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NOKIA Ubimedia MindTrek Awards 2009

The best Ubimedia have been found

The purpose of the competition was to encourage makers of digital media to generate ideas and develop new and innovative ubimedia products & services. Ubimedia means technology that is embedded in its surroundings. The word "Ubi" comes from the Latin word "ubicue" which means "everywhere". The competition was open to all kinds of artists, practitioners, and industries and the total prize sum is 7.000 Euros.

MindTrek 2009 Conference

The Nokia Ubimedia competition is part of the international MindTrek 2009 conference. It is being held for the 13th time in Tampere, Finland from Sep 30th – Oct 2nd. Last year the conference gathered together over 800 people from 32 countries, with around 150 international visitors. The key speakers are David Coleman, an expert in social media in business, "Everyware: The dawning age of ubiquitous computing" –author Adam Greenfield, Chris Messina from OpenID Foundation, the world renowned Information society researcher Pekka Himanen and Jyri Engeström, founder of microblog Jaiku, currently working at Google's headquarters.

More information about the conference is available at <http://www.mindtrek.org/2009/>

The three winners of the Nokia Ubimedia MindTrek Awards 2009

There were 30 entrants in the Ubimedia competition and according to the internationally distinguished jury, the contest was on the whole quite tight. "The third international competition with its 30 entries shows us, how ubiquitous technology increases the quality of our lives and starts to become commercially mainstream. Ubimedia assist us in daily activities such as helping the disabled to 'see traffic lights', assist in recycling, or simply just for fun", says Prof. Dr. Artur Lugmayr (Tampere Univ. of Technology, founder of the competition). "This year's nominees have clearly answered the question, whether ubimedia are dividing, including, entertaining, essential, individual, or social", says Björn Stockleben (Rundfunk Berlin-Brandenburg Innovation Projects, head of jury). After a long and hard elimination process the international jury determined the three winners:

1st Donkeypedia (3.000 Euros), by Frank Alsema & Joost van Eeden, 4xM – Mixed Media Match Makers, The Netherlands

Donkeypedia is an appealing idea that mixes both low-tech and high-tech components with the help of a real live donkey. A man and the donkey travel by foot through cities gathering information that tourists are interested in. The information comes from interested children that come and say hello to the donkey. The info is stored on a computer on the donkey's back and is available via the Internet. This is a brave foray into a new way of thinking and the winner hopes to bring Donkeypedia in to Finland someday, or maybe replace it with a reindeer.

2nd PING: The Smart Trash Bin (2.500 Euros) by Katrina Bekessy, interaction designer, USA

Ping is a trash bin that by using embedded technology gives its own input into intelligent recycling. This is a good example of how we can relate to and record our everyday life in a non-obtrusive way in order to make us act better and understand our surroundings. The trashcan serves as an example of the possibilities of the technology at hand, and other similar possibly interactive objects that we do not daily reflect upon would benefit from a development of this kind. Katrina Bekessy was happy with the prize and is hoping that the Ping will find its way into peoples' lives.

3rd Traffic Light Detector (1.500 Euros), by Jan Roters, Elumo, Germany

What if ubimedia is not used to extend our senses, but to replace a sense lost due to a disability? Translating stimuli from one sense to another may also have implications on the usability of services outside the area of assisted living technologies. The traffic light detector is a simple, application of that concept and is an example of encouraging research in this area. Jan is looking forward to potential future research collaborations.

Special mentions went to: Ubi Hotspot (UrBan Interactions Oulu, Finland) for versatile ubiquitous devices, Aulura (Eindhoven Univ. of Technology, The Netherlands) for ubiquitous home design, and Pediluma (Carnegie Mellon Univ., USA) for ubiquitous health concepts.

Congratulation to all the winners on behalf of MindTrek 2009!

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