



Please double-click on the note callout for speaker notes!

Version 2 April 7 2009



An Introduction to ExperiaSphere Social Communications



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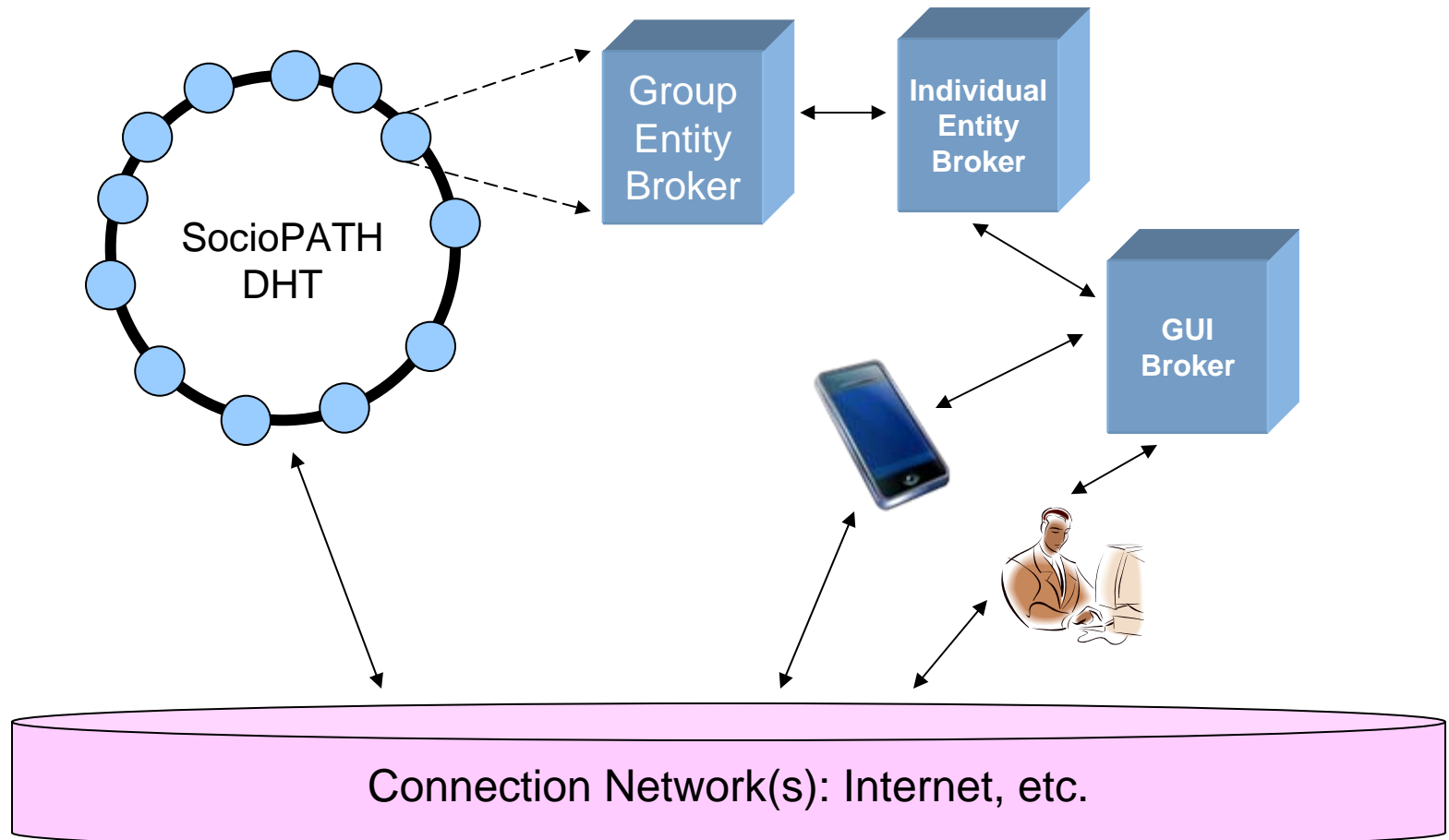
A Quick Summary

- The ExperiaSphere framework is designed to support Java-based modeling of services, service, components, and experiences; this was the Alpha-One phase
- Many of these are relationships between users created over networks and mediated by some set of rules or policies
- Supporting this fully requires an ExperiaSphere model of both users and the mediation/policy processes
- The ExperiaSphere model of the user, or any addressable element in a network or service, is an **Entity**
- The ExperiaSphere model of the group/social framework for service mediation is called **SocioPATH**
- These two are the focus of the Alpha-Two development process





The ExperiaSphere Social Communications Framework: Overview



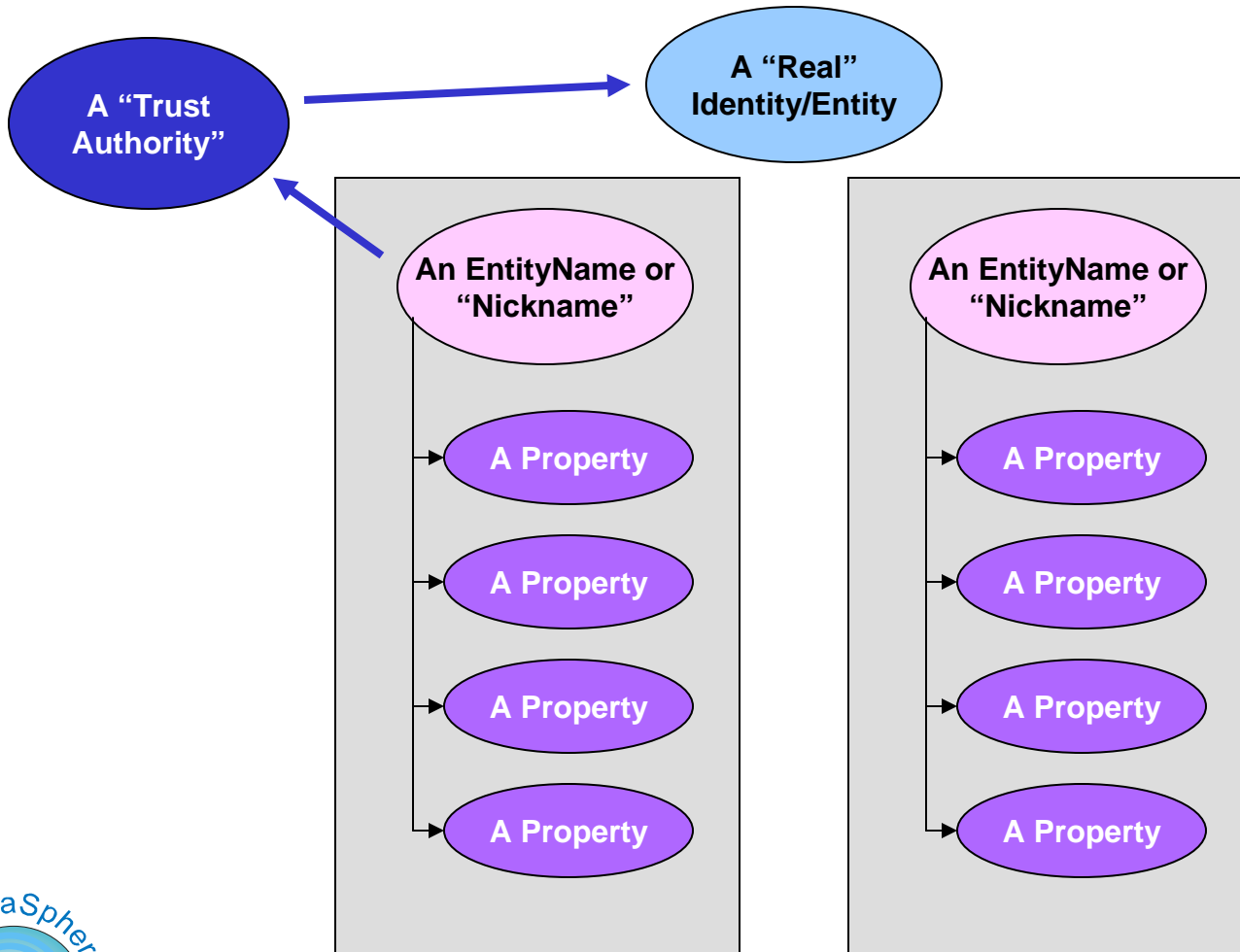


The Concept of Entity

- ExperiaSphere presumes that something (a person, item or other **entity**) asserts a collection of information about themselves that defines an **EntityName**, which is a kind of “handle” or “screen name”
- There can be a whole collection of EntityNames that link to the same entity, and that may or may not “know” about each other or have common properties
- An EntityName becomes an **identity** with the addition of some source of **trust**



