
fluidtime

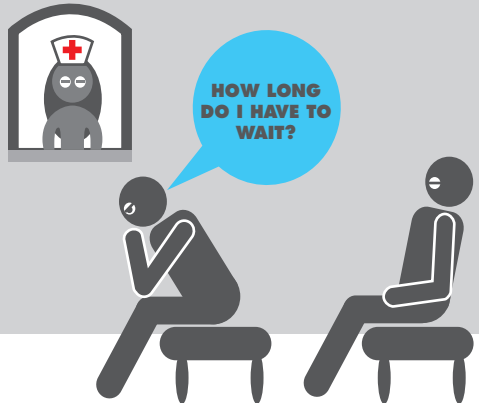
Our vision is to develop a working time-information service that helps people enjoy the freedom of an increasingly flexible society. We believe that providing personalised, dynamic time information is a service whose time has come. This is an opportunity for forward-thinking companies to devote their expertise and resources to an exciting new service for the mobile economy.

We invite you to join in this endeavour.

fluidtime

waiting and wondering

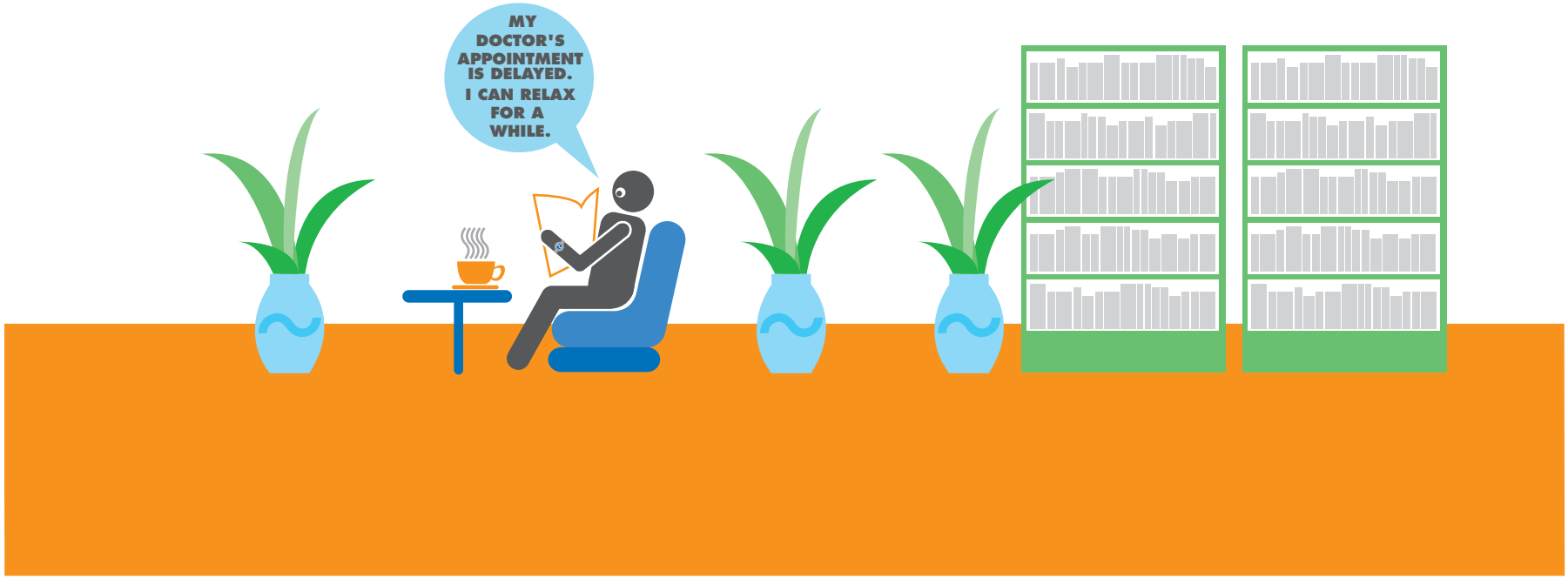
New working and living habits such as telecommuting demonstrate an increasing trend towards flexible time-management. However, few tools or services exist to support this new way of life. Currently, **individuals don't have access to time-sensitive information about public services or private appointments**. Instead, they are left wondering if their doctor is on time, when their bus will arrive, or when their package is being delivered. The unpredictable nature of events requires a more flexible system of time.



