The SOLOMO(N) Mashup
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SO-LO-MO(-N)
Social Location Mobile (-NFC)

Forsquare
Facebook
Google Plus

...
Statement:
You are always connected. No matter if you think that you're Offline or online. No matter if you have the trendiest smartphone or an old generation cell phone.

Understanding the SO-LO-MO-N decision.
Why Social is so important?

• Represents the emotional choice of sharing
• The individual feels empowered to influence the others, his community - family, friends, colleagues but also people he doesn't know
• It creates the feeling of shared value – about good and bad things
• to seek advice and recommendation
• Feeling of sharing the personal space but actually keeping the distance
• Gives the feeling of security and safety
Why Location is so important?

• Can be used for finding locations and emergency services around you
• Can share issues with other people in the same area
• Can identify services, promotions, opportunities according to other s' feedback, recommendations, reviews
• Can create a connectivity between people living in the same area or sharing same interests
• A Person can allow to be tracked and identified
Why Mobile is so important?

- Connection to the mobile network allows communication, exchange of data, information
- The mobile is as important as the wallet
- The most personal object which is a diary for your social circles
- Can be used for identification
- Can be used for services and payments
- Mobile can be not only a luxury device, but also a tool from first necessity
Why NFC becomes so important?

• Secure connection to other networks, allowing:
  – personal identification
  – fast and direct money transfers
  – offline transfer of information (data)
  – possibility to be an access key

• Medium between different networks and devices

  You can be online even if you are offline.
Learning as an entertainment – SOLOMO(N) gamification towards education

- smart libraries concept

- access the library by tapping your phone
- search virtually for physical objects and track them in a physical environment
- extract information and experience different media content types by tapping your phone on a book: you don’t even need to be ‘online’
- see, read, hear references and rankings of other readers, connect with them
- tap and get your book, get points for every “book check-in”
Awareness raising to action through SOLOMO(N)

-> sustainable city scenario

- smart terminals with user friendly interface on key public locations: choose a problem, click on the icon in your mobile app in your area, tap on the terminal and signal it to the respective public institution without being connected to internet

E.G.
- signal a public transportation issue, road problem, car accident by tapping your phone to the “hotline tag”
Fast reaction by accidents through SOLOMO(N)

-> signalisation by accidents, identification of victims

- if you encounter an older person fallen on the street
- tap your phone to his phone and get encrypted his id card, full medical background and relatives’ contacts
- then press one icon on the “emergency” app, which:
  - signals the problem to the closest emergency service in the area, automatically sending out your location
  - sends them the person’s id and medical info visible only to the hospital
- In the same time leaving an auto “emergency” msg on the mailbox of the relatives of the person in the accident
The usage of the SOLOMON mashup: combination of various services requiring data transfer, banking services, personal identification, secure connection, location detection and entertainment experience

Application examples
- healthcare
- expats' services requiring identification and data transfer across borders
- educational/smart games
- emergency help
- knowledge and information exchange
- digital storytelling for commercial purposes
Thank you for your attention

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