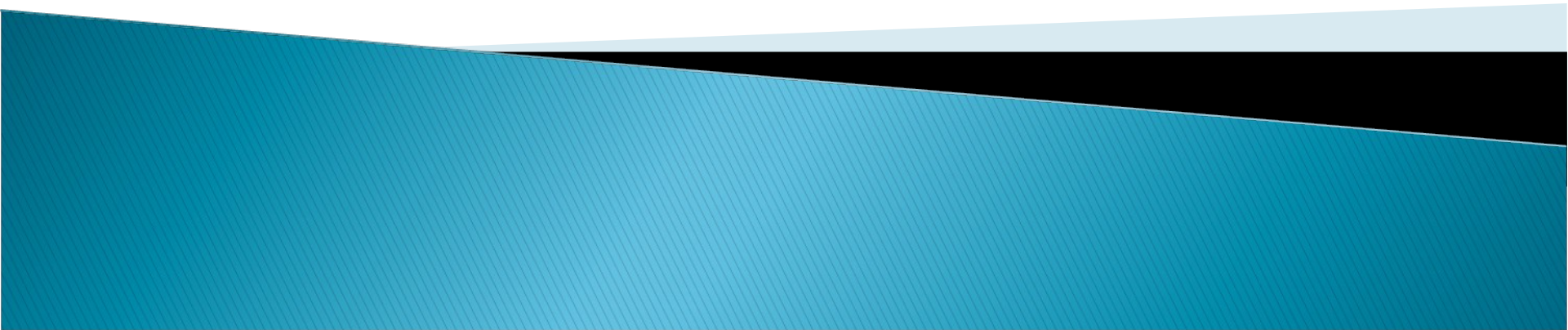


# Trust in Digital Life

Prague, May 11 2009



# Trust in Digital Life

- ▶ New initiative by Gemalto, Microsoft, Nokia, and Philips
- ▶ Addressing the fundamental societal issue of trust in emerging digital services
- ▶ Consumer trust is key to the adoption and success of future digital services

**Trust in Digital Life**

# Objectives

- ▶ Engage in a broad dialog with industry, public policy makers and academia
- ▶ Create a vision for *Trust in Digital Life*
- ▶ Translate the vision into an agenda for research and innovation

**Trust in Digital Life**

# Complementing other initiatives

- ▶ Future Internet
  - *Trust in Digital Life* aspires to contribute to the vision of Future Internet
- ▶ European Technology Platforms
  - *Trust in Digital Life* will work closely with the ETPs
  - ETPs related to trust and security: eMobility, NESSI, ARTEMIS and NEM.

# Open initiative

- ▶ *Trust in Digital Life* welcomes partners with a clear interest and contribution
- ▶ Opportunity to shape the industry and address the important issue of trust
- ▶ Founders: Gemalto, Microsoft, Nokia, Philips

**Trust in Digital Life**

# How to join

- ▶ Short description of your specific contribution
- ▶ Lean organization through 'Articles of Association'
- ▶ First general meeting scheduled on June 16 in Brussels
- ▶ [www.trustindigitallife.eu](http://www.trustindigitallife.eu)