A Diagrammatic View





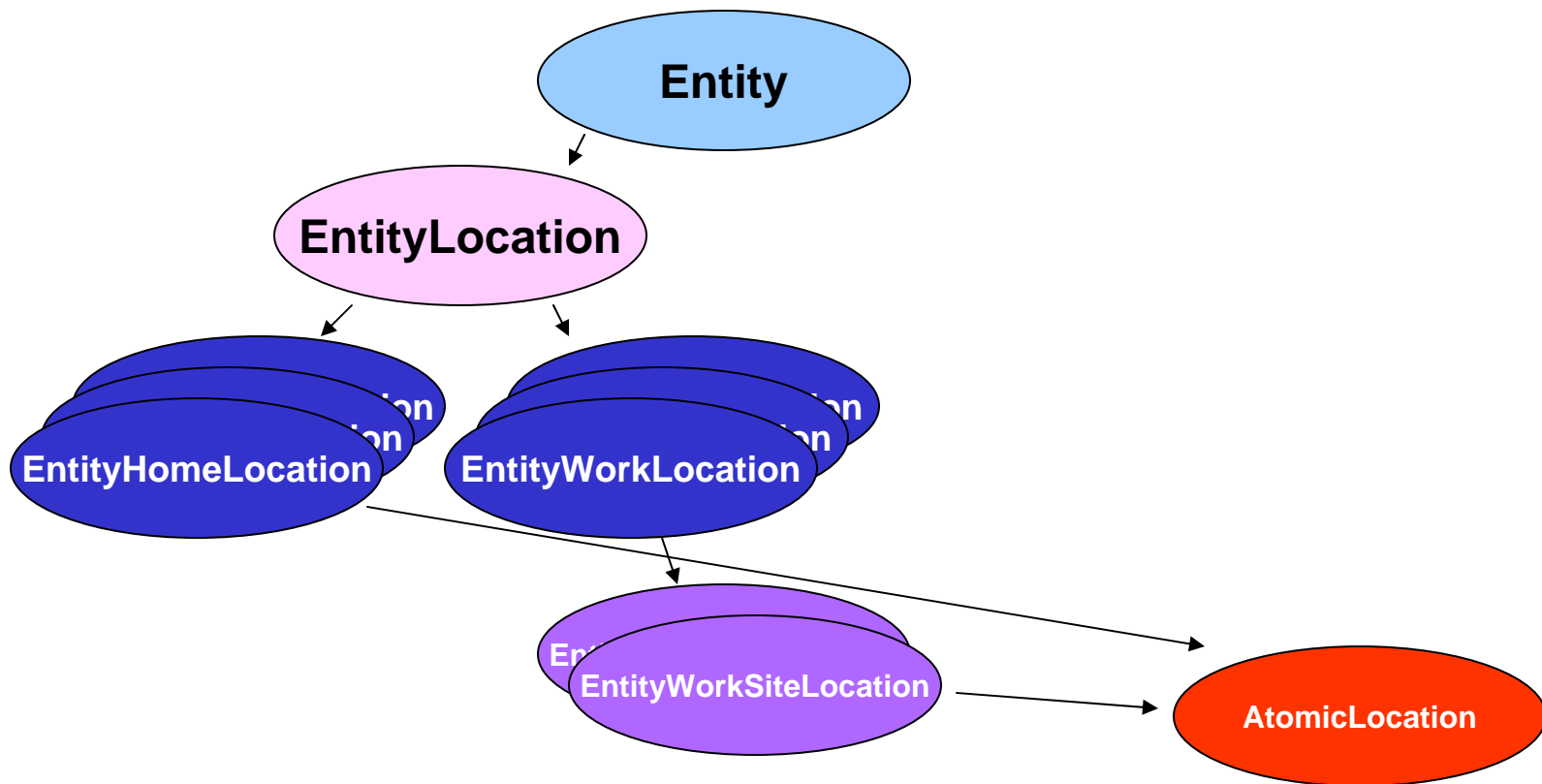
Basic Properties of Entities

- EntityName; the name or nickname
- AssertedName, the name given as the "real" name of the entity—if any
- EntityDescription, including descriptive and demographic information
- EntityLocation
- EntityFinancialIdentity, meaning credit card numbers, etc.
- EntityAliases, the other EntityNames the individual is willing to link here
- IdentityStatus and IdentityAuthority, which indicates whether the identity of the EntityName is certified, and if so by whom
- MembershipProperty, which for GroupEntities defines who can be a member
- ServiceProperty, which for CommuneEntities defines the services available within the Commune





Location





ExperiaDemographics

“Dimensions” (L⁵ System)

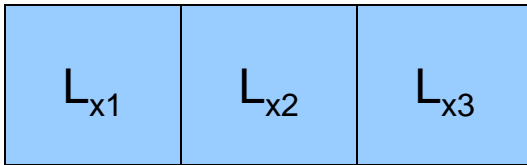
- Lifestyle
 - Measure of income and how it is spent
- Literacy
 - Measure of education and online exposure
- Latitude
 - Measure of breadth of interests
- Latency
 - Measure of decision cycle length, research to purchase
- Legacy – Measure of degree to which past behavior predicts future behavior

A full presentation on this structure is available!

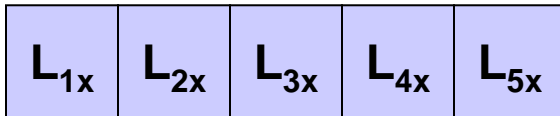




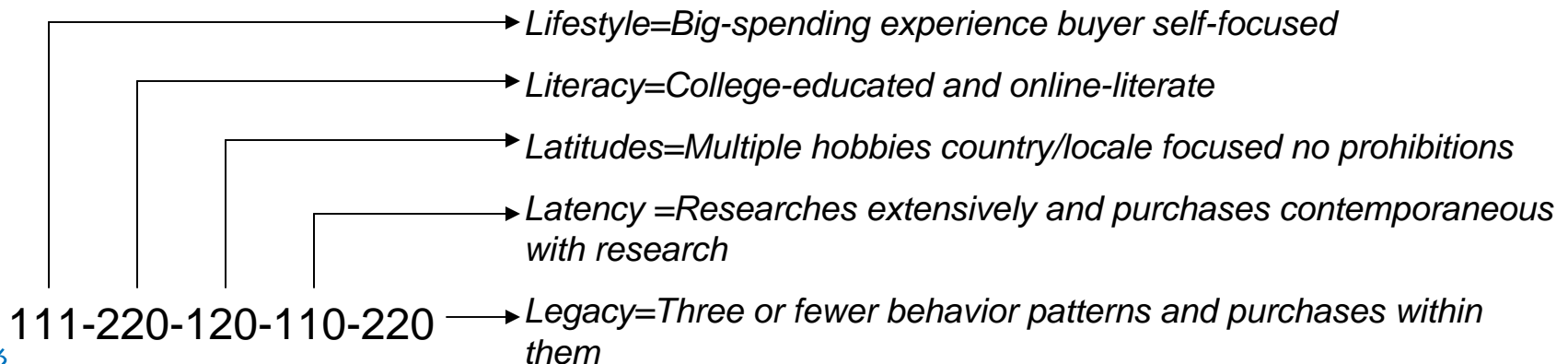
Coding Structure



Each of the “dimensions” in the system are encoded as two bytes which are indexes into the “considerations” lists that are contained in the following slides. Three sets of considerations are supported per dimension in the system. Codes used are binary indexes (x0 thru xF) with x0 being reserved for “uncoded”.

