



Press Release

Munich, February 17, 2009
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**Fraunhofer Institute for
Communications Systems ESK**

Contact:

Susanne Baumer
Public Relations
Phone: +49 89 547088-353
Fax: +49 89 547088-220
E-Mail:
susanne.baumer@esk.fraunhofer.de

Dipl.-Inform. Ilhan Aslan
Phone: +49 89 547088-344
E-Mail:
ilhan.aslan@esk.fraunhofer.de

Internet:
www.esk.fraunhofer.de

**GSMA Mobile World Congress 2009
Hall 1, Stand 1G49**

Development of mobile applications is easy with the Elephant platform

Munich/Barcelona, February 17, 2009. The Fraunhofer Institute for Communications Systems ESK will be premiering its Elephant platform at the Mobile World Congress in Barcelona. The Elephant research project makes it extremely easy to develop programs for mobile devices. Existing information is transferred to the mobile platform per drag and drop and by using a variety of templates. This allows the developer of the mobile application to focus on the content, because Elephant processes text, audio and video and can define different information for a variety of devices and connections. The researchers are also relying on Web 2.0 technology to initially enable interactive collaboration via tagging and evaluation of the templates.

Mobile phones have become so popular that nearly everybody owns one. That makes it an ideal platform for disseminating information. Still, the programming of mobile device applications requires proven expertise. That includes separate programs for each type of device. The result is that the development of mobile applications is time-consuming and costly.

Fraunhofer ESK researchers aim to help solve this problem with the Elephant platform. Elephant is based on web technologies that make it extremely easy to compile and prepare existing information so that it can be used on mobile devices. Developers only need to understand their content and know how they want it disseminated. The elements are then allocated per drag and drop. The application is given a structure through multiple shortcuts and process templates. Per mouse click, a packet is generated that prepares the content for use on different mobile devices. The mobile device requires the one-time installation of an application from Fraunhofer ESK, which can interpret all Elephant-based applications.

Elephant developers are in a good position to respond to the user's situation when creating mobile applications. When information is distributed to a mobile phone, it is extremely difficult to consider the situation that the user currently finds himself in. If he is waiting at a bus stop, he can read text. If he is walking or

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jogging through a park, he needs the information in audio format. The developer can offer alternative templates and content for these different scenarios. The Elephant application then selects the appropriate situation. Fraunhofer ESK researchers are also drawing on so-called presence information, which can be set by the user or automatically recognized by the system. The result is that the provided information matches the current situation.

For the content - Elephant processes text and XML formats as well as diverse image, audio and video files - the researchers created ready-to-use templates. The author defines what the application will eventually look like by selecting a template. The templates can be enhanced by the developer and made available to other users in a Web 2.0 environment. As a next step, researchers will integrate reputation mechanisms that can be used to evaluate the templates.



Developing mobile applications with the Fraunhofer ESK's Elephant platform.

(A printable version of this picture can be found on our website at www.esk.fraunhofer.de/press by clicking on the thumbnail.)

Fraunhofer Institute for Communication Systems ESK

The Fraunhofer Institute for Communication Systems ESK undertakes applied research and development with a focus on self-organizing communications. Its mission is to play a decisive role in simplifying the operation and administration of complex communications system technologies in the networked world of the future. The activities of the Fraunhofer ESK are segmented into the automotive, carrier and enterprise communications, and industrial communications businesses. The institute offers its customers – automobile manufacturers and suppliers, players in the telecommunications industry and users of communications solutions as well as home automation and industrial plant and equipment manufacturers – research and development services backed by extensive expertise and experience in the fields of adaptive communication systems and software methodology.