

## New HP Labs Initiatives Foster Collaborative Research and Drive High-impact Research in EMEA

As part of its refreshed approach to research, HP Labs today unveiled three new research projects from HP Labs Bristol, which support its recently redesigned research agenda aimed at addressing some of the most complex challenges facing technology customers in the next decade.

The new projects contribute to HP Labs' research in three of its five key focus areas, including Intelligent Infrastructure, Content Transformation and Dynamic Cloud Services. They involve industry, academic and business partnerships to encourage HP Labs' model of open innovation and technology transfer.

First, the company announced the Trust Economics research project, to be led by Martin Sadler, director of the Systems Security Lab. This project is a collaboration bringing together researchers from HP Labs, Merrill Lynch and the Universities of Bath, Newcastle and University College London, in an economics-based technology framework that could lead to consulting services and software tools for security decision making.

### Editorial contact:

Julian Richards, HP  
+44 (0)117 312 7625  
+44 (0) 777 570 1800  
julian.richards@hp.com

Chief information security officers face increasing challenges in justifying their budget spend while at the same time operating in an environment of rapidly evolving threats and attacks and increasingly complex IT infrastructures. These challenges are made even more complicated as employees become mobile and services from the cloud are accessed and shared across blurred boundaries.

The Trust Economics project involves understanding not only IT systems but also the human factors around security in an enterprise – for example, constraints on employees using USB memory sticks. Trust Economics assigns meaningful economic values to both the human and the technological factors. The project is partially funded by the U.K. government's Technology Strategy Board.

Secondly, HP Labs announced MyPaasPort, a service designed for small businesses, franchises and large organisations to adapt company standard documents to local business and customer requirements. This project is under the direction of Anthony Wiley, director of the Web Services and Systems Lab.

The National Childbirth Trust (NCT), a U.K.-wide charity, is one of several early adopters of My PaasPort. This pilot will allow NCT to produce high-quality print items using variable document and layout technology from HP Labs. The complete documents are submitted from MyPaasPort to HP Indigo digital presses for printing at an external commercial print provider. By combining automated document layout with customisable web-based user interfaces, MyPaasPort creates a cost-effective means for users to deliver materials such as localised brochures, newsletters and catalogues.

In return for participating in the project, NCT will receive free printing and an opportunity to try this exciting new HP Labs technology. HP Labs will gain significant information about the operation of MyPaasPort and possible improvements in a real user environment, allowing identification of new capabilities and opportunities for page revenue generation through printing.

Thirdly, HP Labs introduced the Pervasive Media Studio. Under the leadership of Huw Robson, director of Pervasive Computing Lab, this project is a collaboration between HP Labs and the Watershed Media Centre in Bristol, which brings together industry, research, teaching and community members. The studio will capitalize on future developments in both the Internet and in smart devices that will free media from the constraints of computers, phones, TVs and cinema screens. This will allow this data to become mobile, pervasive and an integral part of daily life.

Designing the experiences and technology for such a pervasive media environment requires a diverse set of skills and insights, as well as a collaborative approach to innovation – all of which are found at the studio.

Located in Bristol, U.K., the Pervasive Media Studio brings together talent, ideas and research and offers project development space, events and seminars, as well as creative learning programmes for education and community groups. The studio sites world-class research in the heart of Bristol to stimulate, inform and reinforce the creative economy of the United Kingdom and beyond. It is managed by iShed ([www.ished.org.uk/](http://www.ished.org.uk/)) and directed by Phil Stenton of HP Labs.



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