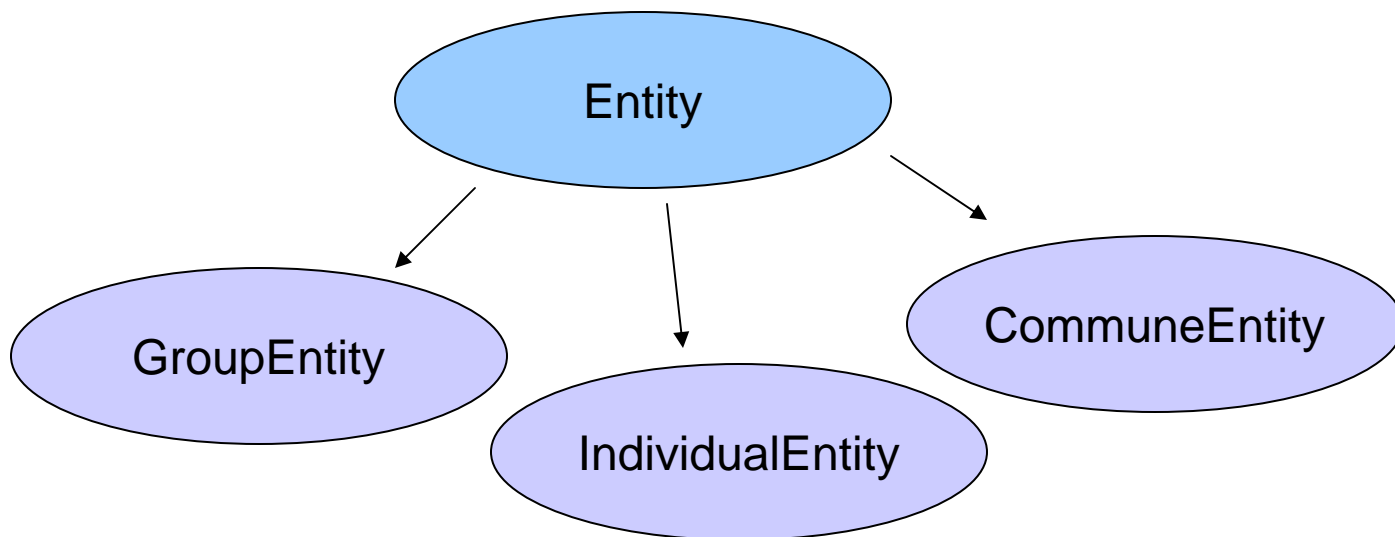


The byte codes for the dimensions are arrayed in a string. They can be made displayable by adding x30 to the code, and the normal convention will be to separate the dimension values with a dash



