profium
makes sense

PROFIUM CONTEXT AWARE SERVICES

Profium Sense™ Context Aware Services (CAS) connects your customers with relevant information and solutions that match with their current situation, place and time. The underlying semantic technology by Profium finds relevant contextual information and makes life easier, safer and more fun - whatever the user wants. Profium CAS creates new income to operators via subscriptions as well as monetizes leads to third party service providers.

INTELLIGENT ALERTS

Profium CAS uses ontologies to encode relations between user profiles and real-time content. This approach enables proactive information services where the users can be notified of relevant information before they have the time to be active information seekers.
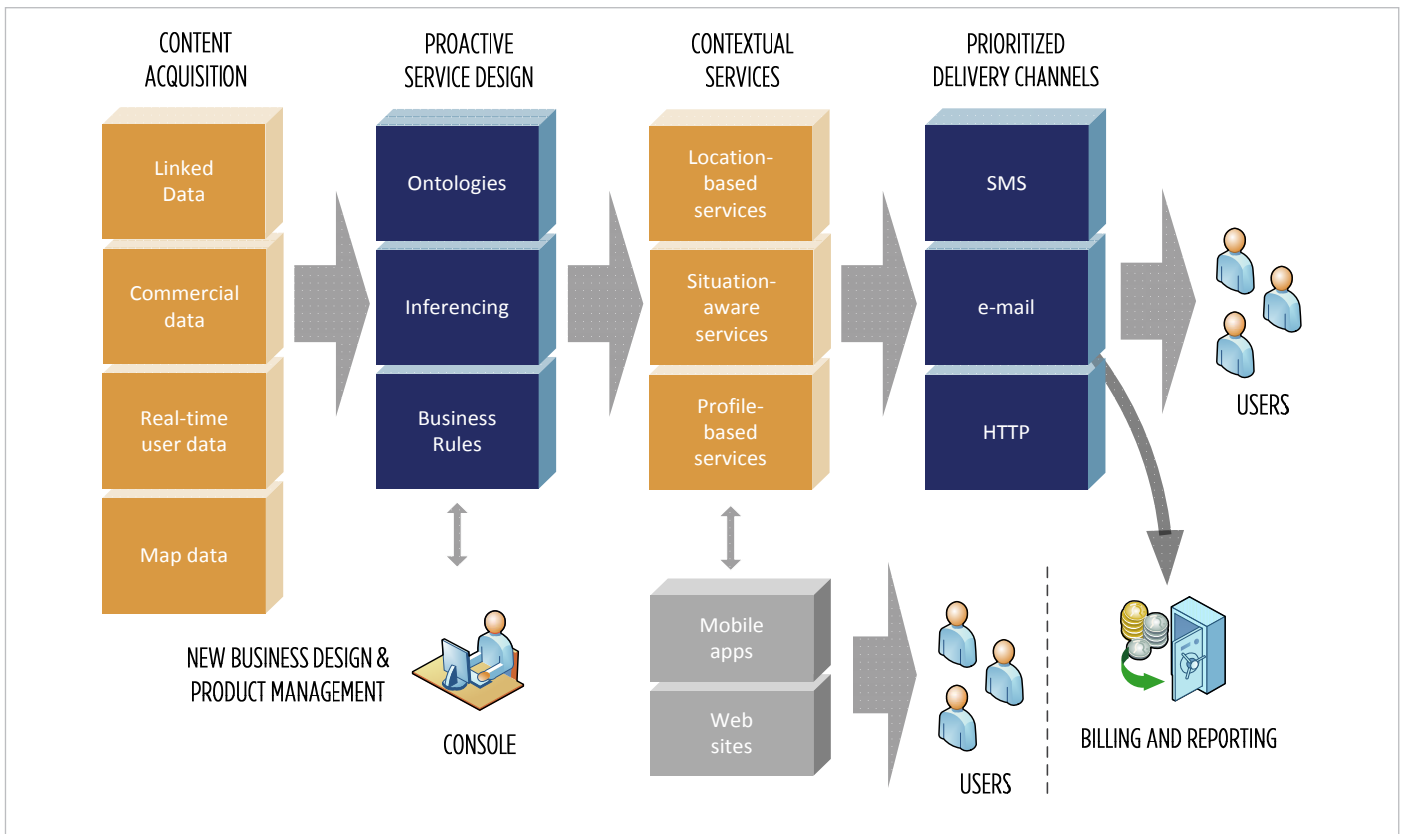
CONTENT ACQUISITION

With Profium CAS it is easy to plug into different content feeds and datasets. Profium CAS enriches and links these objects and puts them in the right context for your business.

PROACTIVE & REACTIVE MODES

In addition to intelligent alerts, users can use mobile and Web interfaces to find more information which matches with their interests, role and location at any time. Profium CAS enables addition of new matching conditions on the fly, creating new kinds of information services that are immediately visible to your users.

ALERT REVENUES

Once your users are alerted via a notification, Profium CAS provides the business opportunity to solve that specific problem. You can promote service providers in these notifications. For example, elderly people can be notified about extreme weather conditions with a phone number to a local healthcare service provider.

Core components and information flow in Profium Context Aware Services

SEMANTIC TECHNOLOGY

Profium Sense™ is a semantic technology-based software platform. In addition to the traditional content and data management, Sense improves our customers' business through context-awareness in real-time. Sense is based on over ten years of intensive research and experience in metadata management and semantic technology solutions.

Profium Sense™ empowers context-aware services that take the wants and needs of different users into account. These interests can be expressed with concepts relevant to these users while taking their physical points of interest into the equation.

Context Aware Services makes use of geosemantic capabilities of Profium Sense in order to find information that is close to the user's current position or is close to other places that the user is interested in.

REAL-TIME INFORMATION

With Profium CAS different input formats are mapped into a harmonized data model, giving a single point access to all the different types of information contained by the system.

Persistent queries are evaluated against the inserted data to check for information that should be quickly notified to one or more users.

Supported delivery channels include a comprehensive set of choices that can be selected to suit the criticality of the information and the preferences of the end user.