

INTERACTION AS SIMPLE AS TOUCH



Outi Rouru-Kuivala
Project Manager
City of Oulu
outi.rouru-kuivala@ouka.fi
www.smarttouch.org



NFC Pilot Cases in City of Oulu 2005

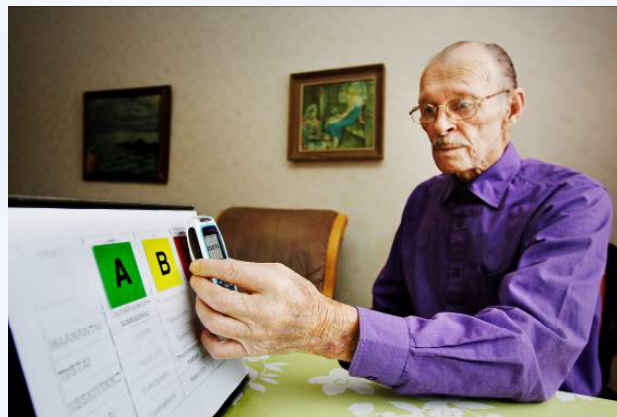
City of Oulu was the first public sector operator in the world who took NFC-technology in use 2005.

- Mobile Work Time Reporting
- Mobile Driver's Log



NFC Pilot Cases in City of Oulu 2006

- Mobile Lock Management
- Food Service for Elderly Citizens



SmartParking 2007

Street Side Parking:

- Tag in a vehicle with P-label
 - Vehicle identification
- Tag in street side with P-label
 - location and tariff information
- NFC phone with Parking Application
- NFC phone with Control Application for parking inspector
- Backend System
 - parking database
 - parking time & location/tariff



SmartTheatre 2007

Oulu NFC Theatre Application

- Tickets sent over the air and managed by the theatre applet
- P2P at entry (ticket inspector with NFC solution)
- The play programme leaflet purchased from NFC tag (as it is included in the price of admission)
- Intermission services (Theatre menu with tags)



Information and Marketing Channel

- Video clips, information about actors, commentary, history etc. from SmartPosters
- Information tags at the Theatre Restaurant



Restaurant Pannu – NFC Fast track



- VIP Customers have NFC phones with loaded value
- Tags in lunch menu & restaurant tables
- Ordering application and backend system for cashier and kitchen
- Information tags in restaurant environment



Information Tags in City Environment

- Hundreds of information stickers and posters located in

- Parking areas
- Parking Halls
- Restaurants
- Buses & Bus Stops
- City Theatre



KOSKETA KOHDETTA NFC-PUHELIMELLASI

 <p>KALEVA plus wap.kaleva.fi tuoreimmat uutiset</p>	 <p>TAXI 0600-30080 SuoraTaksi-palvelu</p>	 <p>OULUN KAUPUNGIN TEATTERI esityskalenteri ja ohjelmisto</p>	 <p>sonera wap.surfport.fi/ autoilijan-palvelut</p>
--	---	--	---

www.smarttouch.org

OULU  TeliaSonera   IDENTIFIED BY  Nordea 



The 'N' Logo is a trademark of the NFC Forum, Inc. in the United States and other countries.

2008 / NFC School Environment Cases

- "Amazing NFC" (Orienteering in the City Centre)

- A survival game, which takes place in downtown City of Oulu
- Two kinds of routes



- Attendance Control

- Pupils log in to lessons

- Infoposter for pupils

- Pupils get individual daily timetable and possible classroom and location changes
- Homeworks with instructions

- Infochannel for pupils

- Highlights of the school week
- Video clips and mobile contents produced by the pupils themselves



2008 / NFC Enabled Blood Glucose Measurement



Test results are read by touching the meter with NFC-mobile phone and then sent over the air to Self Care backend system.

- immediate analysing and instructions for insulin administration

INTERACTION AS SIMPLE AS TOUCH



Thank You for Your Attention

