



# From Location and Social Search To Mixed Reality – Home Centric View

Workshop on "Exploring the Future of Mobile Search"  
Ghent 9.6.2010

Juha Kaario  
Head of Business Development  
Varaani Works Oy

# Mixed Reality?







# Personal Content Life Cycle

## Get

Receive  
Create  
Capture  
Pull  
Search  
Purchase  
Trade

## Enjoy

Edit  
Personalize  
Listen to  
Remix  
View  
Read  
Be amazed  
Recall

## Maintain

Organize  
Archive  
Backup  
Trim  
Protect  
Rate  
Synchronize

## Share

Send  
Print  
Publish  
Give  
Show  
Sell  
Trade

# Some Search Types

## Personal Search

- Photos, health, work, ..

## Social Search

- Recommendations, friends, ..



## Media Search

- Music, videos, ...

## Local Search

- Navigation, what's up, ...

## General Search

- What you ask is what you get

# Information Contexts

World

Intangible  
information

Country

Living area

Home



Earth at Night  
More information available at:  
<http://antwrp.gsfc.nasa.gov/apod/ap020810.html>



# Search At Home



Earth at Night  
More information available at:  
<http://antwrp.gsfc.nasa.gov/apod/ap020810.html>



# Mobile Search

Social Search

Personal Search

General Search

Social Search

Local Search

Media Search

Media Search





# Search - Disconnected

## Home Remote

Irrational needs, ad-hoc,  
unstructured data,  
privacy concerns,  
unsatisfied demand

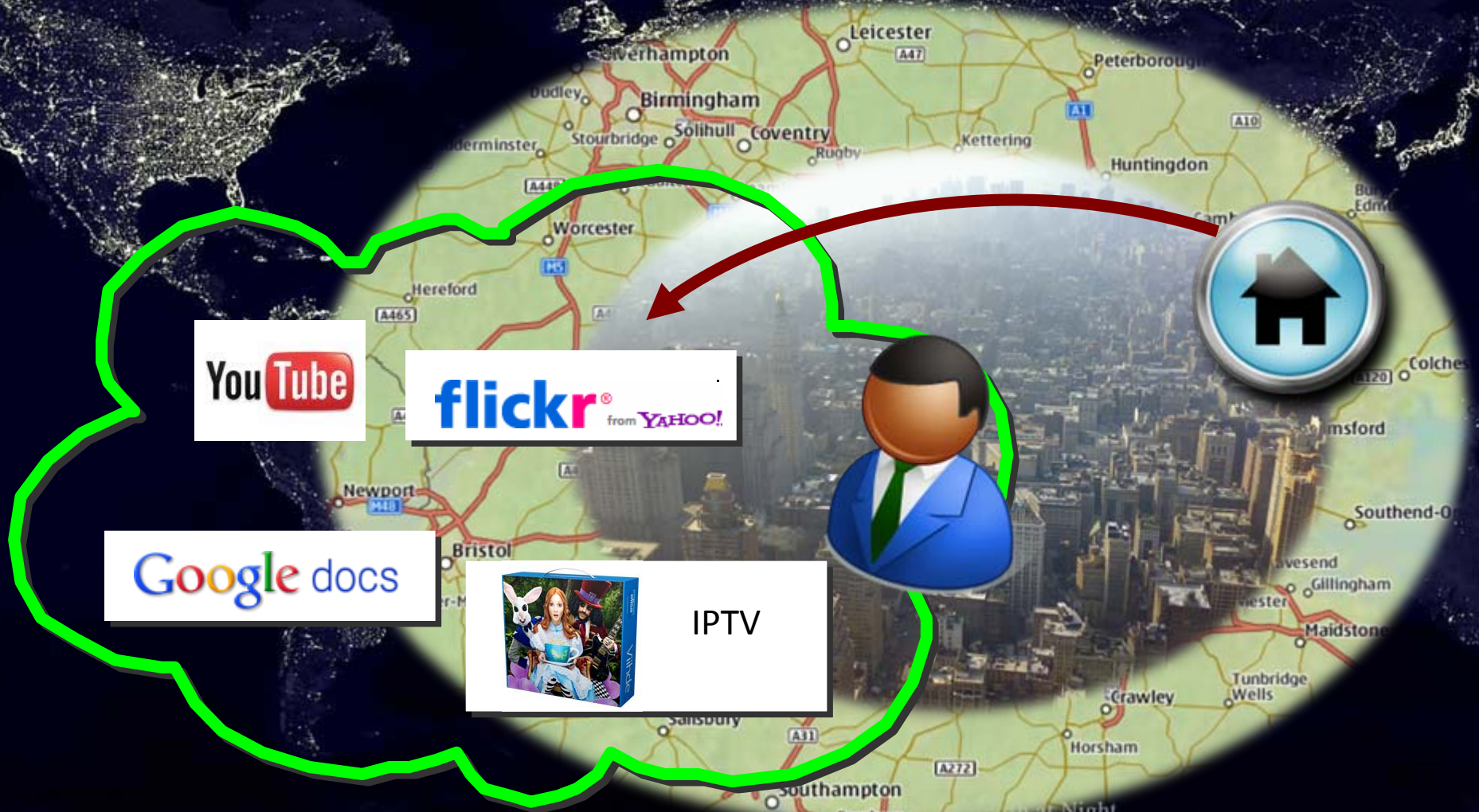


## Remote Work

Structured needs, planned,  
security driven, satisfied with  
VPN, sync, etc



# Cloud As a Delegate To Personal Search



More information available at:

<http://antwrp.gsfc.nasa.gov/apod/ap020810.html>



# Content Link - Home Away Home

Secure and continuous link to home and personal content is needed to include personal dimension fully into mobile search.



More information available at:  
<http://antwrp.gsfc.nasa.gov/apod/ap020810.html>



<Your content fits everywhere, if you just can access it>

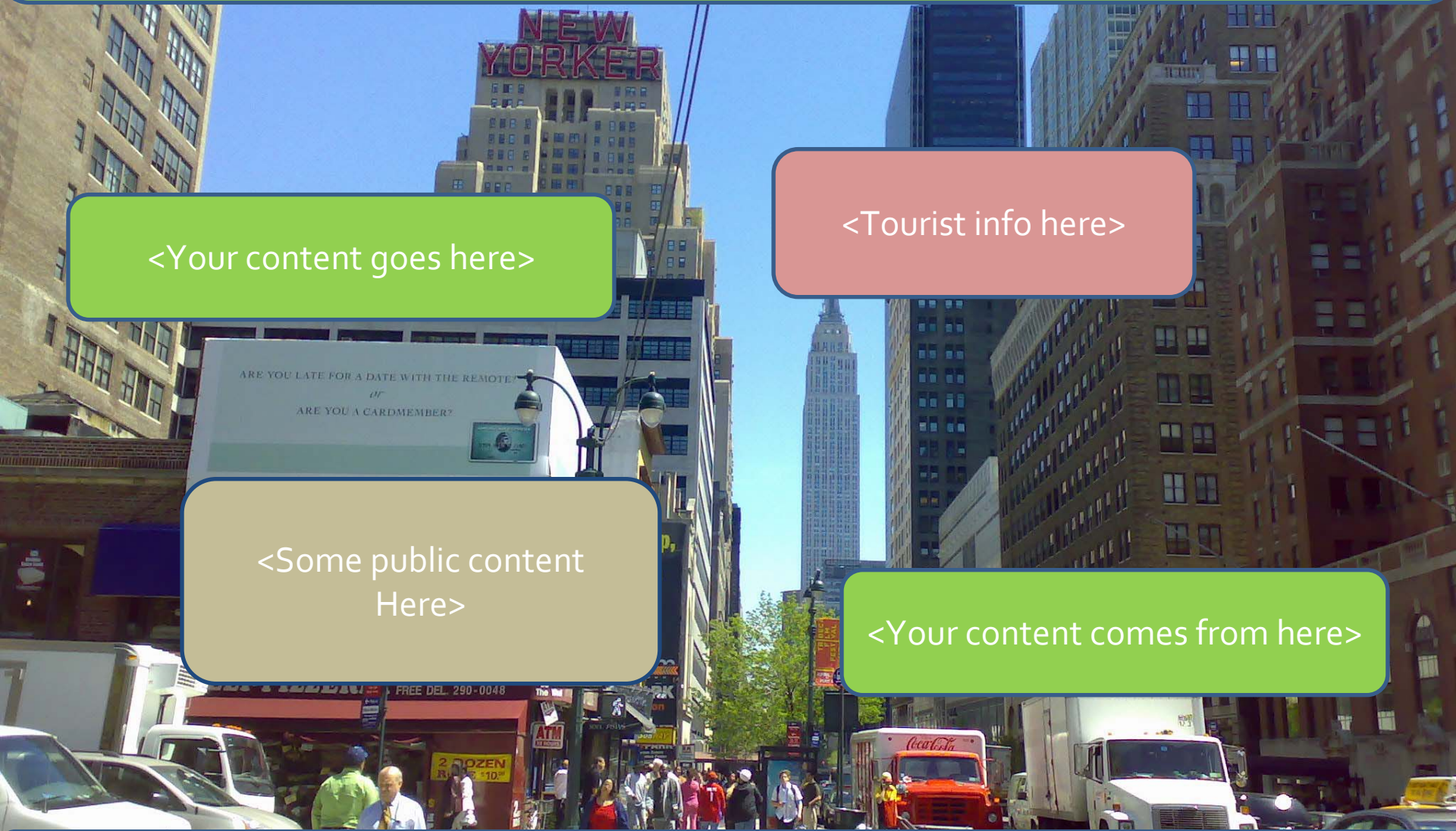
<Your content goes here>

<Tourist info here>

<Some public content  
Here>

<Your content comes from here>

<Your content goes to you ears>







**Thank You**