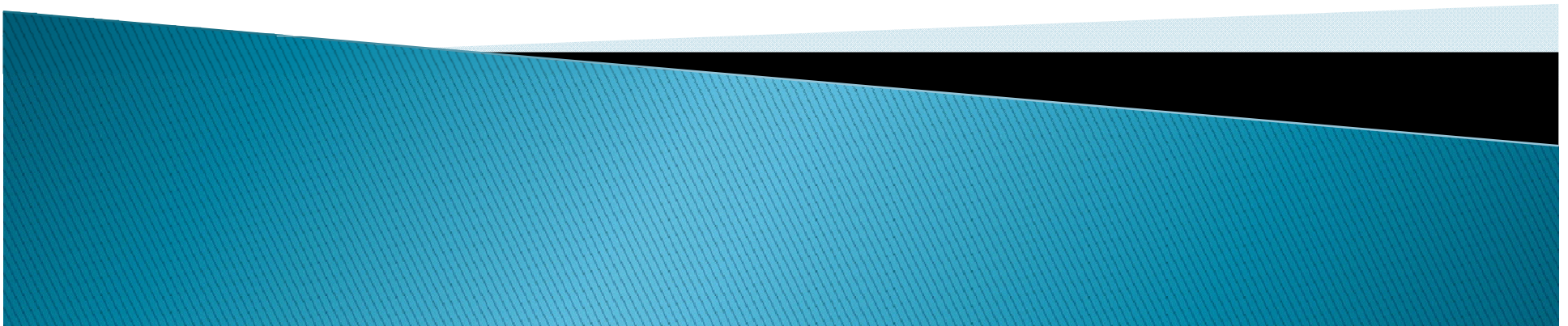


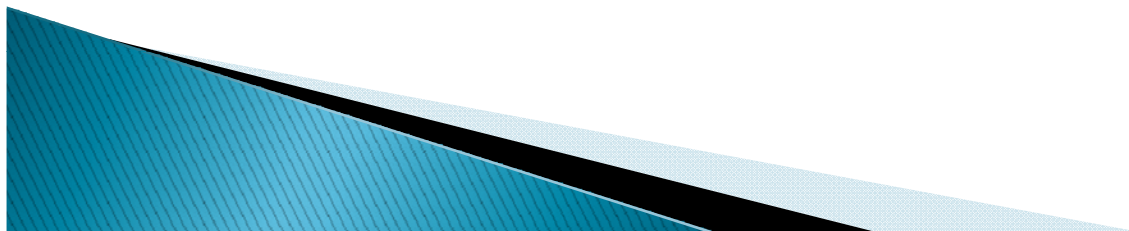
# Trust in Digital Life

Leon, February 10 2010



# Objectives

- ▶ Create a vision for *Trust in Digital Life*
  - Trust in emerging digital services is of great societal and commercial interest
- ▶ Engage in a broad dialog with industry, public policy makers and academia
- ▶ Translate the vision into an agenda for research and innovation



# Open initiative

- ▶ Founders: Gemalto, Microsoft, Nokia, and Philips
- ▶ *Trust in Digital Life* welcomes partners with a clear interest and contribution
- ▶ Opportunity to shape the industry and address the important issue of trust
- ▶ [www.trustindigitallife.eu](http://www.trustindigitallife.eu)