fluidtime

flexible planning

Fluidtime is a new type of **time-specific service**. By connecting people to critical time-based information, fluidtime supports flexible time planning according to personal needs.



fluidtime

accurate, dynamic information

Fluidtime has a dramatic advantage over traditional static schedules. Because fluidtime accesses information in real-time, it can deliver accurate information about dynamic services. Fluidtime works with the unpredictable nature of events, constantly updating users with the most recent, most accurate time information such as transportation, delivery or health services.

relevant, personalised information

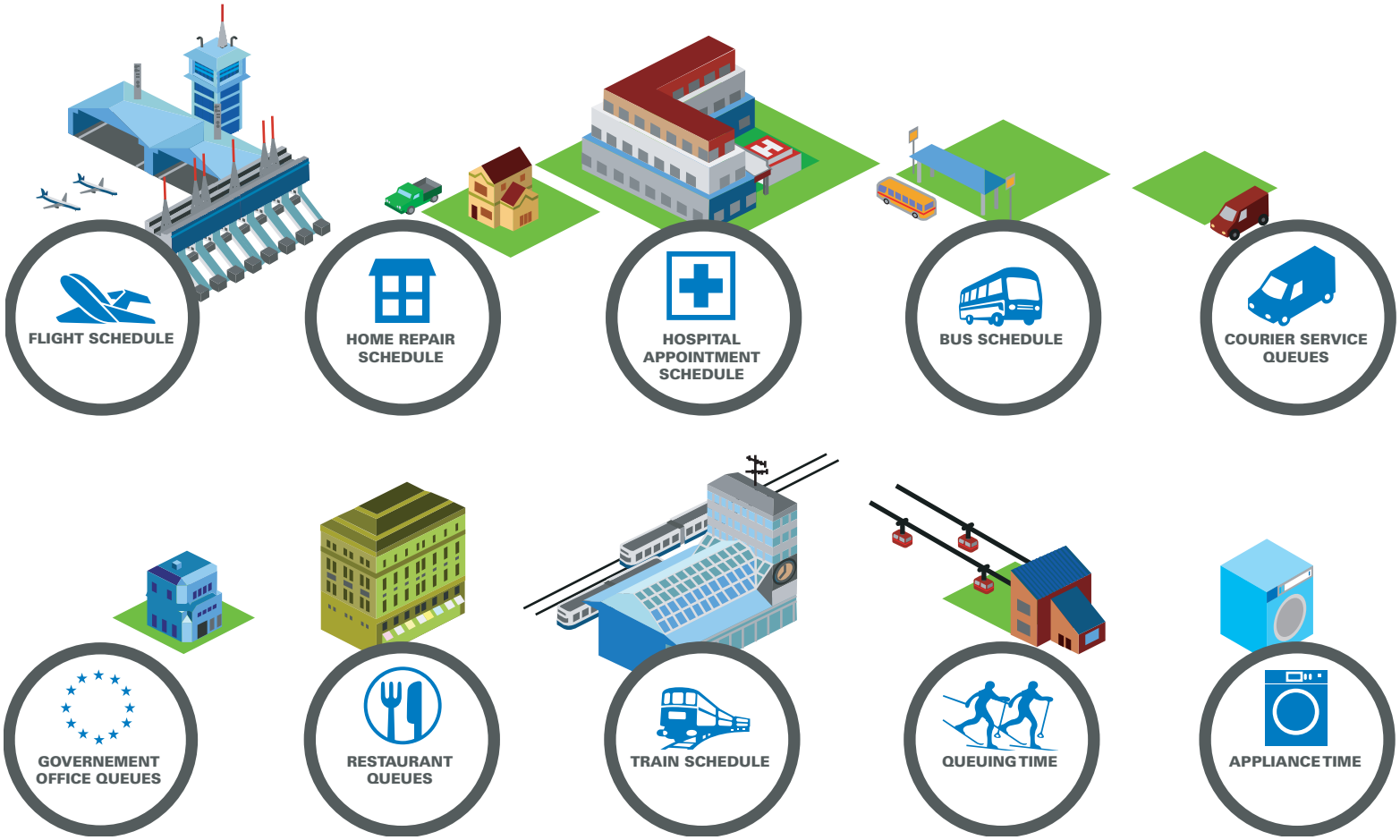
Fluidtime is tailored to each person's unique needs. Users need not search through dozens of train schedules if they are only interested in a single line. Fluidtime users receive truly personalised information about their doctor's appointments, dry cleaning and other services.

at the right time and place

As companies compete for the attention of their customers, they are discovering that more information is not necessarily better. People need information that is relevant to their unique situation. New technologies such as 3G and Bluetooth enable the delivery of location-sensitive information. But what good is information about movie times if one is walking by the theater at 9 am on the way to work? Fluidtime provides information that is relevant to both place and time.

