woods.”

# PART ONE

## Where/What are we talking about

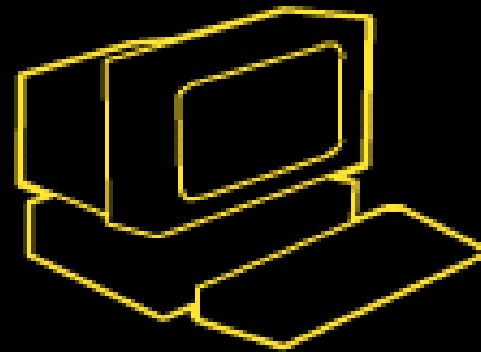
In an ambient intelligent environment the users interact with displayed images and sound, move and manipulate (virtual) objects, perform actions in a way that attempts them to 'immerse' them in a simulated environment in which they get a feeling of 'presence'.



An act of dying is any transformation.







CHOOSE MAN OR MACHINE

*'Ephemerisation'* was Buckminster Fuller's term for describing the way that a technology becomes subsumed in the society that uses it.

The pencil, the gramophone, the telephone, the cd player, technology that was around when we grew up, is not technology to us, it is simply another layer of connectivity.

70% of youth aged 16-25 states that the mobile phone is a very important part of their lovelife 24% uses sms to make a pass at someone, 24% to dump their lover. For 69% the mobile phone is an important instrument to tell others that you like them. (TNS NIPO, easyMobile.nl Bron: Dorpsgekken.nl, 02-16/19:25)



“The most profound technologies are those  
*that disappear*. They weave themselves  
into the fabric of everyday life until they  
are indistinguishable from it.” (Mark  
Weiser)



# WHO WHERE WHAT WHY

As face recognition software scans my features, and compares them to pictures in a database, a digital ditch relatively invisible from any distance, provides an invisible barrier that allows the garden's inhabitants to gaze into the distance uninterrupted.

*The questions then are: who is in the garden, whom are they gazing at, and why?*



# 1. AI makes us more human

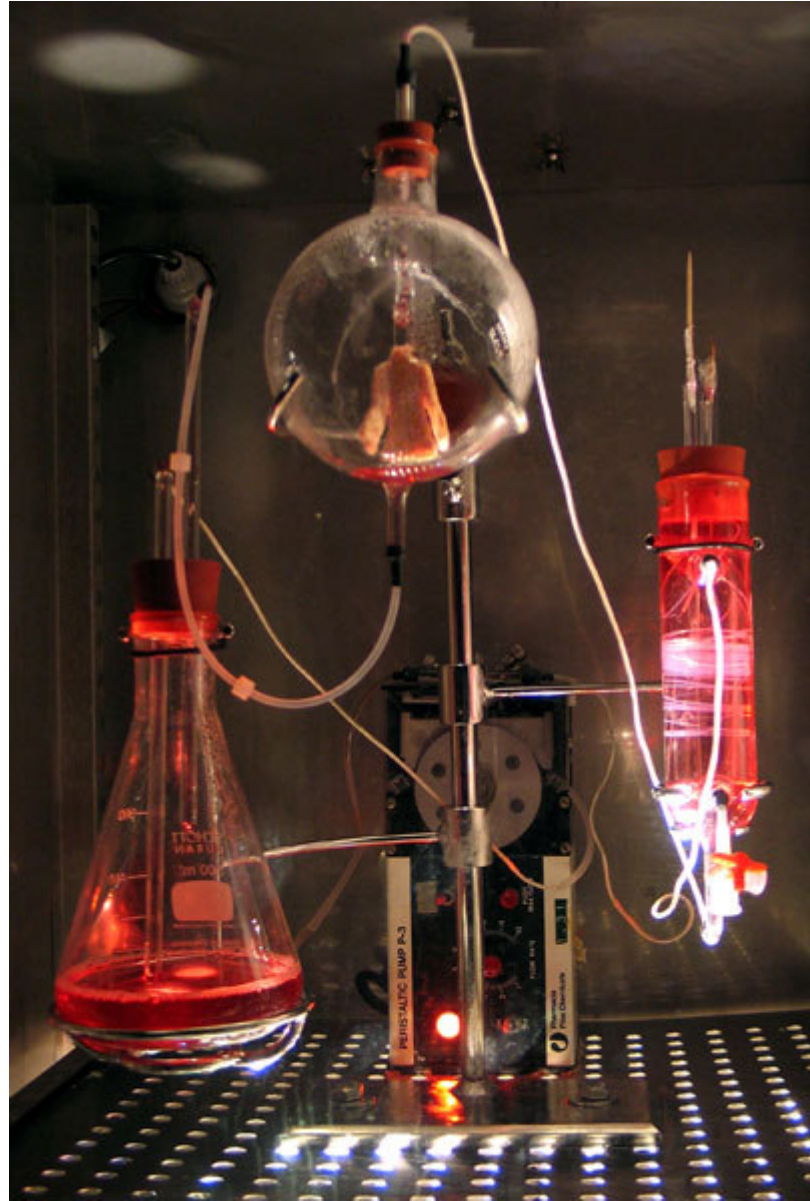
Kate Fox: “The space age technology of mobile phones has allowed us to return to the *more natural and humane communications* patterns of pre-industrial society, when we lived in small, stable communities, and enjoyed frequent ‘grooming talk, with a tightly integrated social network”

