

Converging technologies: new horizons for users and businesses

Converging technologies make it possible for new service scenarios to emerge. Multimedia content is becoming a commodity and the roles of producer and consumer are becoming interchangeable and dynamic. Consumers are becoming content creators who can publish and share content, interact with it and present and store it on all kinds of devices. Consumer electronics devices with a connection to the Internet offer users new ways of interaction with content and communication with one another. These possibilities pose enormous challenges for open standards and rights management, for interoperability between competing businesses, and for defining appropriate business models. Or, are we dealing with old fashioned concepts? We have already experienced temporarily the changing power of the net, seen a glimpse of the information society concept and experienced the disillusion that we do not know how to exploit our ability to make any thing intelligent and on line. Who is going to create applications for an intelligent teaspoon with an internet connection? What's in all of this for the consumer? For the producer? Why should things link and think? These and other questions will be addressed in this interactive session.