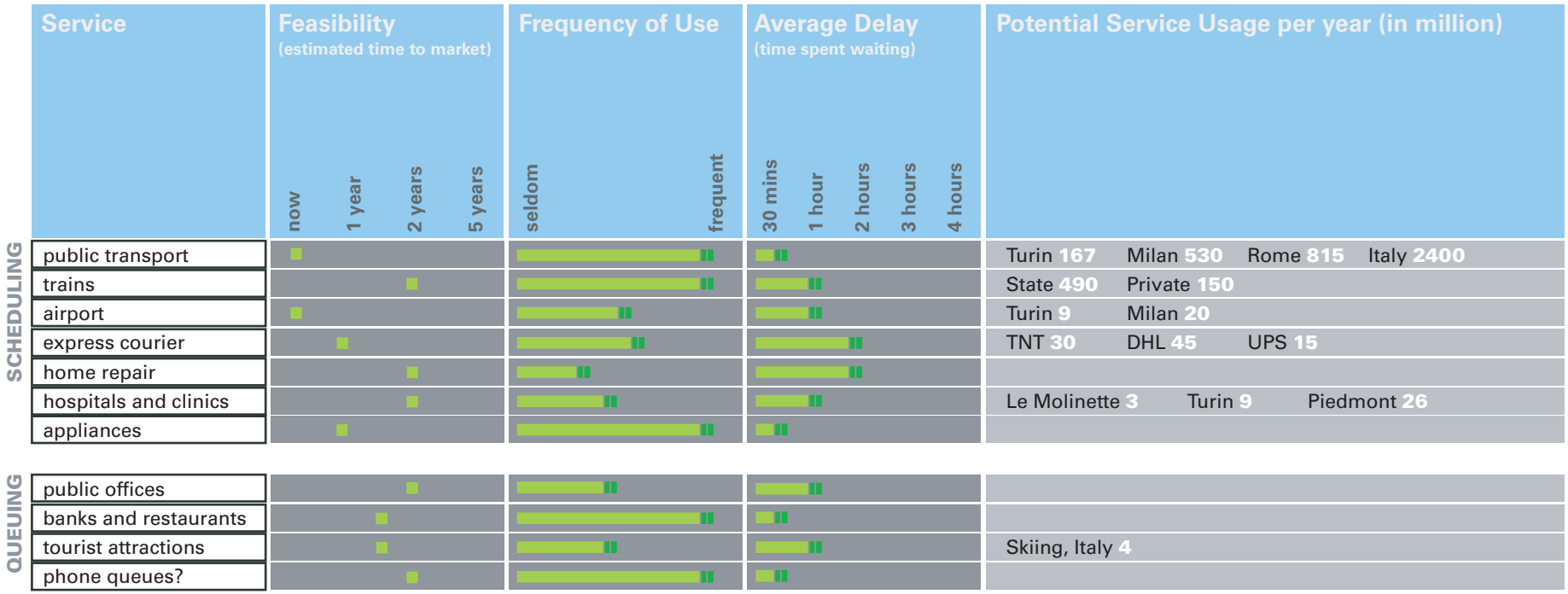
fluidtime applications

Application areas for fluidtime include a multitude of industries such as travel, entertainment, shipping and delivery, as well as medical and government services. By providing their customers with real-time information, fluidtime gives these services a competitive edge.