## 2. Fear is scripted

- Maartje Fliervoet
- NY Blackout





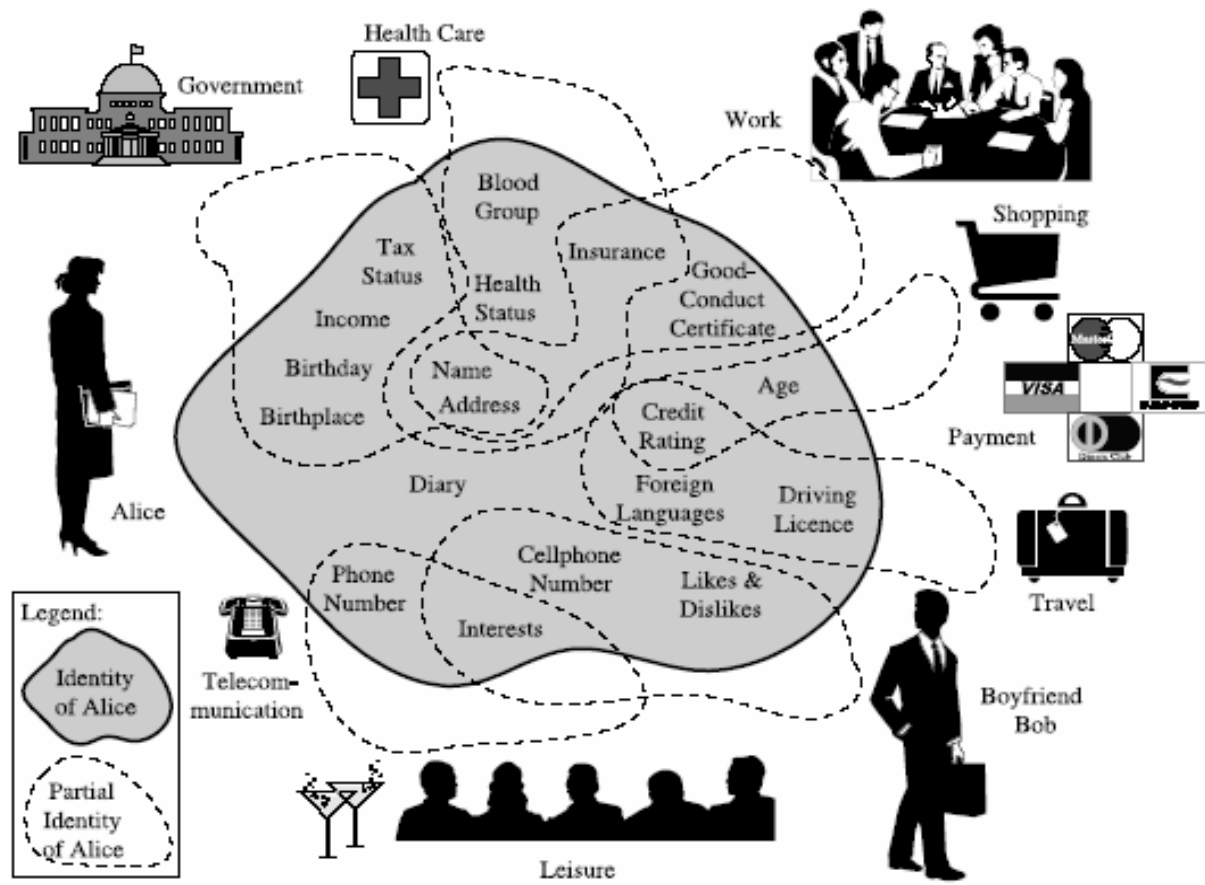


# 3. People are information spaces

We must investigate the possibility that ambient intelligence generates authentically new situations and experiences in which an analogue notion of privacy is no longer tenable. In a mediated environment – where everything is connected to everything - it is no longer clear what is being mediated, and what mediates.

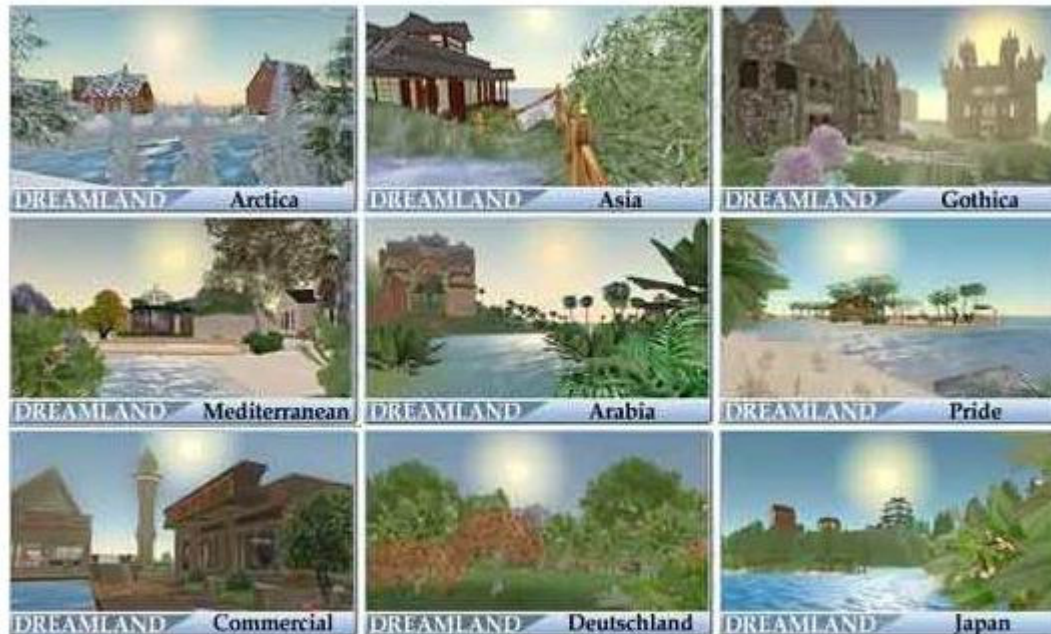
*In an ambient environment buildings, cars and people can be defined as information spaces.*

What is the autonomy of the individual in such an environment? It has autonomies, not autonomy. It acquires privacies, not privacy.



- The fact is that our social future will be determined by the human qualities of the activities being mediated through hundreds of millions of programmed devices, and by our ability consciously to resonate with and thereby to recognize these qualities.” [Steve Talbott]

## First Second Life Millionaire announced



Anshe Chung is an avatar, or onscreen graphic character, created by a Chinese-born language teacher living near Frankfurt, Germany has proclaimed herself the first second life millionaire. She turned a \$10 investment into a million dollar corporation in 30 months. Her corporation now



- The boundaries of what constitutes consumer electronics and computers are getting blurred,” says Gerard J. Kleisterlee, chief executive of Royal Philips Electronics, “As we get wireless networking in the home, everything starts to talk to everything.”
- In such a mediated environment – where everything is connected to everything - it is no longer clear what is being mediated, and what mediates. Strategic decisions become process decisions in a mediatized environment.