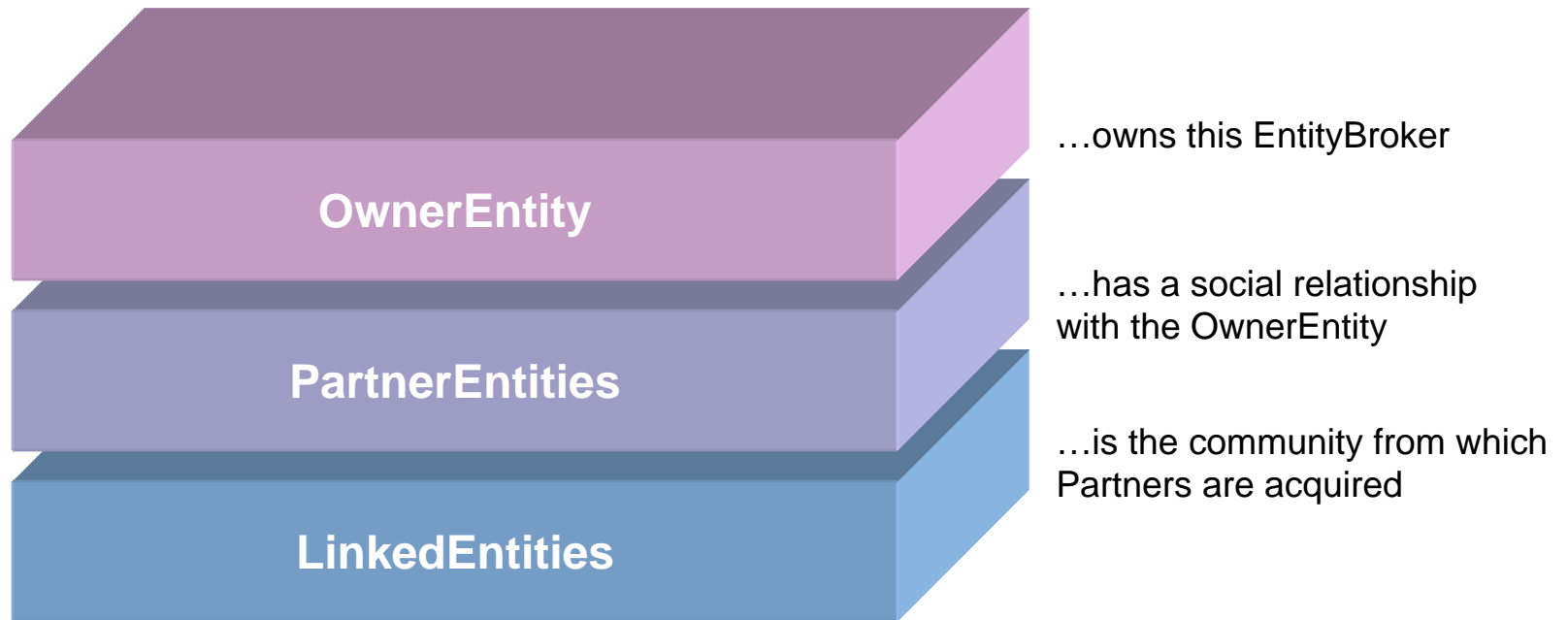


Entity Taxonomy



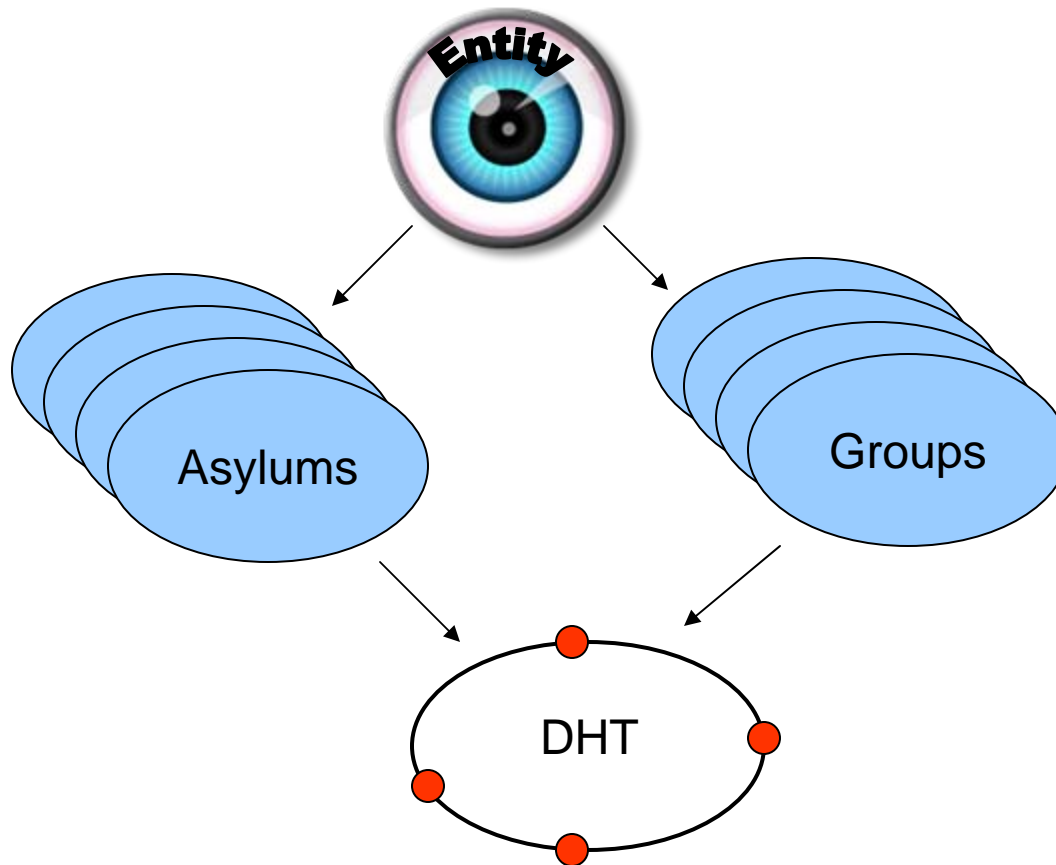


EntityBroker





SocioPATH: Social Service Coordination





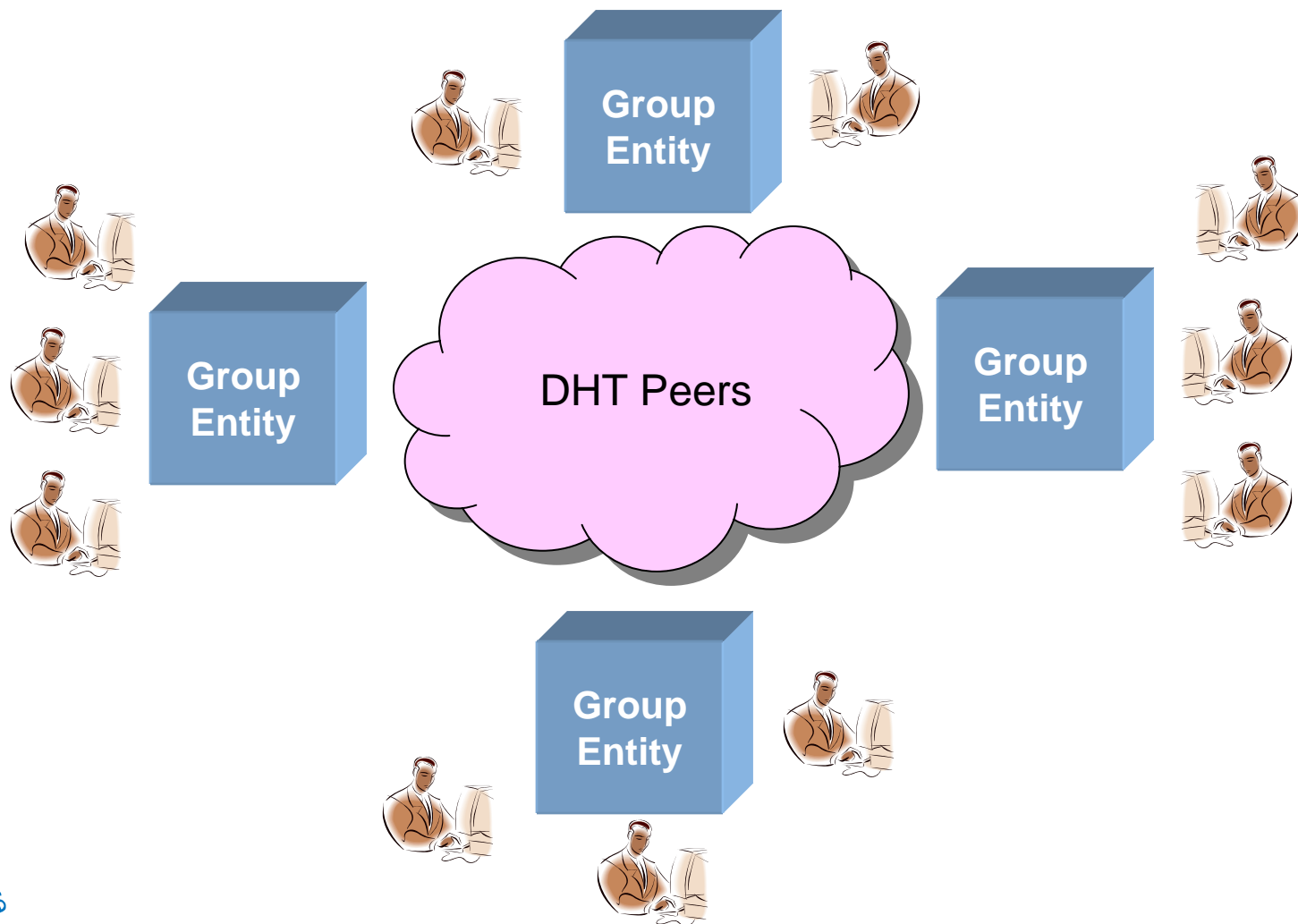
Community Membership

- All Entities must be members of an Asylum (they are assigned one) and also members of at least one group
- Initial assignment is made when an Entity joins, based on responses to questions
- Behavior may change the assignments over time