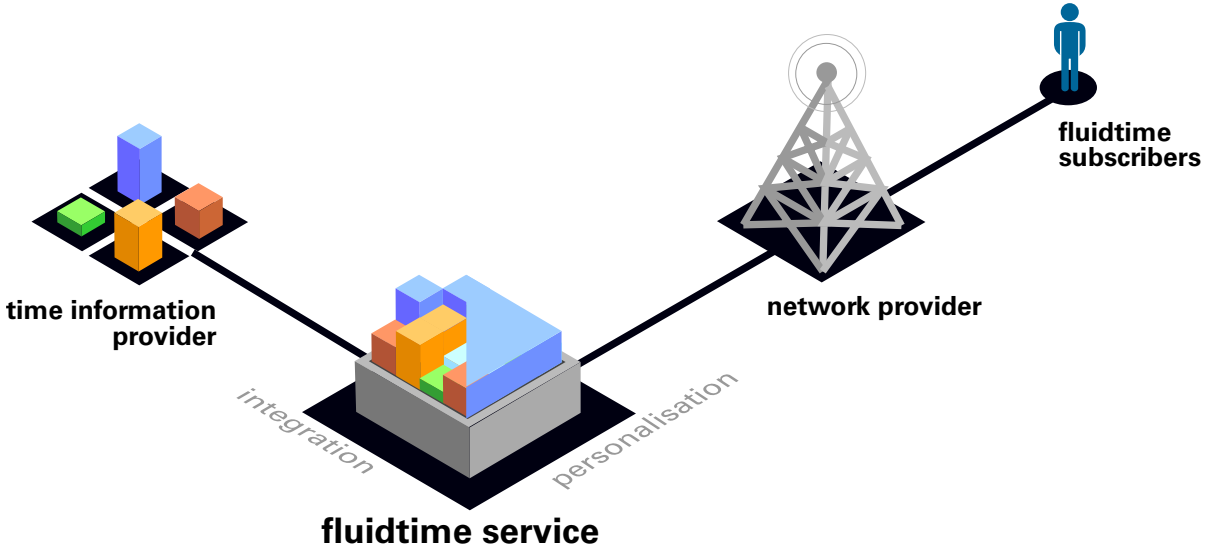
market application

An analysis of potential fluidtime service use in Italy is shown below.



