

November members' newsletter

HEADLINES

[Board member's message](#)

[SmartHouse Open Forum](#)

[It's good to talk](#)

[Switching on to the living room of the future](#)

[TAHI Open Architecture](#)

[Coming up](#)

[Contact us](#)



By now an invitation to the TAHI Conference should have landed in everyone's email inbox. It is taking place in Henley on Thames on Wednesday next week, November 17, so thank you to all those who have replied so far. We have been pleased with your positive response and we expect at least 80 TAHI members and guests to be present.

If you haven't yet accepted, or for some reason you have not received details, may I urge you to contact myself or [Stephanie Collins](#) immediately.

The whole event is free, thanks to generous sponsorship by EDF Energy and TAHI board members, and it promises to be informative, inspiring and invaluable.

The conference agenda features seminars led by key figures, covering topics of interest to everyone, whether your field is in consumer products, service provision, manufacturing, or research.

We will be looking at consumer expectations, how suppliers can meet them and add value to their products and services; we will examine emerging services and government perspectives; and we will discuss TAHI's plans for the future and how it can make a difference to the connected home of the future.

Major corporations, research and educational organisations will be attending, among them:

- | | | |
|----------------------|---------------------------|----------------------|
| ■ EDF Energy | ■ Panasonic | ■ Bristol University |
| ■ Centrica | ■ Loughborough University | ■ Advantica |
| ■ Severn Trent Water | ■ De Montfort University | ■ Dyson |
| ■ BT | ■ Herriot Watt University | ■ British Gas |

A special feature this year is the opportunity for all TAHI members to invite their own guests from associated fields to the event. The aim is to spread our net even wider and encourage some first-class networking.

The conference is being held at the award-winning [River and Rowing Museum](#). A few hotel rooms at preferential rates are still available in Henley, but they are filling fast.

I hope you and your guests will come to the pre-conference reception and dinner on Tuesday, November 16. If you have special dietary requirements please let us know beforehand. Drinks will be served in the museum's unique Rowing Gallery from 5.30pm, providing the opportunity to take a look at Olympic exhibits – and meet other delegates.

Mike Windsor
Market Communications Group leader
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SmartHouse Open Forum



TAHI members attending Net-atHome in Nice later this month are invited to help develop a pan-European code of practice for interoperable systems by taking part on the SmartHouse Open Forum.

The Open Forum will be held in the Foxtrot Lounge, Palais de la Méditerranée from 1pm-6pm on November 30.

Now halfway through the 18-month project, industry and standards experts engaged in it have produced the first drafts of a Code of Practice.

They will be discussing their findings and inviting experts to endorse and take part in the process of delivering a European-wide code of practice with the consensus of European Industries and standards organisations.

The overall objective of the SmartHouse project is to grow and sustain convergence and interoperability of systems, services and devices for the SmartHouse that will provide the European Citizen with access to increased functionality, accessibility, reliability and security that a SmartHouse, with common and open architectures, will deliver in an expanding broadband infrastructure throughout Europe.

To register for this Open Forum please download and return the CENELEC Workshop Agreement [registration form](#) to SmartHouse CWA Registration at CENELEC, Rue de Stassartstraat 35 – B-1050, BELGIUM or ICT@cenelec.org or by fax to + 32 2 519 69 19.

It's good to talk

As Director of Value Added Services for BT it comes as no surprise that David Sales believes it's good to talk.

In fact, discussion with others in the connected home market, he says, is one of the chief benefits of TAHI membership.

The organisation provides a valuable forum for promoting one of the core requirements for a connected world – the ability for different devices and systems to work seamlessly together.

"Everyone knows BT is trying to drive broadband Britain," he says, "however, it will only come about if we have applications that people want to use, so the more applications we can encourage to work over broadband the better."

Right now the applications developing the most potential demand for broadband are entertainment based and these will continue to be aggressively marketed by the consumer electronics manufacturers and content owners. But it is a fast-moving industry and as the broadband world really takes off, applications covering areas like monitoring of homes, health and utilities will soon become viable.

"The challenge is to make sure the devices and services work together. We need common standards in the industry and the industry must pull together to meet those challenges,"

Contact us

To include your news and views in the TAHI newsletter, please [email](#) or call Mike Windsor on +44(0) 1491 829 317 or +44(0) 7733 263423.

Coming Up

TAHI Conference

Wednesday Nov 17
River and Rowing
Museum, Henley on
Thames
Pre-conference drinks and
dinner
from 5.30pm on Tuesday
Nov 16
[Reserve a place now](#)

net-atHome 2004

Nov 30 – Dec 3,
Nice, France
SmartHouse Forum, Nov
30.

The Smart Home Show

April 14-17, 2005
NEC Birmingham

says David, a TAHI board member. "That is an area where TAHI can really help, and the time to agree the strategy we must implement to achieve it, is now."

Switching on to the living room of the future



Consumer attitudes to advertising are likely to go through a dramatic transformation as we cross the threshold into tomorrow's connected home.

Media planning and buying agency [Manning Gottlieb OMD](#), believes that within the next two to six years the living room of the future will become reality for the majority – rather than a fast-growing minority—of UK homes.

OMD has created its own "living room of the future" in its London office in order to research the implications.

It highlights four key developments: personal video recorders (PVRs); media-centre PCs; the further move of computer games into the mainstream; and the rise of consumer-created content such as digital photography, web-logging and instant messaging.

Jean-Paul Edwards, head of media futures at Manning Gottlieb OMD – one of the key industry speakers at the TAHI conference on November 17 – says advertisers will have to start getting to grips with these trends now in time to meet the demand as digitally networked homes finally become a reality.

