

**PERSONA aims at advancing the paradigm of Ambient Intelligence through the harmonization of Ambient Assisted Living (AAL) technologies and concepts for the development of sustainable and affordable solutions for the social inclusion and independent living of Senior Citizens, integrated in a common semantic framework.**

**Full Name:** PERSONA: Perceptive Spaces Promoting Independent Aging

**Contract number:** ST-2005-2.6.2 Ambient Assisted Living (AAL) in the Ageing Society European Commission, IST 045459

**Total budget:** 11.629.000 €

**Funding:** 6.750.000 €

**Coordinator:** Vodafone Omnitel N.V.

**Official Start Date:** 1st January 2007

**Duration:** 42 months

**Keywords:** Independent living, healthy ageing, ambient intelligence, mobility and continuous telecare

**Further information:**  
[www.aal-persona.org](http://www.aal-persona.org)

## OBJECTIVE

European population is becoming increasingly older. In 2000, the share of citizens older than 65 were 16,3 %. It is foreseen that it will raise to 22 % by 2025 ([www.eurostat.com](http://www.eurostat.com)). As a result of this demographic trend EU countries are expected to experience significant social and economical impacts in relation to welfare expenditures (pension systems and in healthcare systems). The appearance of new ICT technologies, as domotics, telecare and monitoring devices, open new solutions for the independent living of an ageing society.

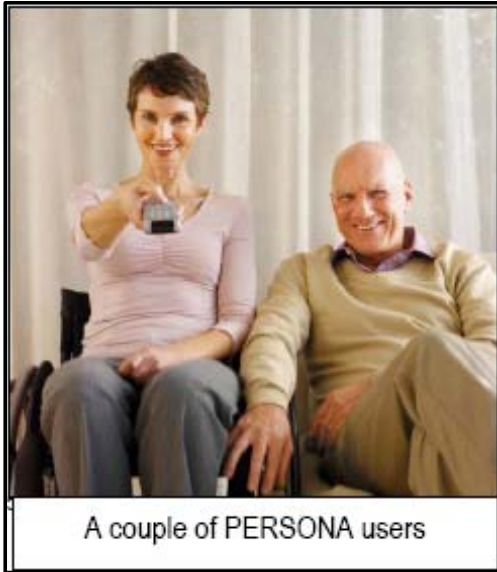
***PERSONA project empowers elderly people to feel included, secure, protected and supported, by development of Ambient Assisted Living products and services for the achievement of more autonomy and quality in their lives.***

## PROJECT DESCRIPTION

The PERSONA project, led by Vodafone Omnitel N.V., will involve the participation of 21 partners with a total budget of 11,629,000 Euros. The European Commission grants this project with 6,750,000 Euros

PERSONA intends to develop, prototype, evaluate and demonstrate Ambient Assisted Services integrated across three vital spaces where elderly people may live with the greatest possible independence and freedom: Ambient Living-Village, Ambient Living-Home, Ambient Living-Neighbourhood.





## PERSONA has four main aims:

- Finding solutions and develop Ambient Assisted Living Services for social inclusion, for support in daily life activities, for early risk detection, for personal protection from health and environmental risks, and for support in mobility and displacements.
- Developing a technological platform that allows seamless and natural access to those services indicated above at home, in the yard, in the town, and in mobility.
- Creating a psychologically pleasant and "easy-to-use" integrated solutions.
- Demonstrating that the solutions found are affordable and sustainable

A key success factor for the project will come from the outcome of the evaluation and validation in extensive test-beds and trials in three different countries: Spain, Italy, and Denmark

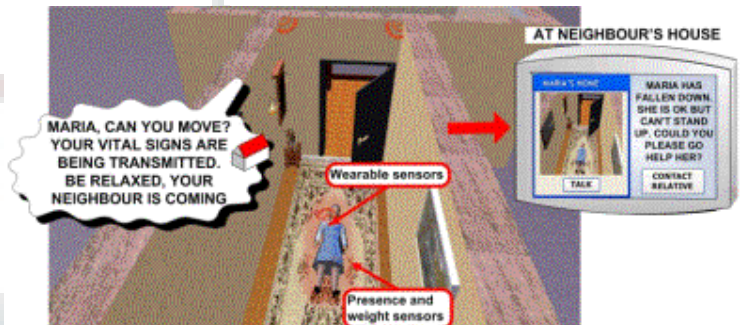
## EXPECTED RESULTS AND IMPACTS

After the successful completion of the project it is foreseen that the resulting applications and services will change the lives of senior citizens in Europe.

Through the use of the developed PERSONA services, users could:

- enjoy a full social integration
- maintain their daily life activities without any loss of effectiveness, enabling them to live alone
- meet the need of security and safety when staying at home
- meet need for mobility

It is easy to imagine the impact of applications that will combat a person's isolation, will manage potential risks, will help people live alone and will support the mobility of citizens.



**CONSORTIUM:** Vodafone Omnitel NV (Italy), Future Camp GmbH (Germany), Asociación Instituto de Aplicaciones de las Tecnologías de la Información y de las Comunicaciones Avanzadas (Spain), Universidad Politecnica de Madrid (Spain), MedCom International - Region Syddanmark (Denmark), Asociación de Investigación de la Industria Textil (Spain), Consejo Superior de Investigaciones Científicas (Spain), R&S INFO srl (Italy), Ratio Consulta SpA (Italy), Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e.V. (Germany), University of Pisa (Italy), Fundacion Vodafone España (Spain), Anco S.A. Agencies, Commerce & Industry (Greece), Spirit S.A. E-Business and Communications Engineering (Greece), Comunita' Montana delle Valli Del Taro e del Ceno (Italy), Fundación OVSI (Spain), Consiglio Nazionale delle Ricerche (Italy), Diaz-Bastien & Truan, Abogados (CB DBT) (Spain), Odense Municipality (Denmark), Motorola (Germany) and The Norwegian Centre for Telemedicine (NST) (Norway).