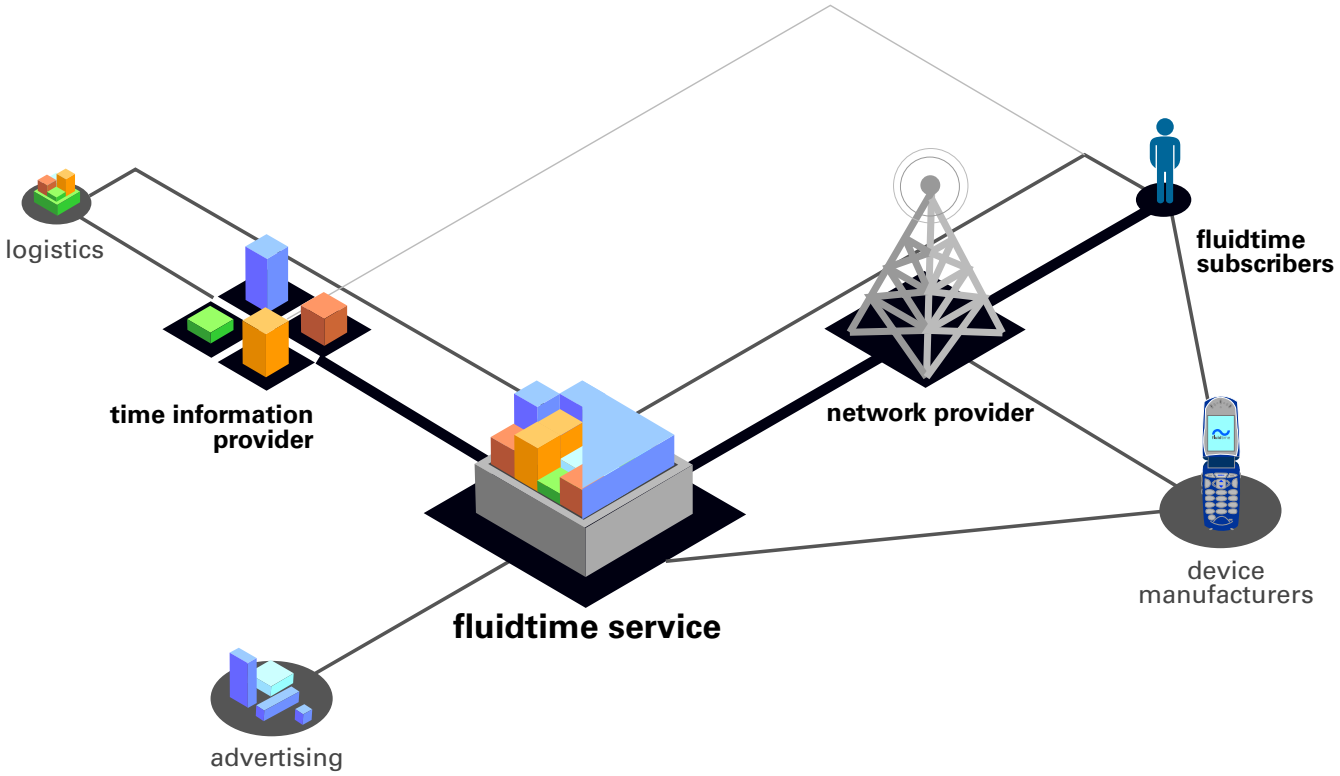
how fluidtime works

The fluidtime service collects data from time information providers such as transit authorities or delivery services.
Through partnerships with network providers, fluidtime is able to deliver personalised schedule information to subscribers.



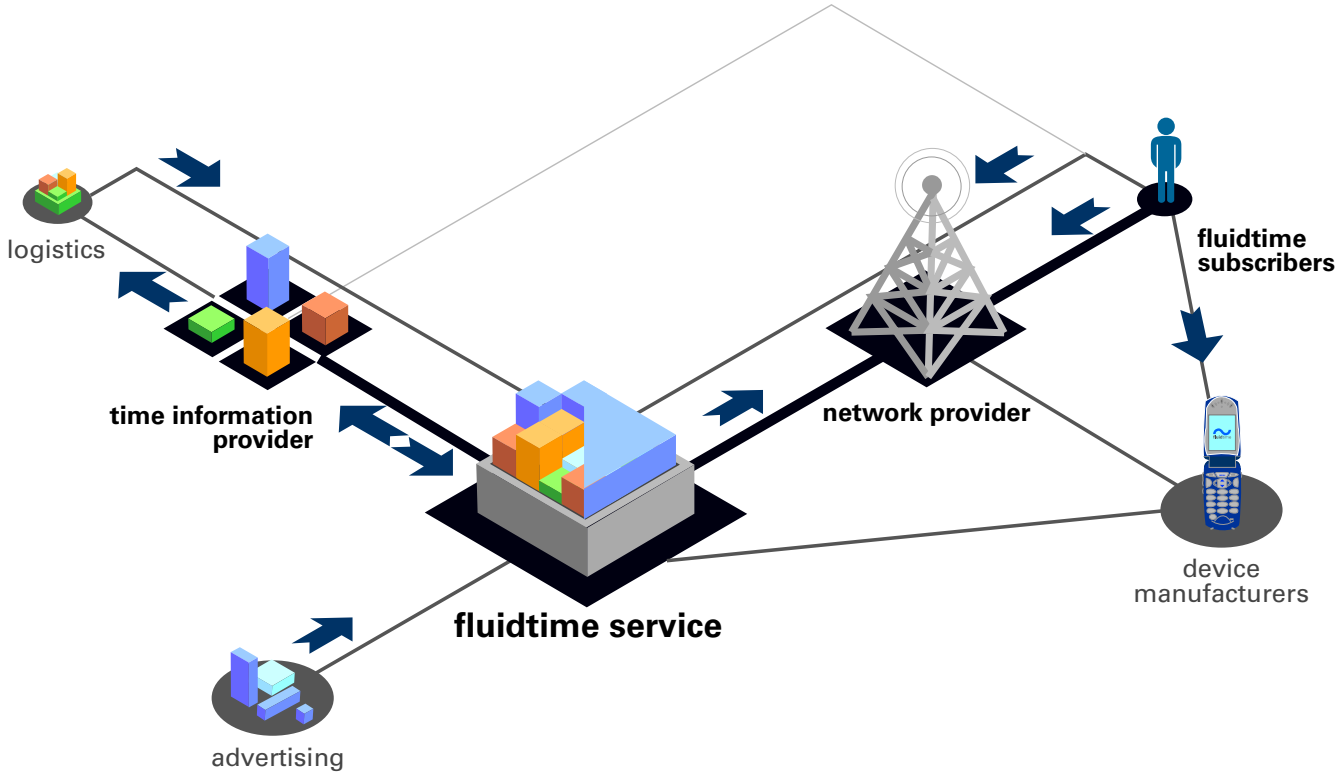
service network

The fluidtime system relies on a wired network of stakeholders, including device manufacturers, software companies and advertisers.



