

**Josef Noll** is professor at the University of Oslo in the area of Mobile Services. His group ConnectedLife concentrates on the working areas mobile-based trust and authentication, personalised and context-aware service provisioning, and the evolution towards beyond 3G systems. He is also Senior Advisor in Movation, Norway's open innovation company for mobile services. He is also representative of MobileMonday Norway, the community for nerds and professionals in mobile services.



Previously he was Senior Advisor at Telenor R&I in the Products and Markets group, and project leader of Eurescom's 'Broadband services in the Intelligent Home' and use-case leader in the EU FP6 'Adaptive Services Grid (ASG)' projects, and has initiated a.o. the EU's 6th FP ePerSpace and several Eurescom projects.

He joined UNIK in 2005, and Telenor R&D in 1997, coming from the European Space Agency, where he was staff member (1993-1997) in the Electromagnetics Division of ESA ESTEC. He received his Dipl.-Ing. and Ph.D. degree in electrical engineering from the University of Bochum in 1985 and 1993. He worked as a Integrated Circuit Designer in 1985 with SIEMENS in Munich, Germany and returned to the Institute for Radio-frequency at the University of Bochum as a Research Assistant from 1986 - 1990.

Research interests:

Josef has the vision that mobile technology will help to make life easier. His application oriented research follows the guidelines of the Eurescom "Beyond 3G" project, entitled as "it works, it is simply, it is personalized". Mobile phones will increase in service and processing capabilities, they will become the representative in the digital world and the most important context sensor. They will also become the gateway to wireless sensor networks, both in body networks and in home or business networks.

The technological challenges of personalized and context-aware service delivery on a mobile platform are one of the two cornerstones in his research. This research includes interworking mechanisms between devices and sensors as well as semantic technologies for service provisioning. The second cornerstone focuses on supporting the user in the complex digital world. Business is changing, the difference between private and public life disappears, and former customers become innovators. The traditional business model of providing services is going to be replaced by a joint supplier-customer model where trust, reputation and user profiles are fundamental ingredients for the success of personalized service delivery. A user-centric handling of profiles and context will enable a trustworthy service delivery, taking into account personal privacy requirements.