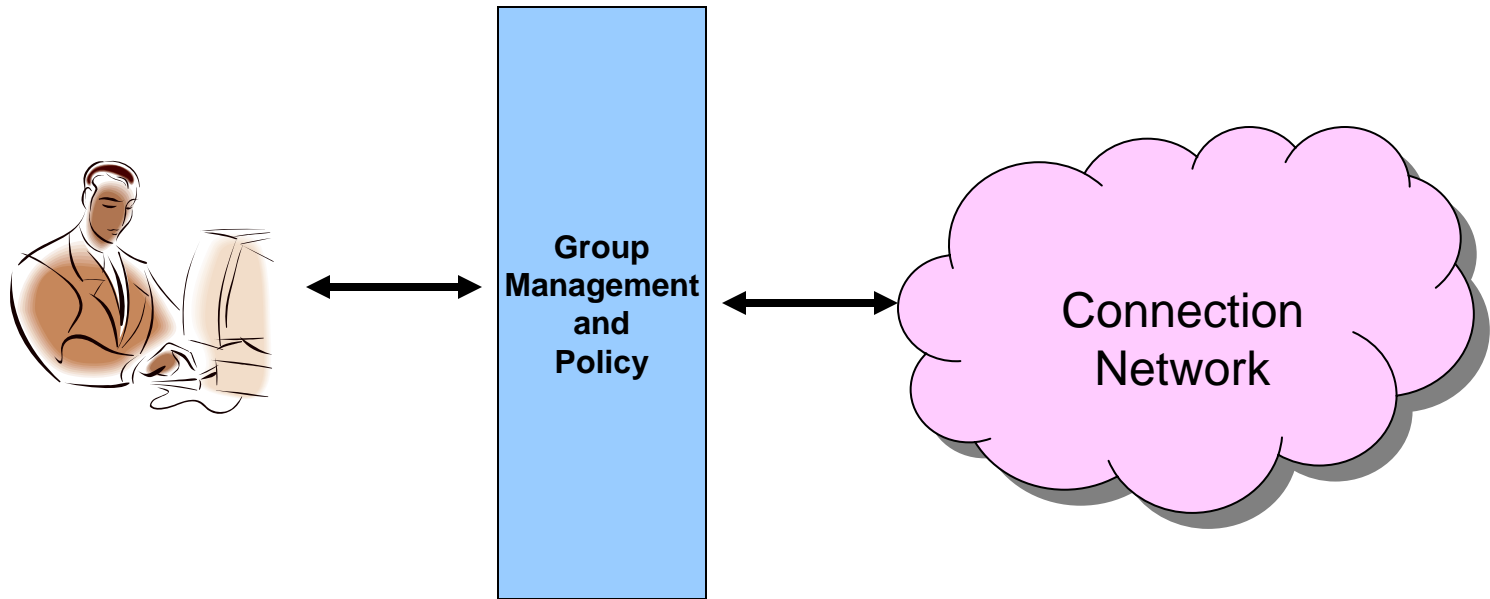


Group-Based Connection



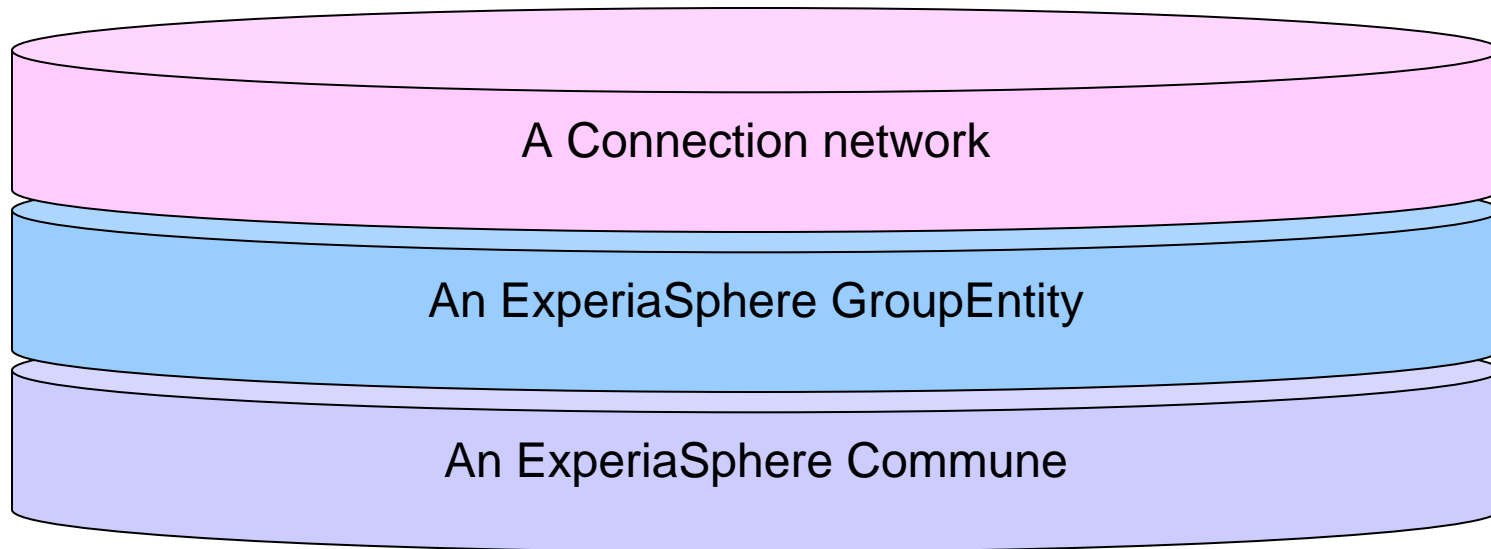


Groups and Social-Mediated Communications



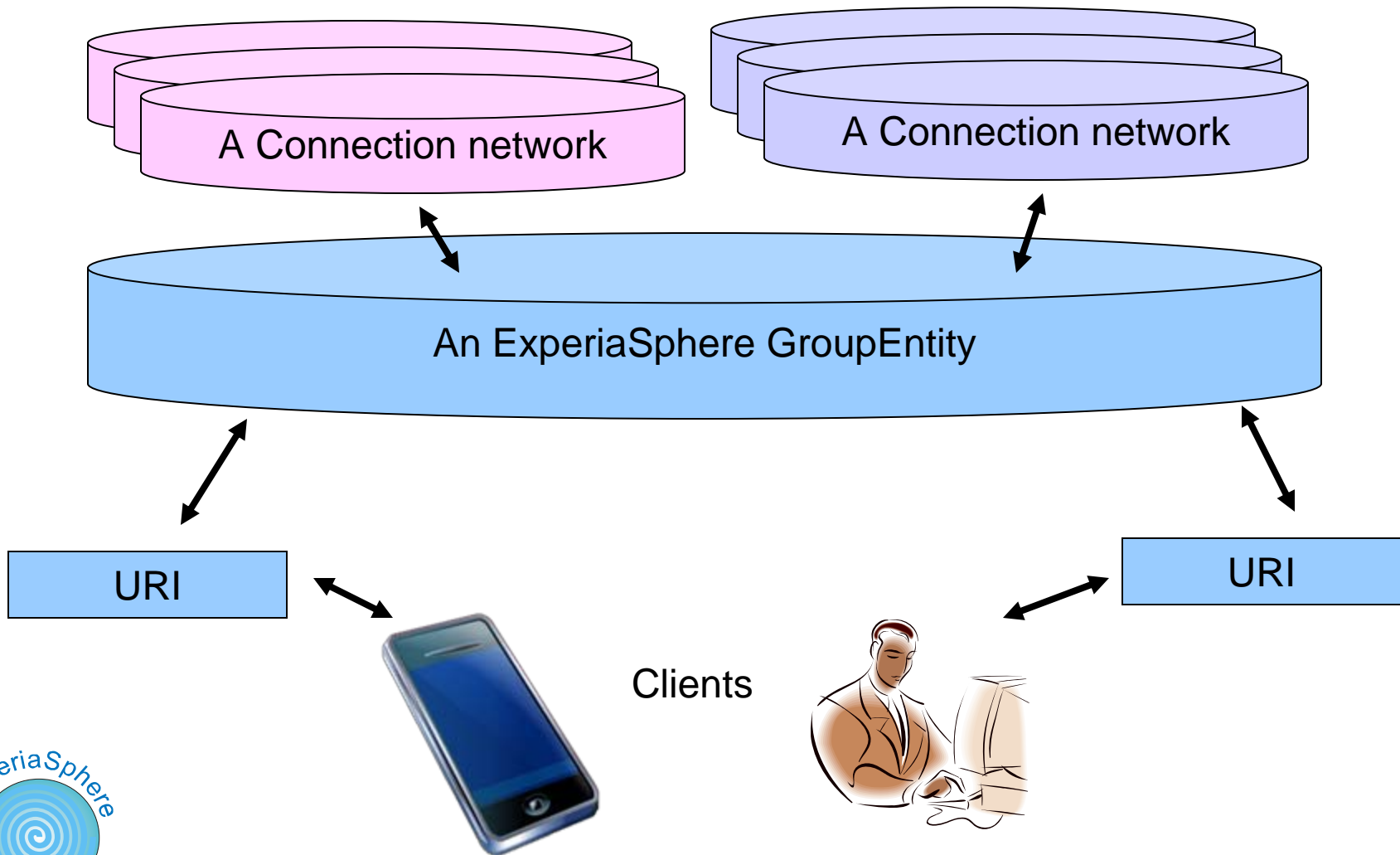


Communications Services



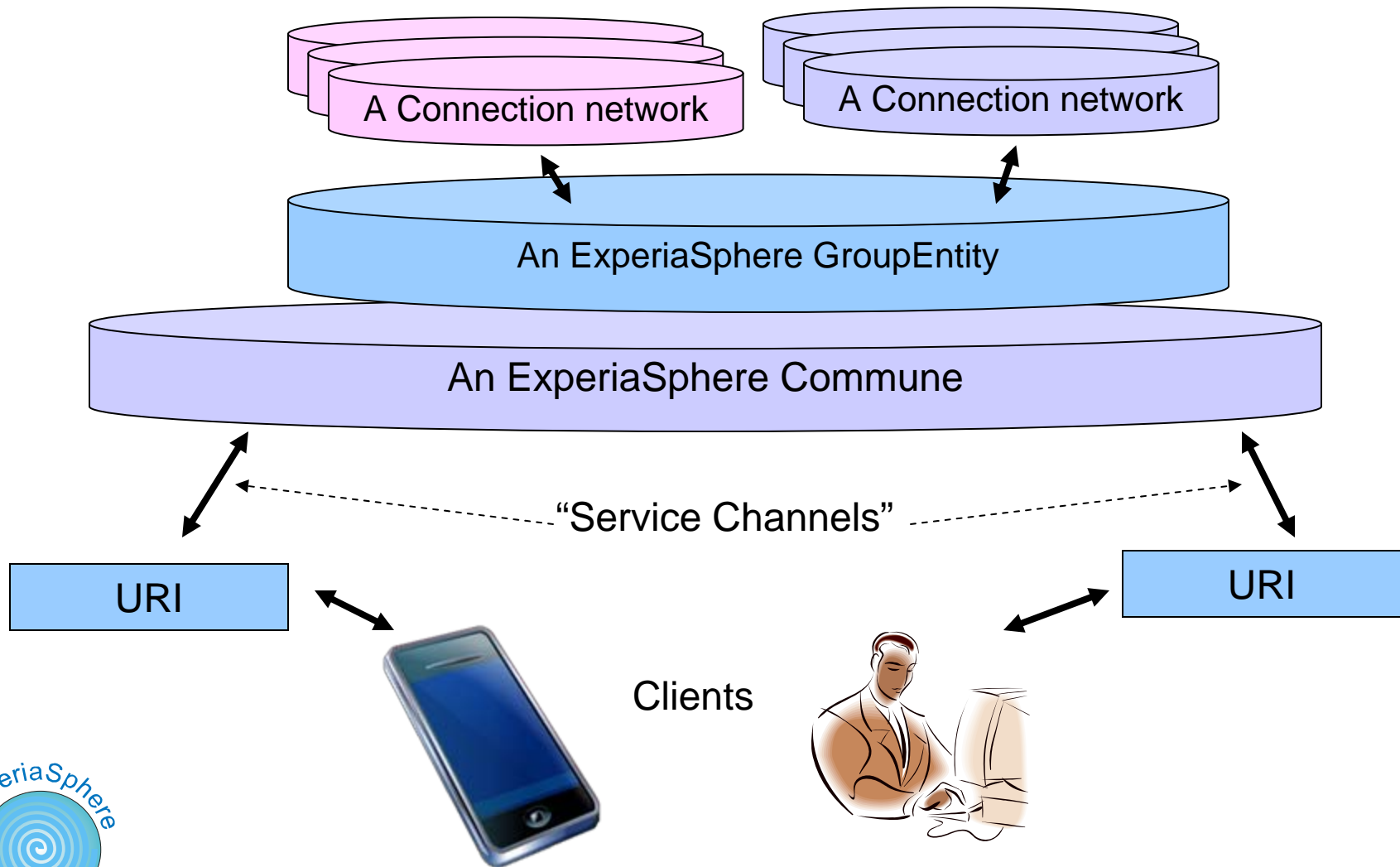


GroupEntities as Connection Communities

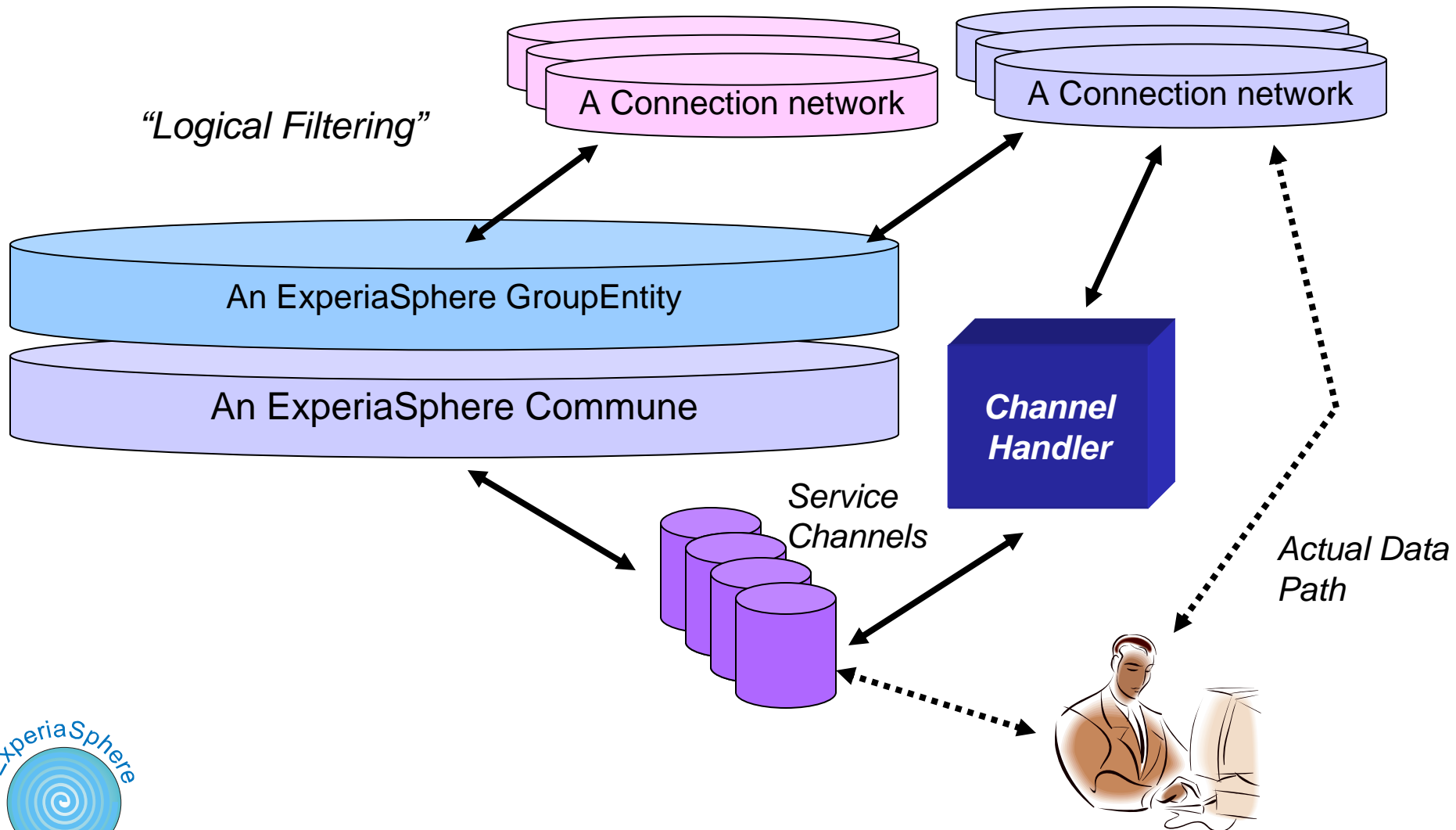




Communes: The Complete Picture



Service Channels





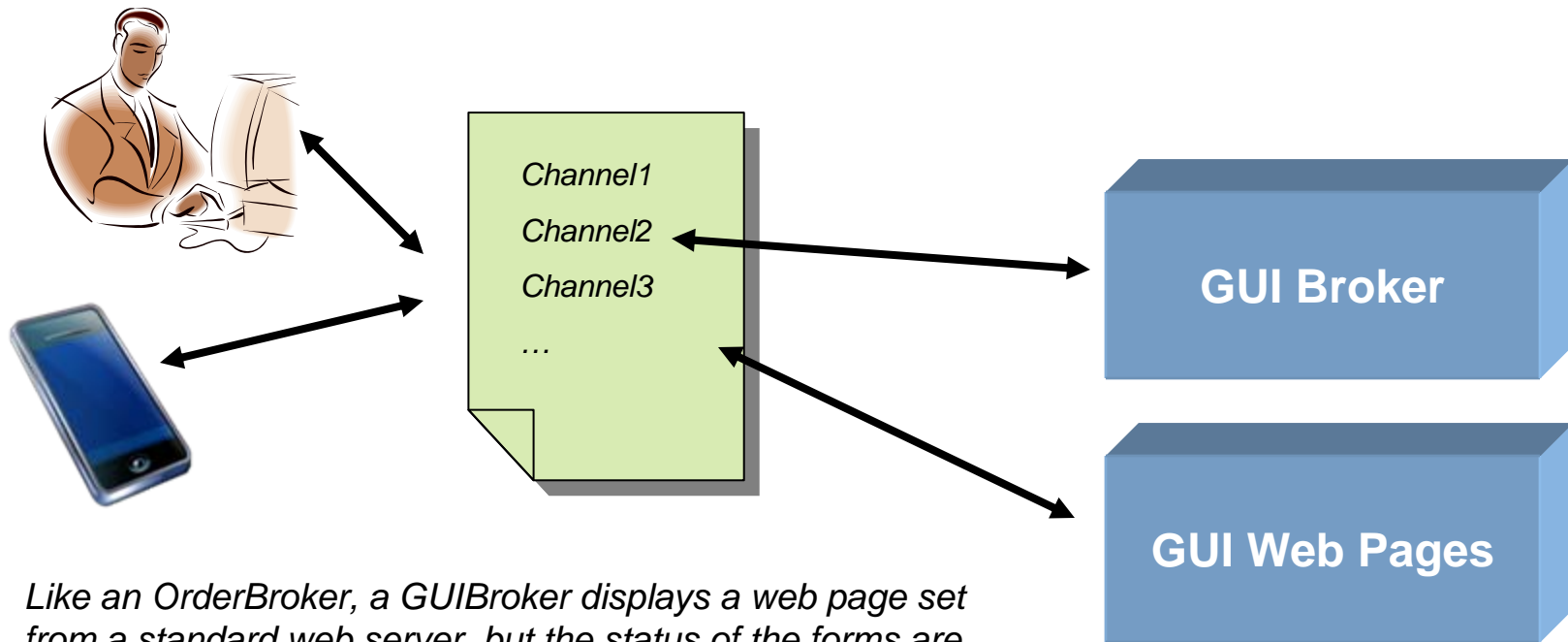
A Stylized View of a Commune GUI



A symbolic name is given to the presentation point for a Service Channel (MyFirstChannel, for example). The link might have an associated status indicator that would show if the link was inactive, active/in use, or alerting. When the link is clicked it performs an appropriate action on that channel, such as answering. Other data can also be displayed; this is a web page!