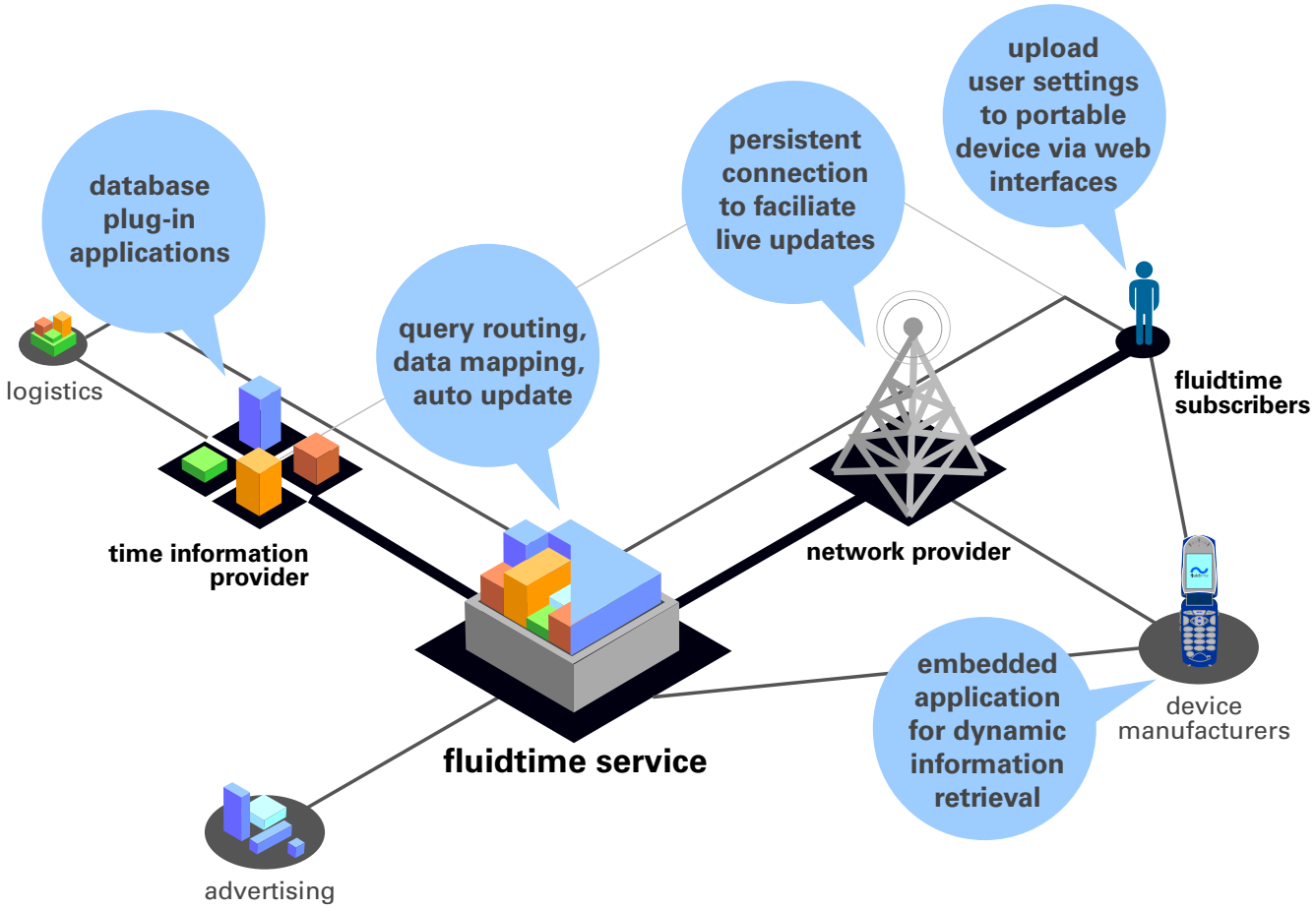
value exchange

Revenue is generated by value exchanges between fluidtime and time information providers, logistics, network providers, device manufactures, advertisers and fluidtime subscribers.



