



# Pervasive mobile wireless sensing. Who needs it

## David Crellin

There have been a number of projects devoted to developing wireless sensing systems in recent years. Many of these have either been based on university research or collaborative R&D projects. To date few of these projects have moved into commercial applications so will it be a niche market opportunity or is the next generation of social networking going to include the sensed environment.

# Context



- Mobile sensing (ambient, in vehicle etc)
- Associating sensed data with location and time
- Live data feeds
- Video and picture feeds

# Exploratory Projects



- Emotion Mapping
  - Christian Nold Emotion Map  
<http://www.emotionmap.net/>
- Gaming
  - Dark Forest <http://www.thedarkforest.tv/>
  - Ere be Dragons
- Education
  - Sense & Equator
  - Ecomonitoring <http://www.participateschools.co.uk/>

# Exploratory Projects



- Pollution Monitoring
  - Participate <http://193.113.58.250/index.htm>
  - Health and Environment Action Network  
<http://hean.diversionmedia.com/>
  - Message <http://bioinf.ncl.ac.uk/message/>
- Health
  - Human physiology
  - Correlation between health and pollution

# Opportunities and Applications



- Pollution
  - Medical applications
  - Environmental research
  - Consumer information

# Opportunities and Applications



- Gaming
  - More engaging games
  - Interactive games
  - Live feed opportunities

# Opportunities and Applications



- Education

- Engaging activities in Science, Geography and related subjects
- Live feed opportunities
- Collaborative learning
- Engaging in collaborative research

# Niche or Mass

- Gaming
- Pollution
- Education



# Barriers to Success



- Cost of integrating sensors.
  - Who will pay
  - Why will they pay
- Who benefits

# Summary



- We are just at the beginning of an exciting future in this area.
- Gaming is already on the way.
- Mass activities?
- There will however be a large number of niche opportunities and some will become big.



- Email [david@auc.co.uk](mailto:david@auc.co.uk)
- Abington Partners ScienceScope
- 144 London Road West Bath, BA1 7DD