*Where is your dashboard now?*

# 4. Context management:resonance

*When the environment becomes the interface:  
from content to context-management.*

*What is it?*

*How good are we at managing contexts?*

*We better learn quickly.*





# Dream Versus Reality

In a mediated environment – where everything is connected to everything - it **is no longer clear** what is being mediated, and what mediates.



Work by [George Bolster](#)

# 5. Convergence bottom up high end

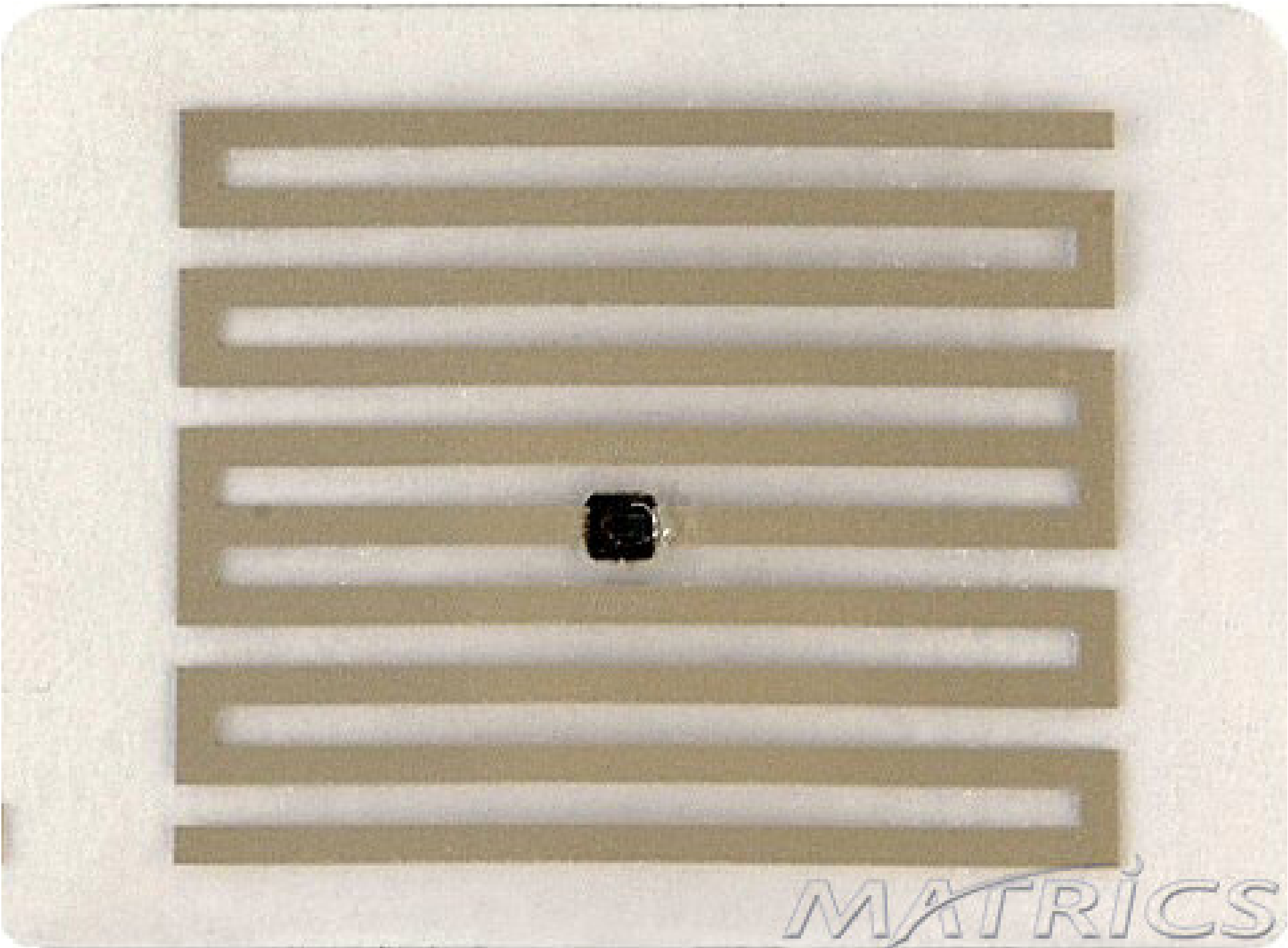
- Haggie EU opportunistic computing scales to Hivenetworks -community activists
- Oscar builds an Open Source Car
- Rep Rap 3D Rapid Prototyping 20.000-400 dollars
- [www.genericinfrastructures.com](http://www.genericinfrastructures.com)
- [www.bricolabs.net](http://www.bricolabs.net)