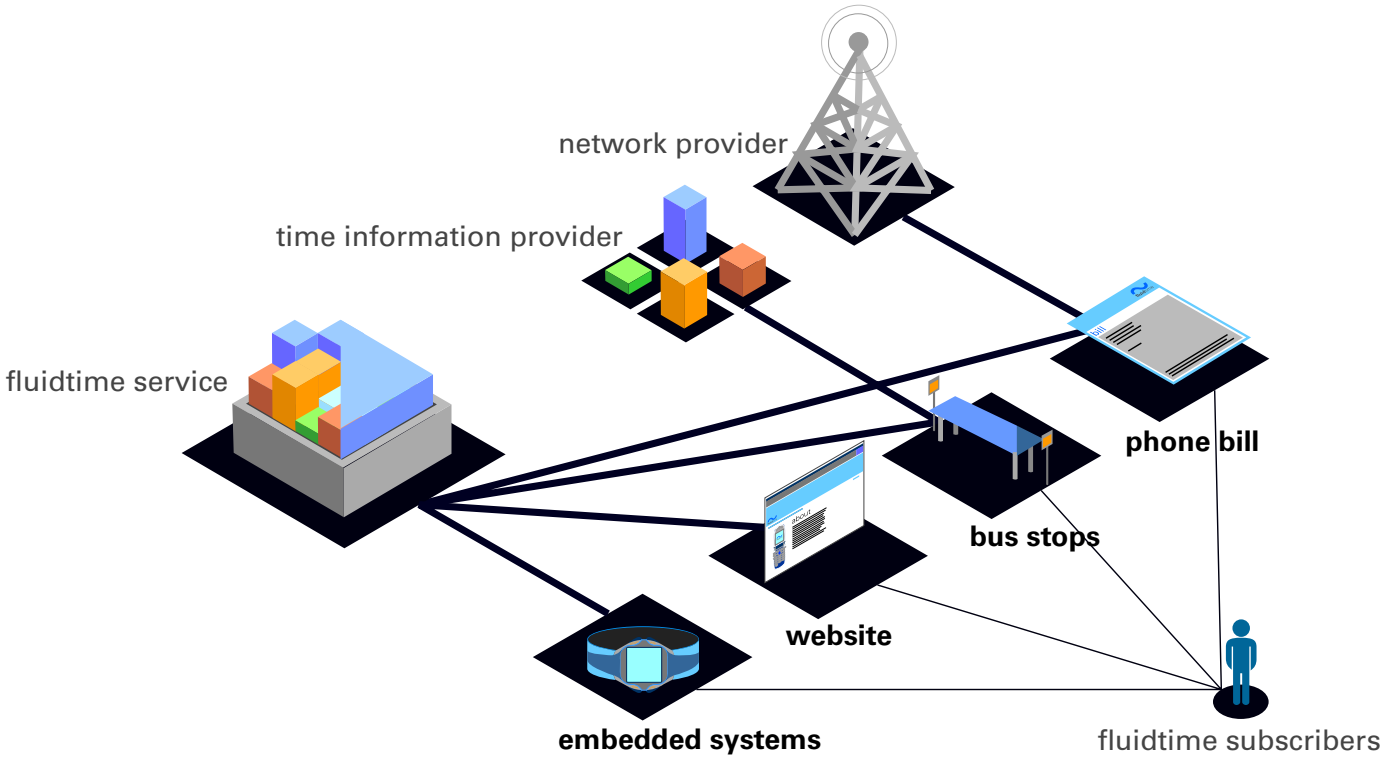
system architecture

The technology required to implement the fluidtime system exists today. The system architecture relies on query routing from a core database and dynamic information exchange with an embedded mobile device.



