



## Televes will present 'Digital Personality' Developments at the Celtic-Plus Event in Heidelberg

- On 29th and 30th March the event will attract over 200 university experts, technicians and executives from the European telecommunications industry.
- The development of the 'digital personality' is set within a European R&D project aimed at adapting technology to each user's profile, making it more accessible to groups like the elderly or the disabled and, at the same time, allowing a better segmentation of the offer.

**Santiago de Compostela, 28th March 2011.** Televes will participate in the sixth annual [Celtic-Plus](#) Event, which will be held on 29th and 30th March in the German town of Heidelberg. At the event, which will be attended by over 200 academic experts, technicians and executives from the European telecommunications industry, the company will be represented by Byron Ortiz, Head of Software Engineering, and Sergio Bello, R&D Engineer, who will perform a product demonstration in the framework of the Context-Based Digital Personality (CBDP) project.

CBDP is a European research and development (R&D) project which aims to make it easier to handle digital devices, by making them *intelligently* adapt to each user's habits and profiles.

The initiative was set up as a response to the increasing presence of digital equipment in people's everyday lives, as well as in the workplace. These devices offer more and more functions and better features, but their great variety and the growing complexity of the technology mean they are not always easy to use. Furthermore, the interaction between the different services and systems is not usually optimum. That multiplicity and complexity of devices, functions and interfaces requires the user to spend a significant amount of time to learn how to handle technology within their reach, and discriminates against certain groups, such as the elderly or the disabled, for whom the use of audiovisual equipment, mobiles, remote controls, etc. is at times an arduous task.

The CBDP project proposes the development of the so-called *digital personality*, a concept which includes a wide range of physical, mental and behavioural characteristics of users and groups of users of digital devices. These will be capable of detecting that *personality* and adapting their operation to it. The system will be constantly fed with the users' everyday activity and will provide constant feedback, ensuring that the devices act in a truly coordinated and *intelligent* way, by adapting their information and services according to peoples' tastes and preferences. When a group of individuals exists, reasoning mechanisms will be used which take into consideration the individual *digital personalities* and provide the digital environment which best adjusts to the group (group's *digital personality*).



The development of *digital personality* technology will not only benefit the main sectors of society, but it will also enable specific applications and services to be created for minority or disadvantaged groups, such as people with any kind of mental or physical disability, the elderly, the sick or dependent persons.

In the industrial and economic aspect, the solution proposed by CBDP will help to improve the conditions of use of current devices and create new devices with value added services.

### **The 'Digital Personality' in the Context of Television**

Within the CBDP project, Televes' work is mainly aimed at developing the *digital personality* in the field of television. This will help to develop and offer the user products and services adapted to their specific needs or circumstances. This way, television becomes much more than an information and entertainment service, it becomes a personalised service and assistance platform.

The CBDP initiative receives financing from the European Union and is executed within the framework of the Celtic-Plus projects, a programme devoted to the development of solutions in telecommunications, Internet and applications and services under the *Smart Connected World* paradigm. The following companies and institutions from Spain, France and Turkey will participate in CBDP:

- Televes (Spain)
- European Software Institute – ESI Foundation (Spain)
- Acciona Infraestructura S.A. (Spain)
- CodeSyntax S.L. (Spain)
- Tagzania Services 2007 (Spain)
- Universidad de la Iglesia de Deusto (Spain)
- Indra (Spain)
- Atego (France)
- Trialog (France)
- Supélec (France)
- Mobilera (Turkey)
- Caretta (Turkey)
- Turkcell (Turkey)