

# A Brief Overview of the History of the Liberty Alliance and its Application in the Mobile Space

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# Topics

- Nokia in Liberty Alliance
- Trends and Opportunities  
– How they come together
- Bringing the Liberty Specifications to the Mobile Community



# In the very beginning: Market Studies

- "Its [mobile marketing] all about communication and trust"  
Marketing technology firm says it's all about trust, Mobile internet **Nov 2, 2001**
- "Consumers indicate that they are deeply dissatisfied with the results of personalization efforts [of mobile commerce]..."  
The personalization paradox, Jupiter research **November 13, 2001**
- "Mobile Identity services should become core component of wireless Infrastructure"  
Context based personalization in wireless applications,  
Jupiter research **2001**
- "Personalization and context sensitivity increase the likelihood that consumers will get relevant information quickly"  
Mobile decision support; many payoffs, but no easy money, Gartner, **August 2001**



# Nokia in Liberty Alliance

- Founding Member (2001)
- Board Member 2002 - 2005
- Chaired Technology Expert Group 2002 - 2003
- Chaired Business and Marketing Expert Group during 2005
- Provided key technical expertise for creating Liberty architecture
  - Nokia footprint in a large number of Liberty specifications



# Business Drivers for Nokia involvement in Liberty

- Enhance Mobile Browsing User Experience
  - End-user promise: Ease of access and Trust
  - Method: Identity Management, Simplified Sign-On
  - Targets: Extended operator portals (Circles of Trust) and personalized, trusted mobile services
- Drive Emergence of connected Mobile Smart Applications
  - End-user promise: New innovative services
  - Method: Identity Web Services, Web Services Clients
  - Targets: Mobile Enterprise Applications integrated into Service Oriented Architectures, and trusted Internet Consumer Applications

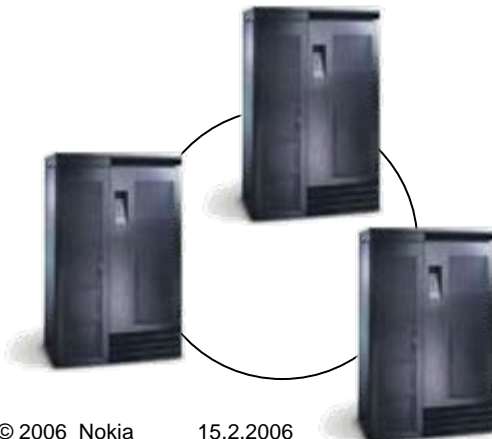


# Liberty opportunities: Pieces in place for Enterprise mobility



The Liberty Identity Web services framework provides a standardised way of integrating mobile applications over the Internet using open protocols and interfaces.

- Mobile Healthcare
- Sales Professionals
- Blue collar workers



# How it all comes together – benefits of Liberty deliverables



- Benefit for operators:
  - Leverage operator's natural role as Identity Provider for its customers and partners - providing trusted devices and services
- Benefits for the Enterprise CIO:
  - Ability to integrate mobility into the Identity fabric of the enterprise IT
- Benefits for the Service Provider:
  - Possibility to build exciting new mobile applications utilizing Identity Web Services
- Benefits for the mobile user:
  - A wealth of personal and connected smart applications
- Benefit for the ICT Industry:
  - Converged fixed and mobile Federated Identity and Identity Web Services specifications are available

# S60 Platform and Nokia Series 80 Platform devices supporting Liberty Identity Web Services specifications



S60  Open to new features



# Bringing the Liberty Specifications to the Mobile Community

- From 2006 onwards, all S60 Platform devices will be Liberty enabled
  - Nokia alone will have cumulatively shipped more than 50 million S60 enabled devices by end of February 2006
- Forum Nokia delivers Liberty enabled tools and Programmers' Guides to the world's largest mobile application developer community
  - Forum Nokia has more than 2 million registered developers
- OMA Mobile Web Services endorses Liberty specifications
- Mobile Web Services: Architecture and Implementation, Paperback  
Frederick Hirsch, John Kemp, Jani Ilkka  
January 2006



# Ready to Deploy...!

## Thank You!

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