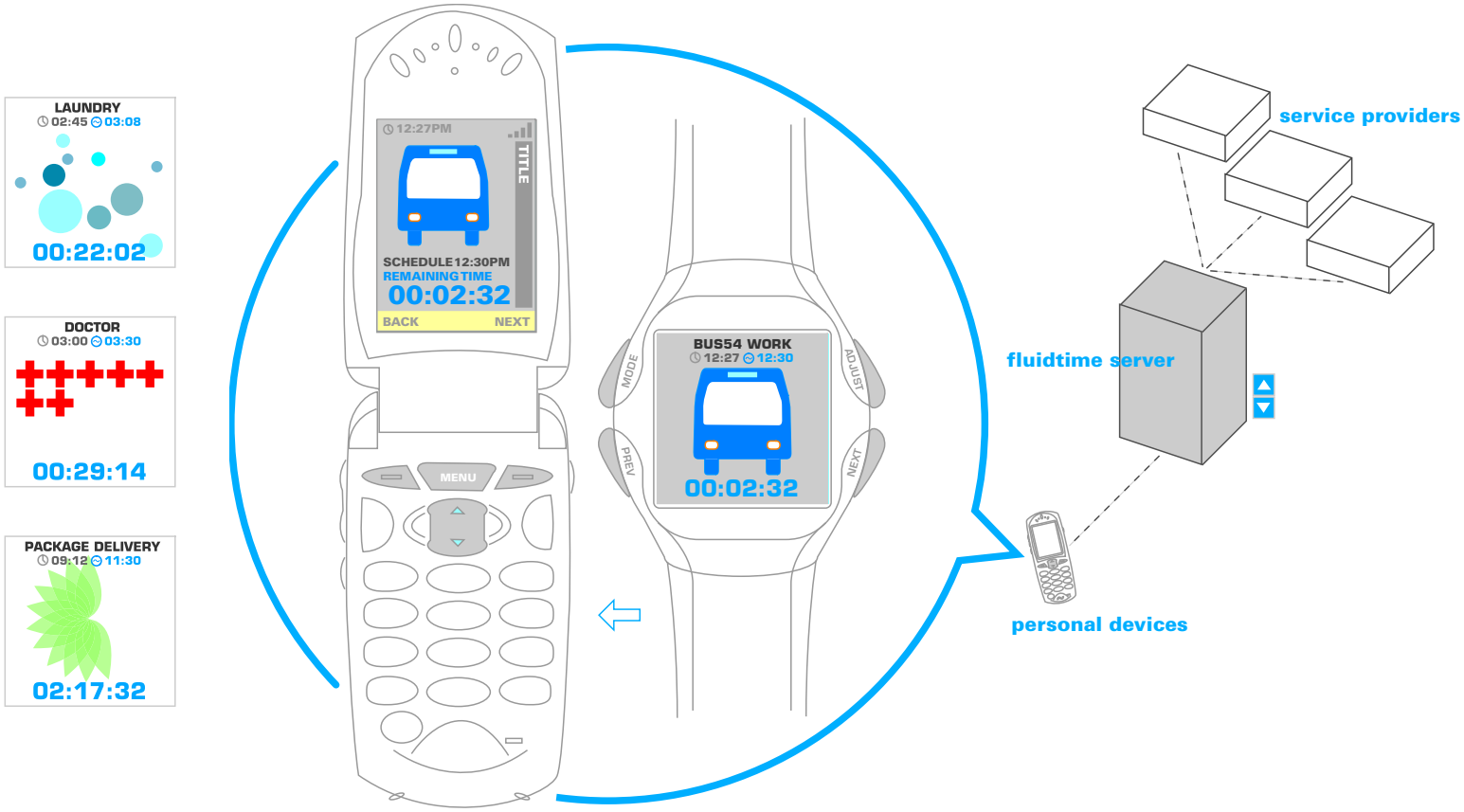
service points

The subscriber will interact with the fluidtime service at various touch-points including configuration on the fluidtime website, and information retrieval in public environments and on mobile devices. Use of the system is recorded on bills from network providers.



prototype

Initial interface prototypes show time information for transportation, dry-cleaning, package delivery, and medical appointments.



fluidtime

mission

Fluidtime is a time-based service that links people to dynamic, personalised information about schedules and events where and when they need it. Fluidtime uses a network of providers to deliver a unique service through devices that are simple and effective.

fluidtime project timeline

	PEOPLE **personal desirability**	BUSINESS **economic viability**	TECHNOLOGY **technical feasibility**	DESIGN **design factors**
PHASE 1	**Winter 2000** | Starting Point			
	Starting questions: 1. How to support a flexible lifestyle? 2. More control over time?			
PHASE 2	**Spring - Winter 2001** | Detailed Investigation & Concept Development			
	People's use of time investigated	Possible application area defined Market opportunities investigated	Wireless tech & products investigated Data integration issues investigated	Time services investigated Initial design conceptualised
PHASE 3	**Spring 2002** | Primary Feasability Investigation and Development			
	People/actors challenges defined People scenarios developed Desirability prototypes developed	Business challenges defined Revenue opportunities outlined Partners defined to provide data	Engineering challenges defined Basic system architecture defined	Design challenges defined First interface prototypes developed Service design outlined Basic interaction paradigm defined
PHASE 4	**Fall - Winter 2002** | Development and Testing			
	Understand how providing people with real-time transit information will alter the way people manage their daily schedule.	Develop partner and sponsor relationships.	Stream live timing data to mobile device.	Develop interaction model and conduct user-testing.

Providing people with dynamic, personalised schedule information about public services and private appointments.

We hope we will join us.