

Agenda 2015

Laying a Path for the Future of Mobility

At Nokia, we're constantly thinking about the future. We spend our days envisioning a world that few can imagine but that we know is just over the horizon.

It isn't just the technology itself that we anticipate—it's the way in which people will be using that technology to enrich their lives, stay connected, and communicate with their environments.

We ask ourselves what people's lives will be like in every part of the globe and what they will expect from technology. And then we set an agenda to turn that vision into reality.

We developed Agenda 2015 as a vision of how the physical world will fuse with the digital world seven years from now. It's a look at how people will be connecting not only with one another, but also with every place and thing in the world, as well as the surprising ways in which they will use these connections to enhance their lives.

The process involves as much insight as it does foresight. We use it to lay the foundation for research at Nokia over the coming years and to discover the breakthroughs that will open up new business for our company.

The research being conducted at Nokia Research Center, part of the Office of the CTO, focuses on eight areas identified in Agenda 2015. Together, they explore the experiences people will have seven years out, the technology and interfaces they will use, and the infrastructure required to make it happen.

Research Focus Areas



User and Context Modeling

Meet the needs of individuals on their terms.

Applications and services in the future will adapt to users and their unique environments. People will be able to share spatial, temporal, social, and environmental information in reliable ways. The outcome will be a highly personalized experience, complete with targeted recommendations and advertising.



Physically Personal Devices

Enable devices that adapt to user lifestyles and environments.

Mobile devices will adapt to the lifestyles and environments of their users. They will be capable of physical transformation according to their use and complete personalization in the process. Nanotechnologies will inspire radical new solutions for device functionality, manufacturing, and design. And new paradigms will be developed for sensing, computing, and device integration.



Human Interface

Create enjoyable and intuitive experiences through technology.

With more appealing interfaces on mobile devices, people will connect with one another, places, and content in more intuitive ways. These intelligent user interfaces will evolve and adapt to their users' needs with the ability to change according to different situations. They will create an optimal experience for different lifestyles and relationships, aided by an understanding of human cognition and behavior. And they will be appealing in their elegance and surprising in their ability to perceive user whims and desires.



Mixed Reality

Enrich experiences and allow them to be shared in fused digital worlds.

Our natural habitats will become digitally enriched environments that engage us in playful exploration. The result will be communication and entertainment experiences that change the way people spend their leisure and work time, as well as a business ecosystem built around a new, mixed-reality service platform.



Creativity

Unleash the creative and collaborative power of people.

With billions of people using mobile devices, barriers to individual and community collaboration on content and services will be lowered dramatically. Tools will be compatible across devices, while the Internet will be the primary delivery channel for media, communications, and social networking services in every corner of the world.



Scalable Service Platforms

Deliver services to billions of users.

For people to gain access to the services on which they depend, providers must be able to deliver reliably to their mobile devices. These users will require a high degree of automation to achieve the performance and efficiency they demand. And it will happen through an open technical environment that accommodates third-party applications with clear interfaces and boundaries for privacy and security.



Internet of Things

Connect everything and every place.

The ability to sense, interact with, and locate anything, anywhere will give rise to a new services and applications paradigm. By using mobile devices to interact with their environments, users will be able to discover information about things immediately. Embedded Internet services will allow people to sense and convey personally relevant information about everything around them.



Dynamic Wireless

Liberate spectrum resources to expand markets.

The flexible use of spectrum resources will expand wireless markets, allowing user groups to create their own ad hoc networks to enable new experiences. New ways to address the rapidly increasing demand for data will be supported, creating emerging possibilities for consumers.

Making the Extraordinary Ordinary

Solving technical challenges will be critical to hiding the complexities in this vision of the future. Our research is aimed at making these wonders appear effortless—so natural that they're accepted as part of the world around us.

It will require work at many levels of technology: the Internet, user interface and experience, and physical infrastructure. And it will take sophisticated technology to combine physical and digital reality seamlessly with our everyday lives. But the invisible interaction among all products, services, and technologies is essential to unleash their potential.

Nokia Research Center is taking on this challenge. As leaders in open innovation, our teams—co-located with leading universities around the world—are collaborating with a network of leading institutions to research these eight focus areas and define the emerging age of mobility.

Together, we are making our vision for 2015 happen.

For further information visit:

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