SESSION 3.4
USER IN CONTROL

WELCOME!
CHAIRMAN ANDREA DE POLO (ALINARI 24 ORE)
<table>
<thead>
<tr>
<th>Presentation of the agenda and session objectives</th>
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<tr>
<td>Moderator: Andrea de Polo, Alinari 24 ORE (5 min)</td>
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<table>
<thead>
<tr>
<th>Putting the User in control within Cloud services</th>
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<tr>
<td>Andrea de Polo, Alinari 24 ORE (10 min)</td>
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<th>Interaction between context, services, users and devices</th>
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<tr>
<td>Gianluca Ripa, CEFRIEL – ICT Institute Politecnico di Milano (10 min)</td>
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<tr>
<th>User-centric Wireless Local Loop (ULoop) overview</th>
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<td>Rute Sofia (SITI, University Lusòfona) (10 min)</td>
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<th>A privacy protecting identity management system at the network, services and applications levels</th>
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<td>Amardeo Sarma, NEC Labs (10 min)</td>
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<th>New approaches for user centricity on social and community networks (from IP Societies project)</th>
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<td>Edel Jennings, WIT - TSSG (10 min)</td>
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<th>User centric design process required to achieve good usability &amp; trust in social networks while still preserving privacy</th>
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<td>Peter Wolkerstorfer, HCI researcher at CURE, Center for Usability Research engineering (10 min)</td>
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<th>Discussions session with panel of the above speakers</th>
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<td>Moderator: Nick Papanikolaou, HP Labs (45 min)</td>
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<th>Session conclusions</th>
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<td>Nick Papanikolaou, HP Labs (10 min)</td>
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Today we will “fly” over the Cloud! 😊
SESSION OBJECTIVES

1. TO LEARN ABOUT ICLOUD CONCEPTS
2. TO LEARN ABOUT USER CENTRIC SERVICES
3. PRIVACY, CONTENT MANAGEMENT, IDENTITY PROTECTION
4. USER CENTRIC DESIGN PROCESSES
5. USER CENTRICITY ON SOCIAL AND COMMUNITY NETWORKS
PUTTING THE USER IN CONTROL WITHIN CLOUD SERVICES

BY ANDREA DE POLO
OLDEST PHOTO ARCHIVE IN THE WORLD!

ESTABLISHED IN 1852

OVER 5.5 MILION IMAGES PRESERVED
Questo sia el uangelio como bridas se
aru che ella un tum luffe de li 11217 d.
1. ACCESS TO ONLINE STORAGE
2. LONG TERM PRESERVATION-DATA INTEGRATY-BACKUP POLICY
3. ISSUES ON PRIVACY AND SECURITY
4. PERSONALIZED APPROACH FOR THE FUTURE...
## Access to Online Storage

### 2011 Best Photo Sharing Service Comparisons and Reviews

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<td>dotPhoto</td>
<td>SmugMug</td>
<td>Avanquest SendPhotos</td>
<td>Pictorail</td>
<td>Kodak Gallery</td>
<td>PBase.com</td>
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### Reviewer Comments
- [Read Review](#)
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### Overall Rating
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### Ratings
- Feature Set
- Ease of Use
- Reputation/Popularity
- Help/Support

### Feature Set
- [Photo Contests](#)
- [File a Complaint](#)
- [Viewer Comment Posting per Photo](#)
- [Photo Printing Service](#)
- [Create Your Own Web Pages](#)
- [Batch Photo Uploading](#)
- [Single Photo Uploading](#)
- [Ad-Free Browsing and Sharing](#)
- [Photo Storage Space](#)
  - Unlimited
  - Unlimited
  - 5,000 Photos
  - Unlimited
  - Unlimited
  - Unlimited
  - Unlimited
  - Unlimited
  - Unlimited
  - Unlimited
- [Video Clips](#)
- [Larger Photo View Sizes](#)
- [Invite History](#)
Comes with every new Apple device.
Every new iPhone, iPad, and iPod touch comes with iOS 5. And every new Mac comes with OS X Lion. Which means the new Apple devices you purchase are all ready for iCloud, right out of the box.

Simple to use. Simple to set up.  
iCloud is easy to use, and setting it up is no exception. It takes only a few steps before all your important stuff is up to date on your iPhone, iPad, iPod touch, Mac, and PC. Learn how to set up iCloud
Your files online
Access, upload and share your files from anywhere, even your phone
3 GB of FREE online storage

Access in your browser
Web Desktop
Use your own personalized desktop in the cloud to create and edit documents on the fly.

Upload your files
Easy Upload
The easiest way to get your files online with automatic uploads.

Share on the go
Mobile
Share your photos, files, music and video. Streaming music player too!
To make it possible to view and edit all of your images on any of your devices. To achieve this, Carousel exists as a series of apps that are used to interact with the cloud-based storage that underpins the service.
LONG TERM PRESERVATION
BACK-UP STRATEGIES

1. FAULTY DISCS, CD, DVD, BACKUP MEDIA

2. SYSTEM AND DATA CRASHES/CORRUPTION, VIRUSES, DATA STOLEN

3. INTELLIGENT BACK-UP POLICY ALWAYS “ON”! (IE. APPLE TIME_MACHINE)
To provide fundamental security principles to guide cloud vendors and to assist prospective cloud customers in assessing the overall security risk of a cloud provider.

https://cloudsecurityalliance.org
1. IMPORTANCE TO BEING ABLE TO CONTROL AND ACCESS YOUR SENSIBLE DATA YOUR OWN

2. IMPORTANCE, IF NEEDED, TO CREATE A DEDICATED OR PERSONALIZED ACCESS TO THE CLOUD (IE. FOR BLIND USERS)

3. DIFFERENT USERS MIGHT HAVE DIFFERENT NEEDS WHICH COULD REQUIRE DIFFERENT ACCESS GUI
EU PROJECTS FROM FP7 WHERE ALINARI IS INVOLVED IN CLOUD COMPUTING AND PERSONALIZED CONTENT/PATHWAYS:

CONVERGENCE GLOCAL PATHS
DECIPHER VISITO TUSCANY
**TARGET OUTCOMES**

a) Content-aware networks and network-aware applications
b) 3D Media Internet
c) Networked search and retrieval
d) Immersive media experiences beyond HDTV and electronic cinema
IT IS ALL (ALMOST) ABOUT CONTENT

IT COMPANIES PROVIDE TECHNOLOGY, HOWEVER USER NEEDS PLAY A VITAL ROLE ON SYSTEM USABILITY!
THANK YOU!

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HTTP://EU.ALINARI.IT