



## Press release

Barcelona, GSMA Mobile World Congress

**EIT ICT Labs, Hall 6, Stand 6A35**

February 21, 2013

### **Smart Spaces - Semantic Mobile Interaction for innovative m-marketing**

Semantic Mobile Interaction – SMI (multiple patents awarded and pending) provides a revolutionary way to support simultaneous multi-user interaction with physical objects in the environment as well as 2D and 3D representations of objects that are displayed by flat panels, projectors, billboards and posters, using unmodified mobile devices.

“The SMI technology unleashes new ways of mobile interaction, shopping and advertising”, says Prof. Zary Segall, KTH, the project leader. “It provides a superior user experience by semantically associating mobile digital content with objects in the physical space. SMI based interaction has the immediate potential to improve the mobile user experience while providing new business models for the Telco ecosystem and mobile advertising and shopping.”

The basic research for SMI has been performed at the Mobile Services Lab at KTH Royal Institute of Technology in Stockholm with support from the Swedish Agency for Innovation, Vinnova and Wireless@KTH. As part of the EIT ICT Labs Action Line Smart Spaces the inventors received support for marketing and dissemination of the SMI technology, and developing and validating various business models associated with SMI.

“SMI technology has a large application potential”, says Willem Jonker, CEO of EIT ICT Labs. “It allows the transformation of any screen and virtually any surface into a multi-interaction screen where the touch is performed through mobile devices and rich content is consumed on personal screens.”

SMI technology facilitates innovative marketing allowing direct distribution of digital content to mobile devices by using existing marketing media, including paper, posters and billboards, without the proximity requirement of NFC, image recognition or QR codes. Users may interact with the marketing images and easily access e.g. video, audio, web, and share the content on major social networks such as Facebook, Instagram, Pinterest and Twitter.

For example, with SMI, any surface can become a Digital-shop or an interactive advertising media. By using the mobile terminal to interact with objects or images displayed on the surface, users could gain access to information or directly purchase digital goods. This is a novel, playful and potentially superior mobile user experience for interactive mobile advertising and shopping.

A demo of Semantic Mobile Interaction will be shown for the first time at MWC 2013.

#### **Press contact**

Johanna Gavefalk, Marketing & Communications Director EIT ICT Labs, [johanna.gavefalk@eitictlabs.eu](mailto:johanna.gavefalk@eitictlabs.eu)

#### **SMI contact**

Prof Zary Segall, Director, Mobile Services Lab, KTH Royal Institute of Technology, [zary@zary.com](mailto:zary@zary.com),

#### **About EIT ICT Labs**

EIT ICT Labs is one of the first Knowledge and Innovation Communities set up by the European Institute of Innovation and Technology, as an initiative of the European Union. EIT ICT Labs' mission is to drive European leadership in ICT innovation for economic growth and quality of life. Since 2010, EIT ICT Labs has consistently brought together researchers, academics and business people. By linking education, research and business, EIT ICT Labs empowers ICT top talents for the future and brings ICT innovations to life. EIT ICT Labs' partners represent global companies, leading research centers, and top ranked universities in the field of ICT. For more information, visit [www.eitictlabs.eu](http://www.eitictlabs.eu).