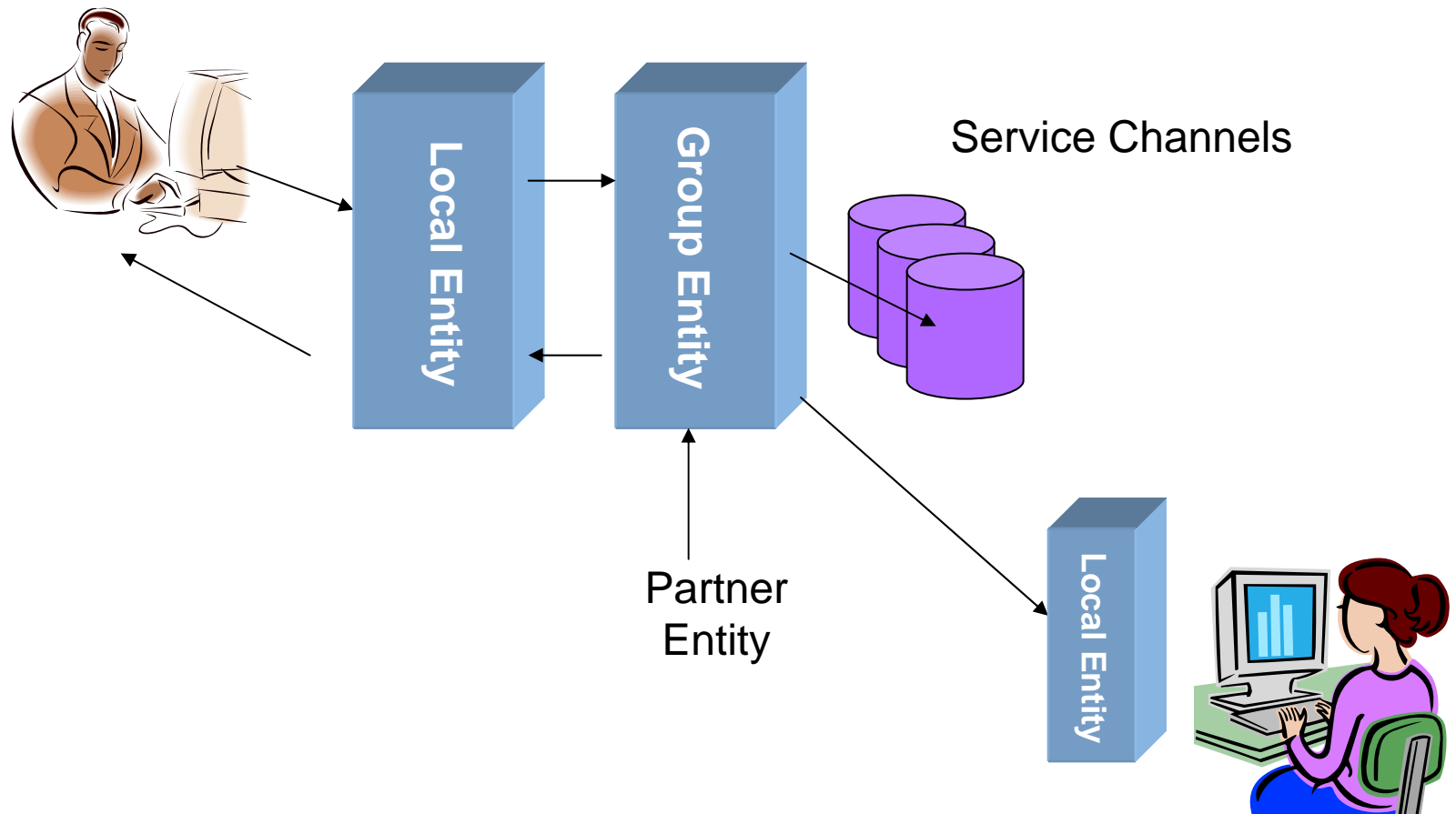
The GUIBroker: Overview



Like an OrderBroker, a GUIBroker displays a web page set from a standard web server, but the status of the forms are maintained by the GUIBroker



SocioPATH Communication





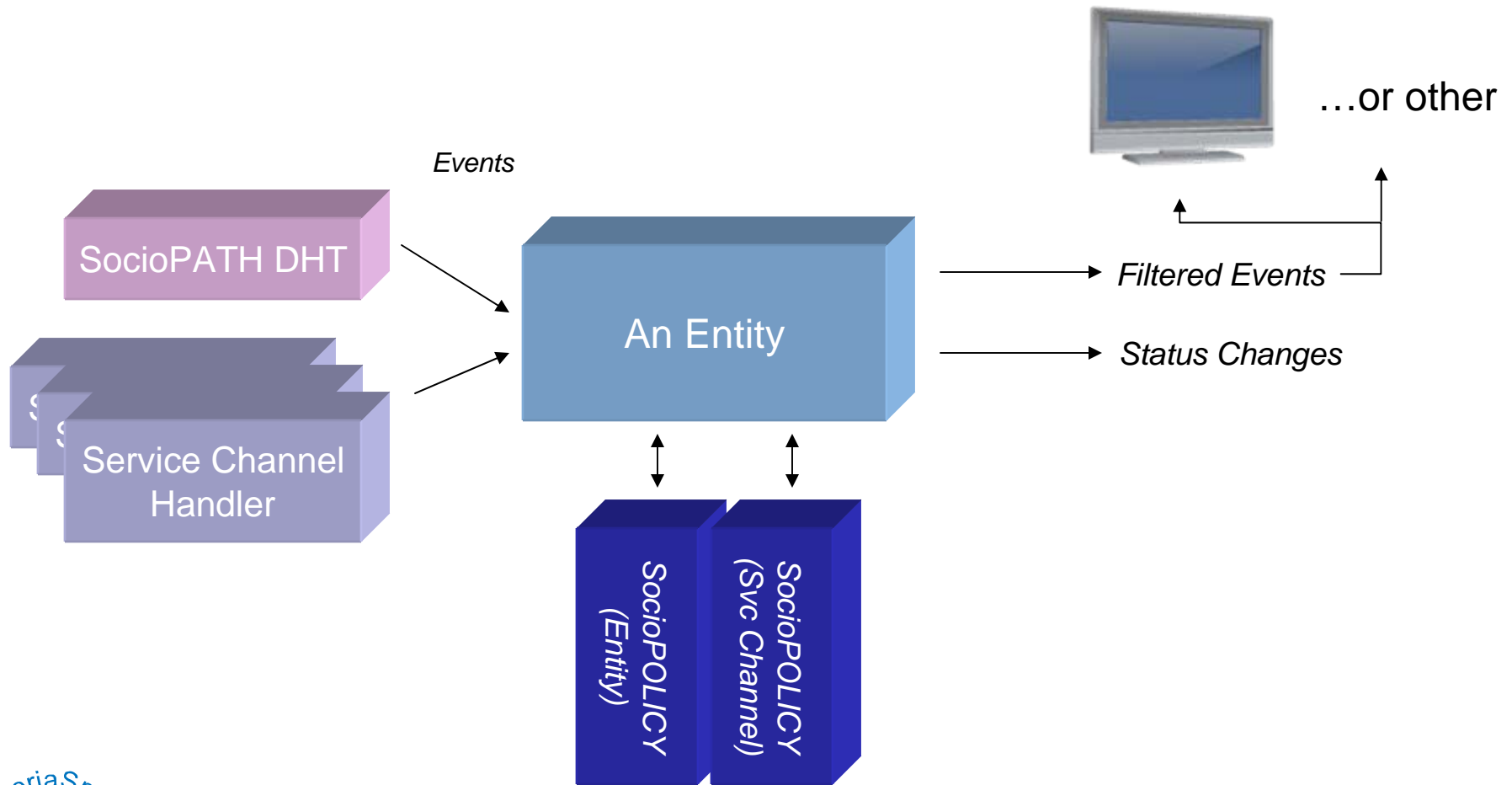
SocioPOLICY Basics

- A SocioPOLICY policy set is a set of policy objects that are executed when an event is processed
- Every event associated with an Entity can be filtered via SocioPOLICY
- Policies contain a condition and action term; the action is executed based on whether the condition is met
- Conditions can test any Entity property or the properties of Entity-linked Service Channels
- Actions can manipulate anything in the Entity Profile and can generate events
- Events can be filtered out, rejected, or passed by the policy
- XML is used to author the policies, which are then “compiled” to create the policy array





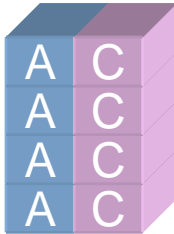
SocioPOLICY Flow and Usage





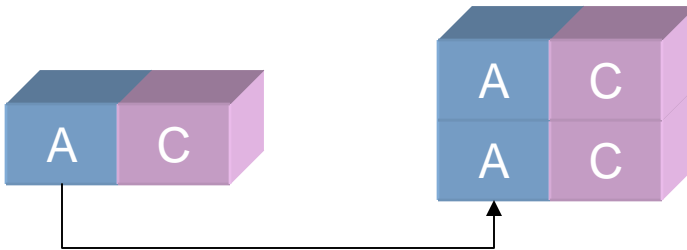
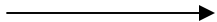
Policy Options

Event



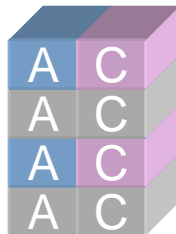
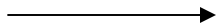
A Linear Policy simply runs all of the rules and executes those Actions whose Conditions are met

Event



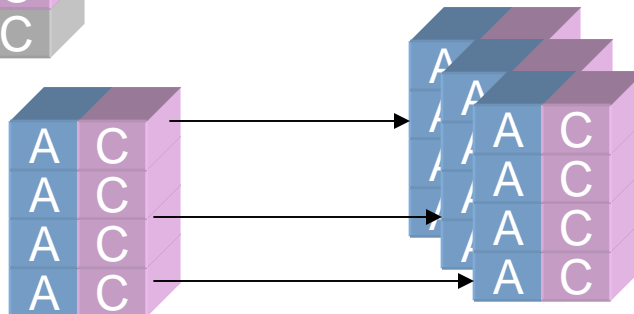
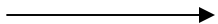
A Structured Policy allows the Action of a Term to be a reference to another Term structure

