## Project Mercury

Alex (Sandy) Pentland

# A mobile wireless testbed to understand the future

## New Services

#### 



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Amir is Your Friend	Manches Street Law Street	Amir
Send Amir a Message	Gender:	Main
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	About Na:	a curverglinguist aspring to sail from port to port on a love boat with friends, rating restaurants and taking weekend trips to the moon
	Who I Want to Meet	poliut
		Testimonials: Utilat anadis upy situal Amer-
Amir's Friends: (28)	(Add a fastmental)	
See al XII Friends' Ref 2 actin Richas Roly Walter Ref 2 Ref 2 R		Basha, 01/16/2004: And my france, we go way back to the days of adjustment de ways of the weath east not yet destriered and the yeach is nor heart shares inglit Weit, I gener not much heart alwares in the sense that many advectments you and I and its ansetsme that we have stack through it this far. Bits great having you as a nonematic and I look forward to all on future endervirst.
(See all 28 Friesds)		



#### New Devices



SONY



#### NOKIA

OAKLEY MOTOROLA





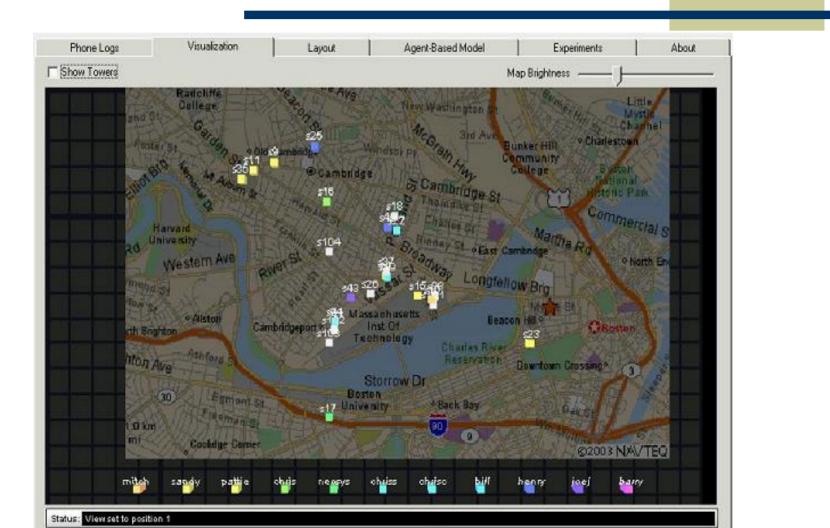
FOSSIL MICROSOFT

#### New Standards

- EDGE
- WiFi
- WiMax

#### However...

# A Testbed to Understand the Future



## Components

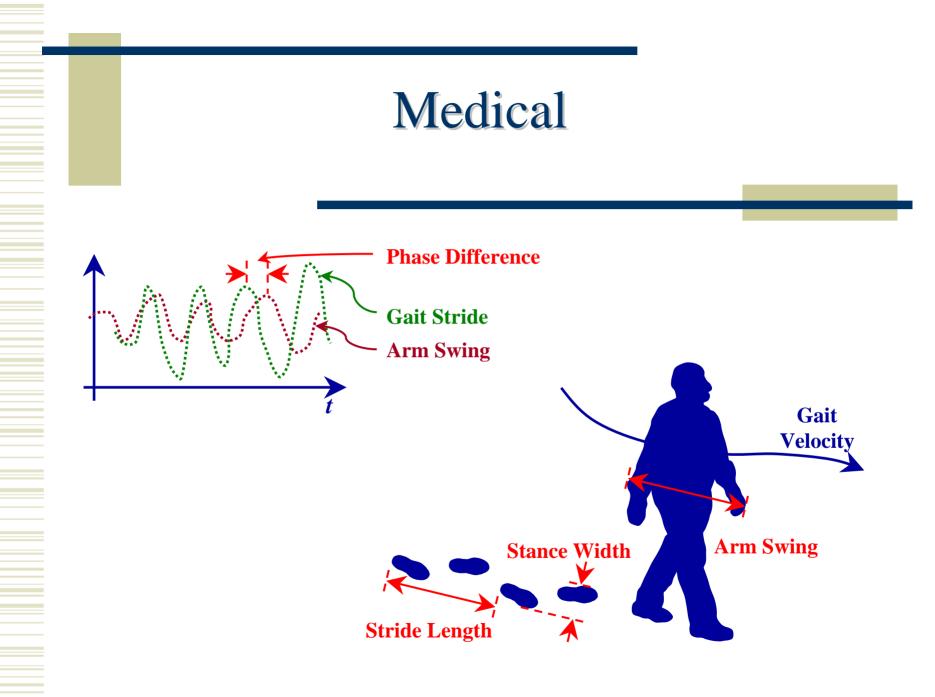
- MIT: CSAIL, Media Lab, Sloan, and
- The whole student body
- City of Cambridge
- Cambridge Charter School
- Visiting Nurses Association, with
- Mass General, Boston Medical, etc.

