

# NEOREALITY – PARALLEL PHYSICAL AND ELECTRONIC REALITIES

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# Background

- Finland in 2000: one of the forerunners to information society (use of Internet and mobile devices etc.)
- eTampere 2001-2005: multidisciplinary information society program

# eTampere programme

The objective of the eTampere knowledge society programme was to make Tampere the spearhead city of information society development

- by strengthening the knowledge base
- by creating new business
- by developing new public online services that ease the daily life of all citizens

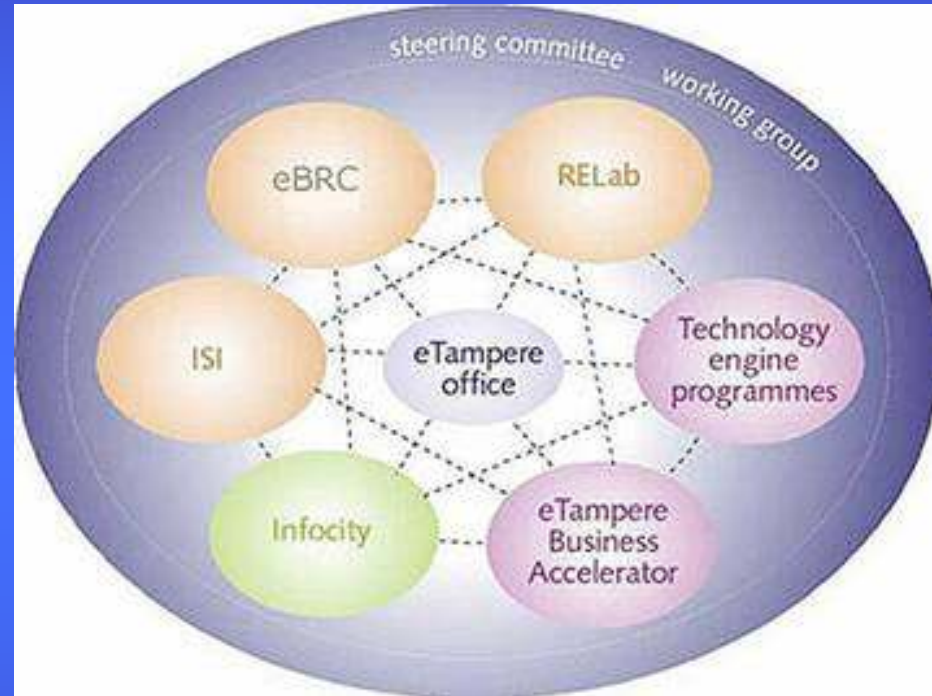


*Active citizens, innovative business*

# eTampere: the model of operation

## six subprogrammes operated by

- University of Tampere
- Tampere University of Technology
- VTT
- Technology Centre Hermia
- City of Tampere



Total volume of projects 132 million euros  
20% seed funding from the City of Tampere

# Technology Engine Programmes / eTampere

Generator of research projects in five areas:

1. Adaptive software components
2. User interfaces
3. Perception of information
4. Broadband data transmission
5. ***Neoreality***

# REALITY TERMS

Reality - Virtual reality

Physical reality - Electronic reality

*Parallel realities*

*Dual reality*

*Mixed reality*

*Neoreality*

# NEOREALITY - DETERMINATION

- combination of physical and electronic realities
- new kind of culture in working, business and social life, where the electronic reality operates parallel with the physical reality, providing new opportunities and creating new threats

# Progress of neoreality

- *eBusiness* utilizes electronic reality with minimal friction
- *Entertainment and games* still fixed to one reality
- **eHealth**: physical contact / effective service
- **Office work**: two realities pushing



# Neoreality in health care

- Physical contact is a basic need of patients
- eHealth should liberate time for it
- Electronic patient record should make the health care more efficient
- Phone nurses, web doctors
- Independent living at home in neoreality: technical and service innovations

# OFFICE WORK IN NEOREALITY

## PHYSICAL REALITY

- reading documents
- thinking...
- mailing documents
- thinking...
- speaking and listening in meetings
- thinking...
- using the phone in the office



## ELECTRONIC REALITY

- Using email, short messages and electronic on-line communication
- Mobile communication
- Pushes information 24h/7d



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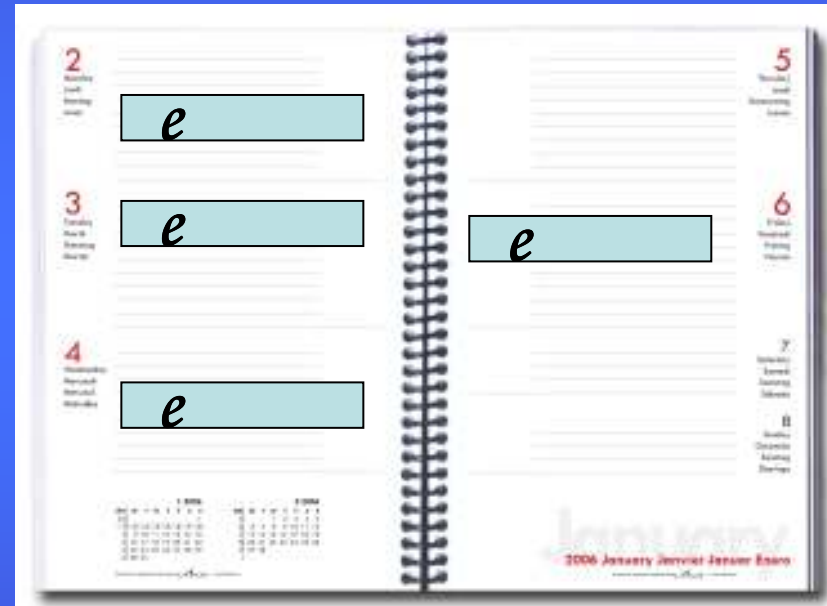
# UTILIZE NEORELITY, DO NOT SUFFER ! HOW ?

1. Recognize the existence of two realities
2. Obey electronic etiquette
3. Utilize the freedom served by the electronic reality

# UTILIZE NEOREALITY, DO NOT SUFFER ! HOW ?

## 1. Recognize the existence of two realities:

- allocate time for the electronic reality



# UTILIZE NEORELITY, DO NOT SUFFER ! HOW ?

## 2. Obey electronic etiquette:

- Rules for writing and processing email
    1. Only one message in each email
    2. All contact information in the end of each mail
    3. Short subject contains the main messageetc.
  - Rules for using mobile phone
  - Rules for online chatting
- etc.



# UTILIZE NEOREALITY, DO NOT SUFFER ! HOW ?

- 3. Enjoy the freedom served by the electronic reality:**  
Choose your location and moments of activity