Event(viz)



A Visibility-Filtered runs all the terms whose Visibility parameter is within the specified Visibility Range

Event

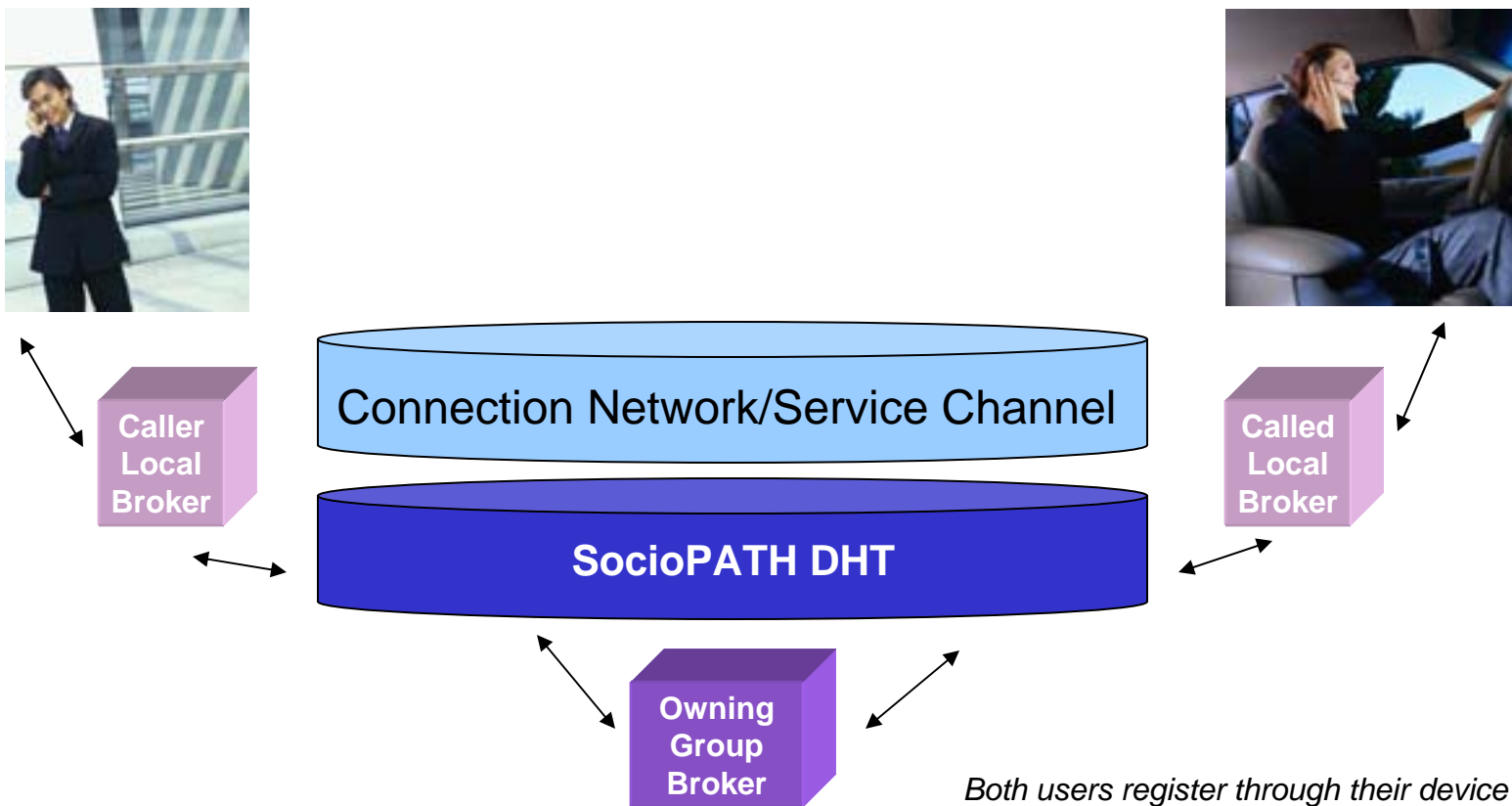


An Explicit Policy Set specifies DOTERM commands that reference other policies by name, creating a specific sequence of terms executed.





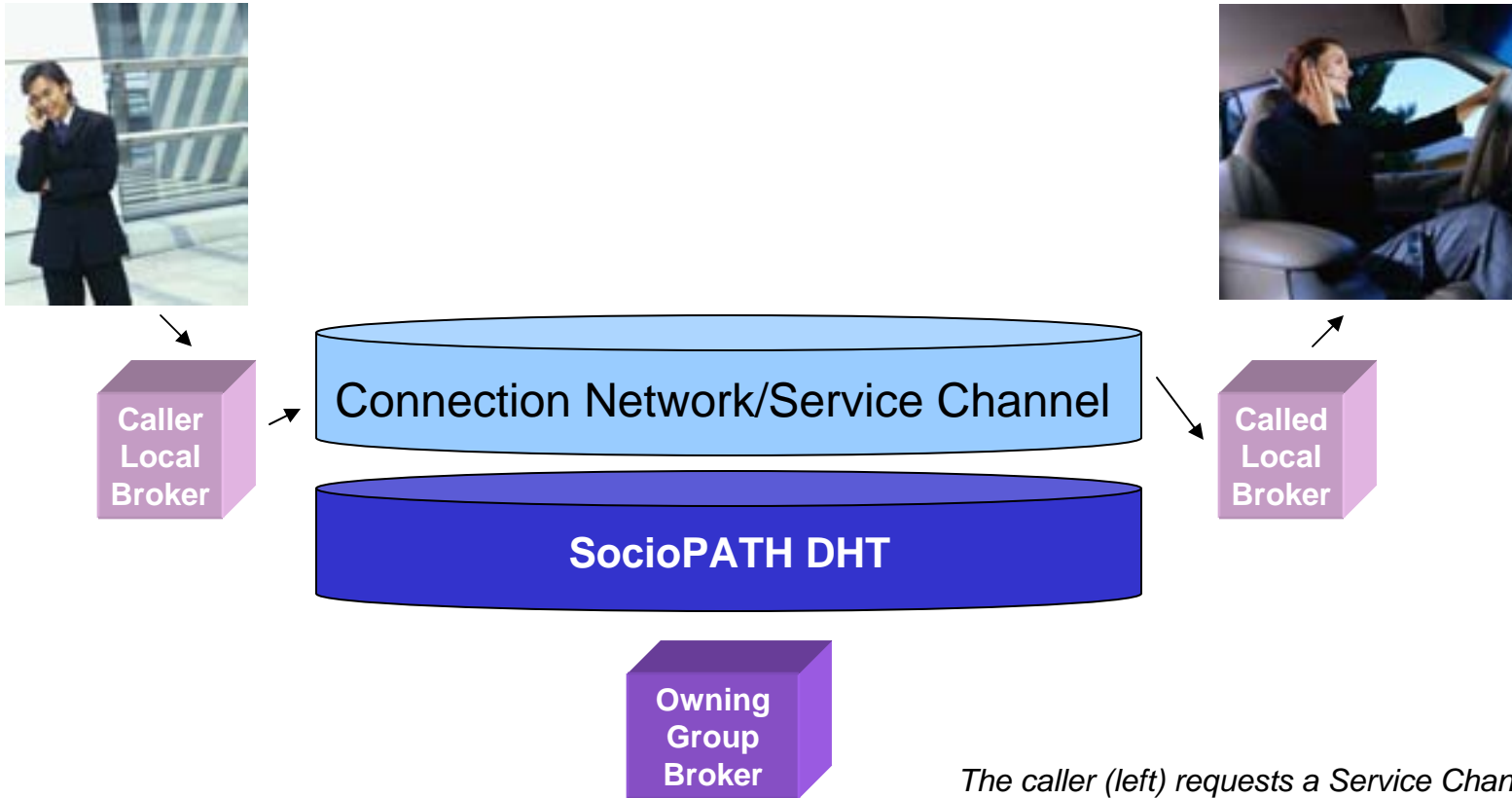
A SocioPOLICY-Mediated Call Step One



Both users register through their device and GUIBroker and a Local Broker (likely the broker for the connection network) hosts their Entities. After registration, that local broker has their full policy set



A SocioPOLICY-Mediated Call Step Two



The caller (left) requests a Service Channel to the called party. The Local Broker applies its policies and either passes or drops the request. If it is passed, the call rings at the other side, and the service channel applies the Called Party policies to determine if the ring is passed through.

We're Interested in your help!

For more information or to
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