# **Application Verticals**

- Sensor Networks (Traffic, etc)
- Medical Support
- Education, grade 7-12, F-G
- Social Personalization



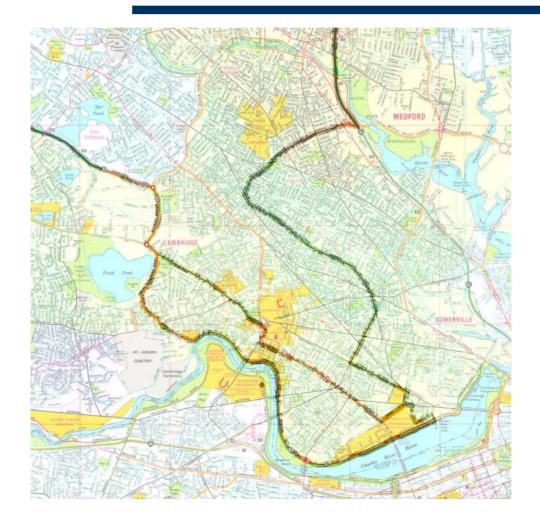
- Viable business ecology for incumbents
- Financial model and tools for for 3d parties
- Understanding of potential `killer apps'



Dia Bet Net



# Sensor Nets: Logistics

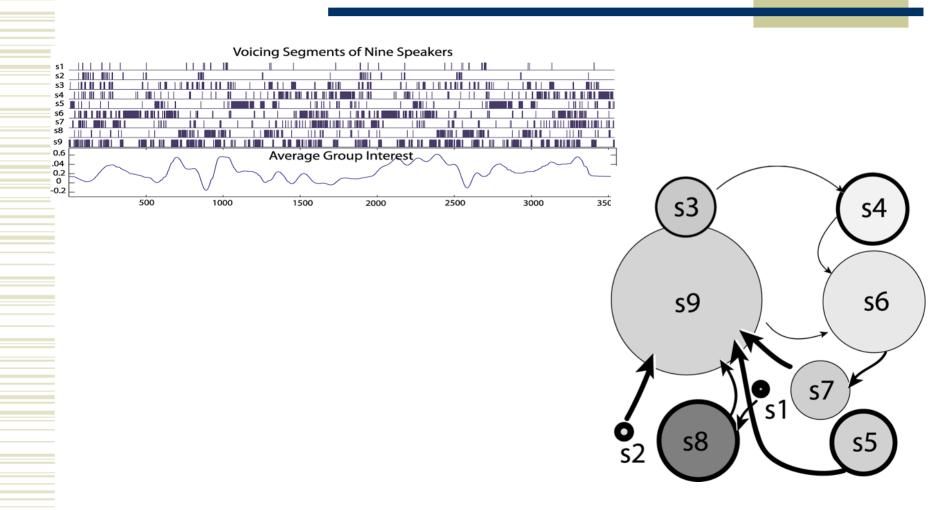




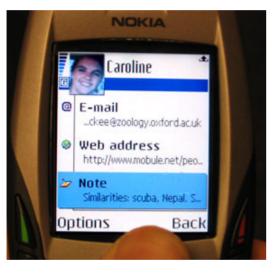
# Education

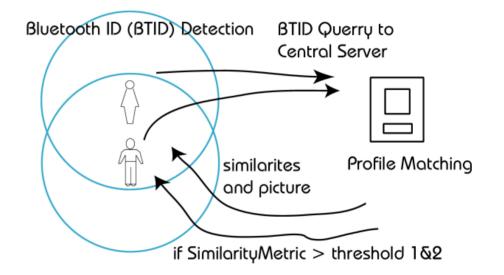


#### SocioScopes for Learning



#### Social Personalization





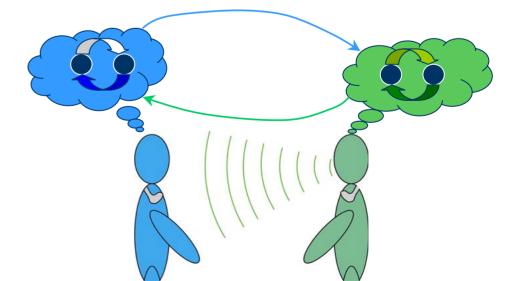


#### The Mobile Phone Interaction Engine.



#### Jerk-o-Meter

## Match Maker



# Entrepreneurship

- Sense 6, iMetrico
- Wider Reach
- Qualia
- United Villages

Advertising Mobile Craigs' List Match Maker Lowest-cost service



- Viable business ecology for incumbents
- Financial model and tools for for 3d parties
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