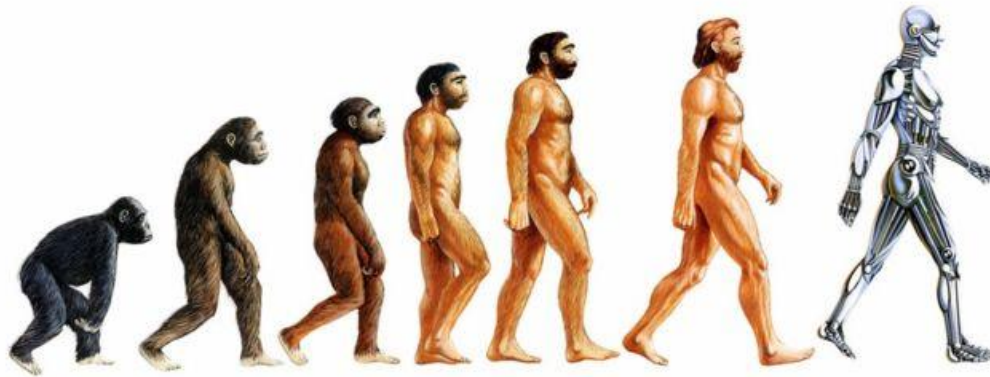


# Senior Homo Digitalis



Science Photo Library: [http://ichef-1.bbci.co.uk/news/660/cpsprodpb/9D19/production/\\_85471204\\_hi002405702.jpg](http://ichef-1.bbci.co.uk/news/660/cpsprodpb/9D19/production/_85471204_hi002405702.jpg)

# Can AAL Create the Happy Senior Homo Digitalis?

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1. The early vision of AAL
2. The real world of AAL
3. Quality of Life
4. Independent Living



# 10 Years ago we Started our Research with a Vision



**Intelligent Pillbox**



**Easy Communicator**



**Alarm Watch**



**Fall protection by wobble sensor**



**GPS get-home Service**

Specialized devices can contribute small pieces to the quality of life.



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## AAL examples

- ROSETTA
- HELP
- MYLIFE
- SOPHIA
- DOSSY
- IL (independent living)



# How to Create a European Digital Living Industry?

## AAL examples

- ROSETTA
- HELP
- MYLIFE
- SOPHIA
- DOSSY
- IL (independent living)

## Business examples

- LIMMEX
- GOOGLE NEST
- APPLE HOMEKIT
- SAMSUNG SMART HOME
- CARE.COM
- PHILIPS MOTIVA

Digital consumer services enable the senior homo digitalis.

What is specific for seniors?

Where are the opportunities for European organizations?



# The (Senior) Homo Digitalis Uses Digital Services in All Areas of Life

## Communication

Administration assistant

Health assistant

Fitness assistant



Search

eReader

Entertainment

Autonomous car

Millions of money and technology driven developers screen every niche of human needs to deliver value by digital services.

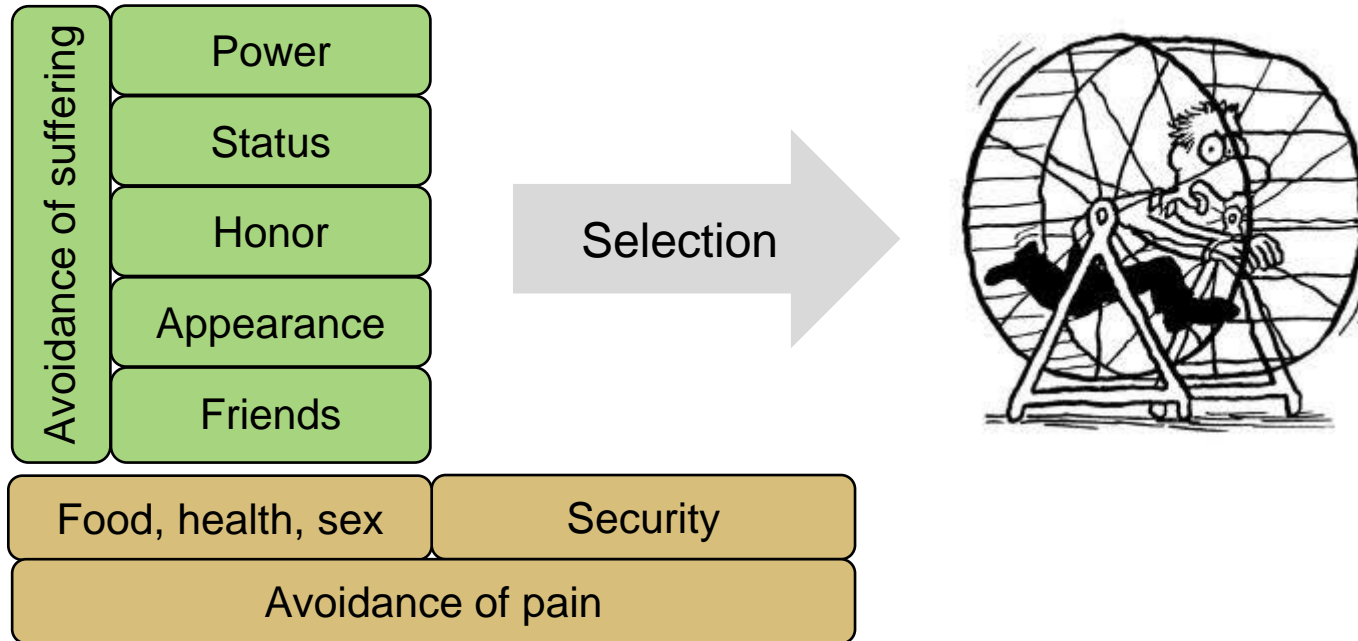


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# Wich Digital Services Produce Happiness for Seniors?