# How to print an Organ?









*MATRICS*



Mobile Feelings II  
© 2001-04 Christa Sommerer & Laurent Mignonneau  
developed at IAMAS Institute of Advanced Media Arts and Sciences, Gifu, Japan  
sponsored by France Telecom Studio Creatif

# Crossroads

and hopefully this evening will map  
part of the territory and more







# True

- Design, technology, social interaction, interpersonal communication, knowledge can go hand in hand
- Netherlands, its unique saturatedness in terms of infrastructures and excellent planning strategies in relation to a practical living of everyday life, real human problems and challenges (Amsterdam)





## Nieuws

Internationaal nieuws

Bied artikel aan

- [OBS Rosa Boekdrukker: open source software als uitgangspunt](#)  
21 februari 2007 14:30
- [Bricolabs en SoCardLS winnen, naast HelpIM en Simuze, tweede deel Holland Open Doorbraakproject 2007](#)  
21 februari 2007 24:00
- [Verslag Codeyard-communitydag](#)  
13 februari 2007 08:13
- [LOSC Leiden presenteert "De vrije CD"](#)  
8 februari 2007 12:43
- [VVD-raadslid: 'Open source software is politiek!'](#)  
7 februari 2007 09:42
- ['NEN zwicht voor druk Microsoft'](#)

# Bricolabs en SoCardLS winnen, naast HelpIM en Simuze, tweede deel Holland Open Doorbraakproject 2007

21 februari 2007 24:00 | bron: HollandOpen.nl

Tijdens de tweede editie van het Doorbraakproject 2007 zijn Bricolabs en SoCard uitverkozen door het aanwezige publiek als winnaars. Zij mogen zich tezamen met de twee al eerder gekozen projecten HelpIM en Simuze, een jaar lang Holland Open Doorbraakproject 2007 noemen.

Het publiek kon kiezen uit 10 projecten, welke ieder een korte presentatie van drie minuten gaven en het publiek mochten beïnvloeden door middel van het uitdelen van maximaal één a4tje met informatie over het project. De winnaars krijgen daarnaast de mogelijkheid te spreken tijdens de Holland Open Software Conference 2007.

Deze projecten hebben zich dinsdag 20 februari gepresenteert:

- Aloha <http://AardRock.COM>
- Bricolabs <http://www.genericinfrastructures.com> --winnaar--
- Erasmuspc <http://www.erasmuspc.com>
- Harken en Vorken (nog geen webstek)
- Incompanytrainer <http://www.incompanytrainer.com>
- LandONE <http://wiki.aardrock.com/LandONE>
- MMbase <http://www.mmbase.org>
- Open source CRM <http://www.outdare.nl>
- SoCardLS <http://www.socard.nl> --winnaar--



Bricolabs aims to build a global platform to investigate the new loop of openm content, software and hardware for community applications, bringing people together with new technologies and wireless connectivity.....

# Creative Challenge

## Thoughts to practice

- New Curriculums
  - [www.kmt.hku.nl](http://www.kmt.hku.nl) Experience Design
  - [www.fontys.nl](http://www.fontys.nl) Ambient Design
  - <http://www.iie.hva.nl/> Digital Life
- Expert Centre
  - Innovation and Education
  - Social connectedness through new technology
  - Creative Industry

**Put your name on our list**

# EmailLIST

[ambient@cwi.nl](mailto:ambient@cwi.nl)

