bringing tap & go services to a supermarket (or living room or convention center) near you

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people, places, and things all have an internet presence

access to your most appropriate personal services and data anywhere and everywhere

proximity and auto-id technologies link you to your online services
cooltown: hp lab’s architecture for building tap & go services

- enterprise
- commercial & retail locations
- vehicles & travel
- public areas & attractions
- institutions
- home

common services infrastructure

nomadic user & personal devices
project voyager: proximity services in your local supermarket

- personalized discounts and promotions
- product recommendations based on products in basket
- recipes based on items in your basket
smart conference badges with radio-frequency ID chips and antennae

mobile RFID terminals and RFID printers deployed throughout the convention hall that provide access to your services

proof-of-concept to be deployed at hp’s invent 2002 developers conference next month

smart conferences:
going to conventions has never been so much fun!
research foci

proximity payment services – tap & go on your credit card

security – to protect privacy and to ensure that you are who you are

examining use models for various forms of auto-id technologies: RFID, Bluetooth, and infrared beacons