



Peat

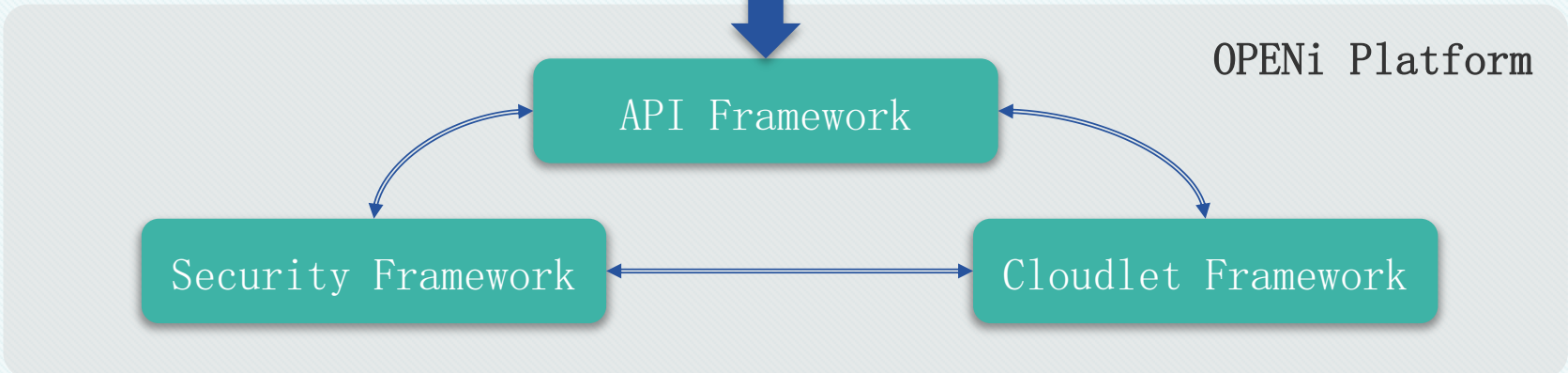
Personal Data, API's, & Trust

Welcome to PEAT

This is **PEAT**, PEAT stands for Personal Data, Apis, and control.

[www.peat-platform.org](http://www.peat-platform.org) by the [www.openi-ict.eu](http://www.openi-ict.eu)  
*project*



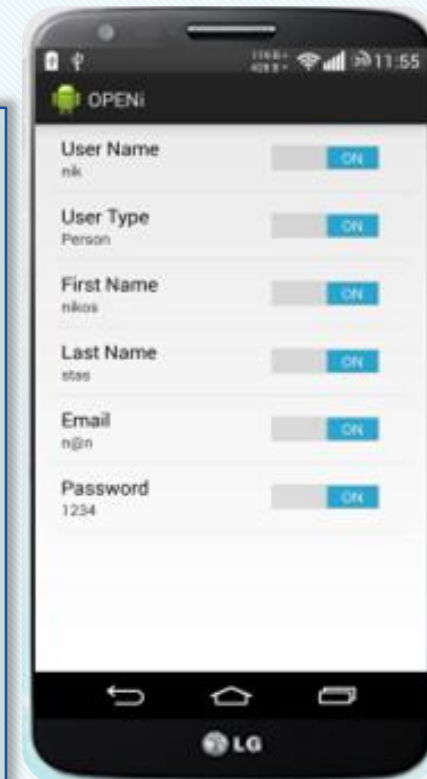


OPENi High-level Architecture



# Openl for the User

- Secure Storage for your Personal Data Cloudlet.
  - Remote Hosting
  - Local Hosting
  - .... Even host it in Dropbox!
- Integrated Permissions System for all Openi Applications.
- Exploit your Personal Data through Composite Applications



# OpenI Recommendation Platform



Recommenders are based on data owned by a platform/organization



An OPENi recommender should keep private data at Cloudlets BUT also respond on time

# Targeted Advertising Platform



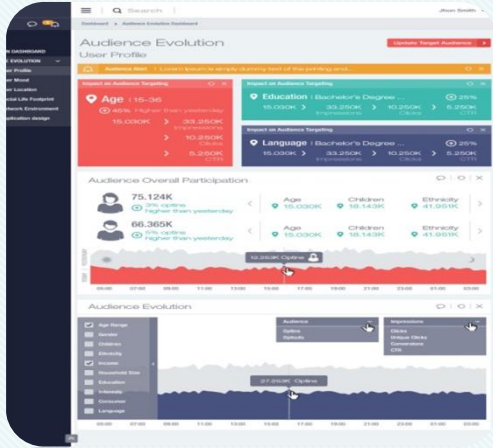
Audience Targeting



Campaign Creation



Audience & Perform. Evolution



# Openi Exploitation

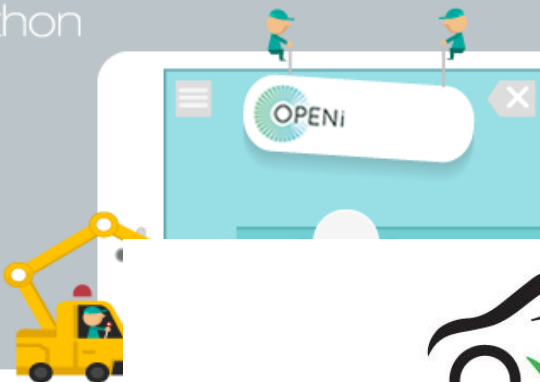


OPENi Pre-Hackathon  
Plenary Session

Friday Sept 12th 2014  
18:00 to 21:00

Innovathens, 100 Peiraios Str.  
Gazi, Athens, Greece

EU FP7 OPENi Project Consortium



mysafedrive

to PEAT

Personal Data, Apis, and control.