The technological revolution means a whole raft of significant new challenges and opportunities for manufacturers and service providers in reaching their target audiences as consumers seize control of their media experiences. For example, when people edit their viewing schedules they will dump the adverts.

New methods of communications will have to be developed; greater use of sponsorship and ad-funded programming and interactivity. The real opportunity for those delivering services into the home may well be to leverage the advertising revenues that will be aligned to the opportunities provided by these new dynamics.

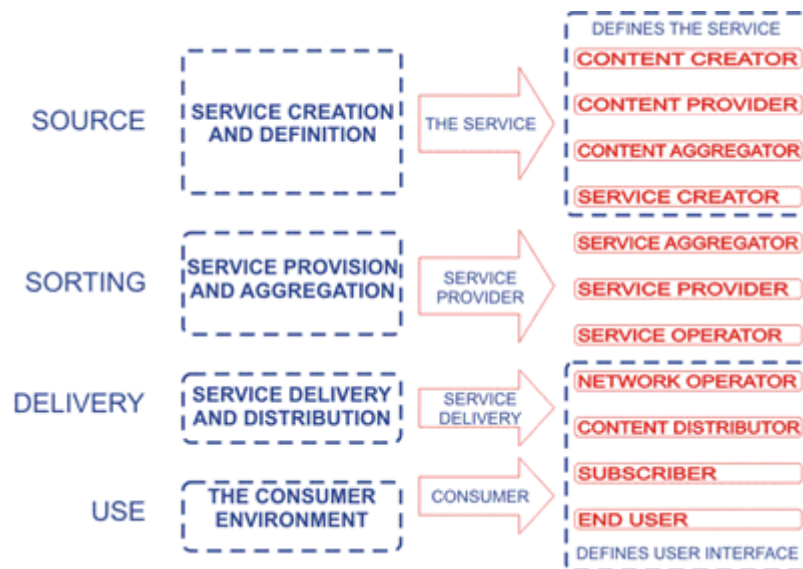
TAHI Open Architecture

TAHI Secretary Stephen Pattenden outlines the TOA due to be discussed in more depth later this month at our conference and Net-atHome.

The TAHI Open Architecture (TOA) is reaching a pivotal stage in its definition. During this year, the TOA working group that is part of the TAHI Technical Working Group, has been meeting regularly to prepare an initial draft of the TOA Specification. This will be available at the TAHI Conference and there will be a short presentation about the work as well.

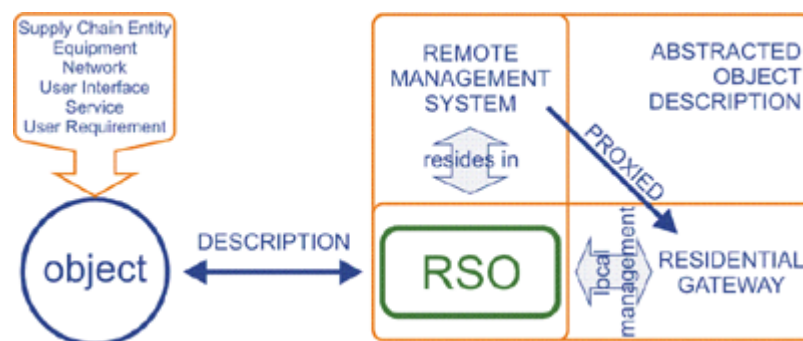
It is important to understand that like any ICT architecture, the TOA is a framework for building systems for service delivery and application operation in the intelligent home. As such it describes the major building blocks of the system, how its elements should be described, addressed and categorised and how they are linked together to form an end to end service or operating application. The major building blocks are:

The concept of there being distinct entities in the Service Supply Chain. The TOA defines 11 such entities, called Service Supply Chain Entities, that may be grouped into four main categories (as shown below).



These entities can form the main elements of any service or application.

The concept of being able to understand what a service or application consists of by describing all of its elements in a way that can be abstracted to any remote system or for local applications loaded to a residential gateway. The TOA description is in terms of Remote Service Objects (RSOs). These provide an object's unique identity, identify what sort of object it is, describe its attributes and indicate attributes that can be changed by the object or externally to alter the operation of a service or application.



RSOs may describe: the service itself, the Supply Chain Entities, any equipment or network in the supply chain, subsystems and local networks, the gateway, the user interface and may also describe user intentions as made to the user interface.

The concept of being able to patrol or survey the RSOs in a service set to ensure that each entity in the SSCE and every other element or object conforms to the requirements of the service. These requirements may be purely physical, for instance in terms of bandwidth or service level, or they may have commercial, legal or trust and security requirements such as payment for the service, the right to use it and the fact that it is a trusted service. The TOA describes Pervasive Service Agents (PSAs) that carry out this policing role.



PSAs carry out initial and ongoing checks of the RSOs in the Service set to ensure that the Service Level Specifications of the service are met, that the proper commercial agreements are being observed, that the service is being delivered in a secure and trusted fashion.

Because of this abstracted description of a whole service or application, the service can be modelled remotely, initialised remotely and then proxied to the residential gateway for local

operation. At any time should an unexpected event occur in a service or application the local operation can revert to remote management system for closer control, analysis and diagnosis.

The ability of the TOA to model services and applications as part of their design process provides the system designer with a powerful tool for service development.

This work is being taken into projects such as TEAHA as a tool for their service set development and into the architecture work of SmartHouse.

Much work needs to be done in classifying, defining actual objects and agents and it is expected that this will include existing work and depend very much upon the work of actually building services and applications using TOA.

We commend the TOA as a valuable tool in understanding all the requirements of any service or application.

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