Business pushes the treadmill.  
The discussion is not very rational.



# What do Seniors Really Need?

## Rational primary needs

- Food, health, sex
- Security
- Convenience
  - Household services
  - Barrier free living

## Rational secondary needs

- Sense
  - Realignment of values
  - Expectations
- Friends
  - Social inclusion
  - Communication

## Irrational primary need

- Sex

## Irrational secondary needs

- Needs for selection
  - Power (e.g. money)
  - Status
  - Honor
  - Appearance

We can't help with the irrational needs.  
We focus on fulfilling the rational needs.



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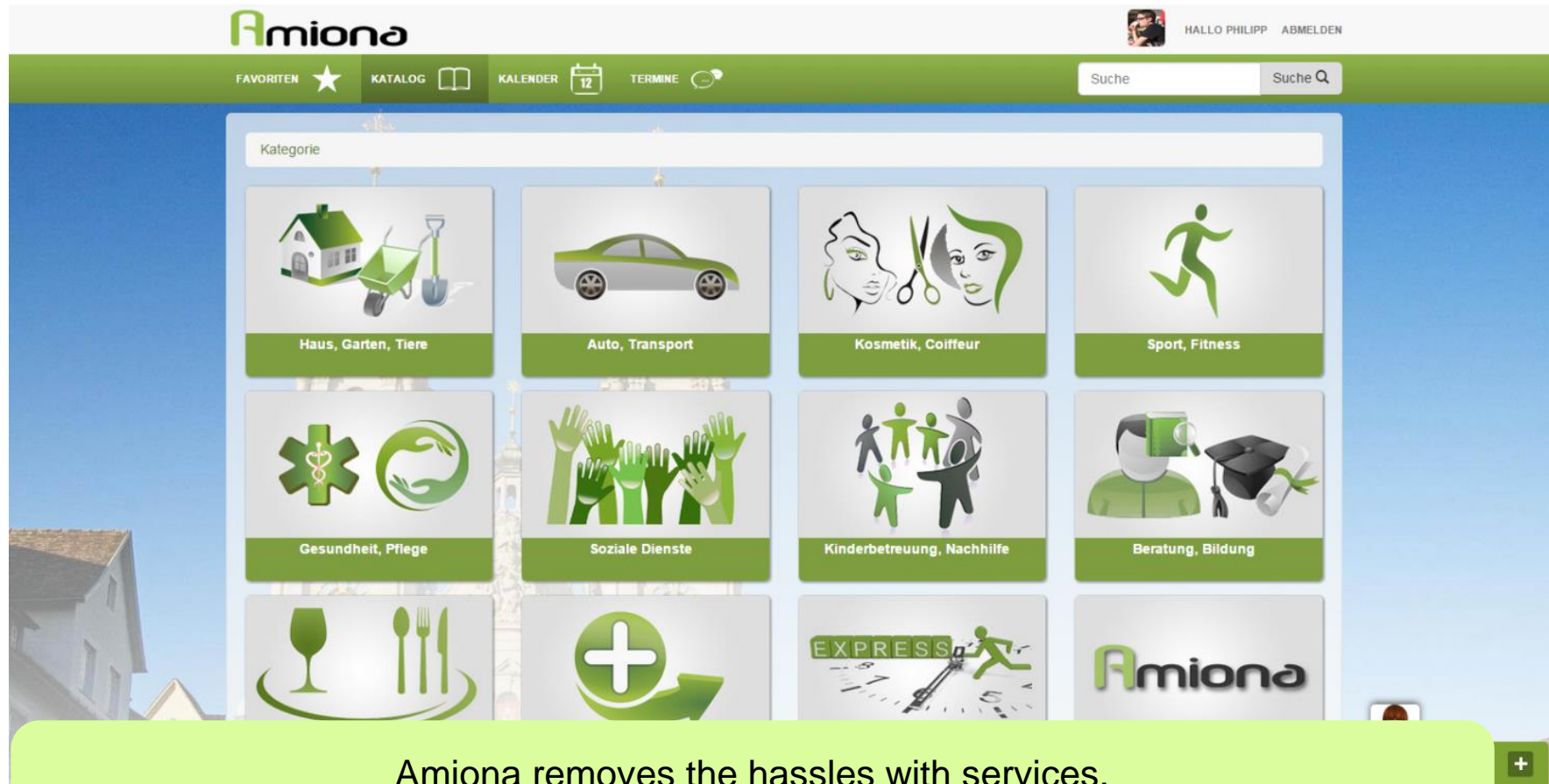
# Digital Neighborhood Amiona



Hundreds of physical services are there, but difficult to use.



# Satisfy Basic Needs with Personal Services



- Analyze the business environment.
- Understand quality of life / happiness.
- Specify the needs, the deficits.
- The digital neighborhood platform Amiona helps to satisfy the basic needs.

In small steps to the Happy Homo Digitalis.





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