

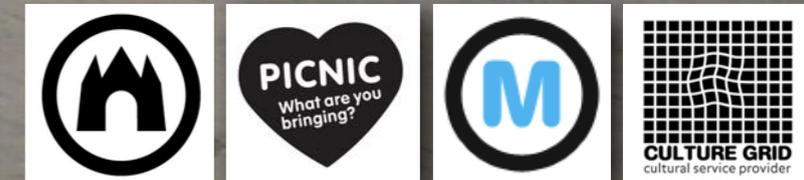
# Citizen Science on the Move



Game research  
for training and  
entertainment



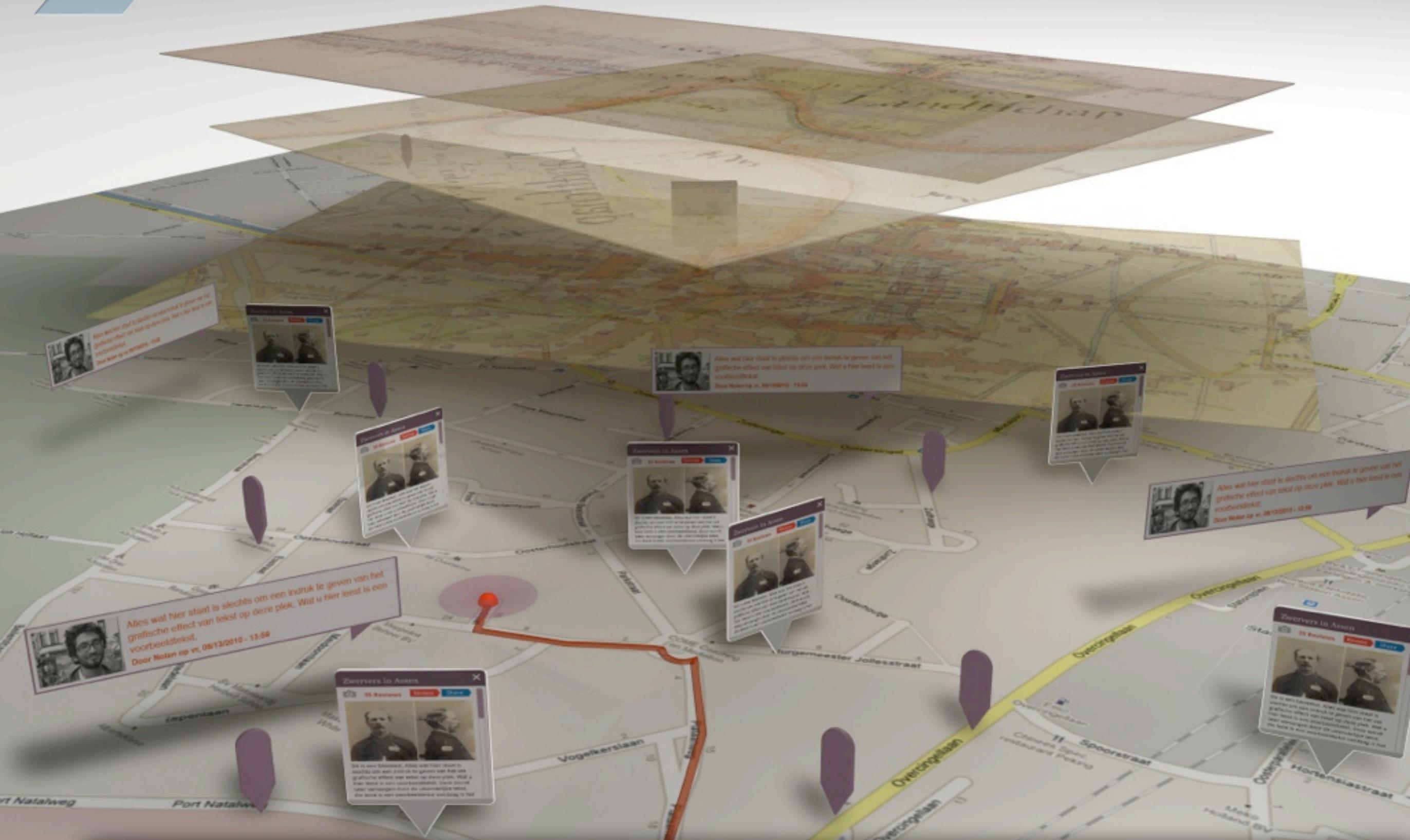
7scenes



7scenes

Mobile Storytelling platform

7 scenes



We layer cities with new meaning



**MuseumApp**  
All museums in one app

Google 7 scenes citizen scientist

Search About 2,860,000 results (0.29 seconds)

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All results

- By subject
- Personal

Any size

- Large
- Medium
- Icon
- Larger than...
- Exactly...

Any color

- Full color
- Black



# What's Citizen Science?



**Smart phones & sensors**  
Our personal measuring device

**Project Noah** is a tool to explore and document wildlife and a platform to harness the power of citizen scientists everywhere.

**Join Project Noah Today**



Available on the  
**App Store**



Download for  
**Android**



## My Noah

iPhone & Android apps

My Noah is your Project Noah mobile home page. Once signed in, you can manage all your spottings, see what missions you're participating in, keep track of your patches, and update your profile.

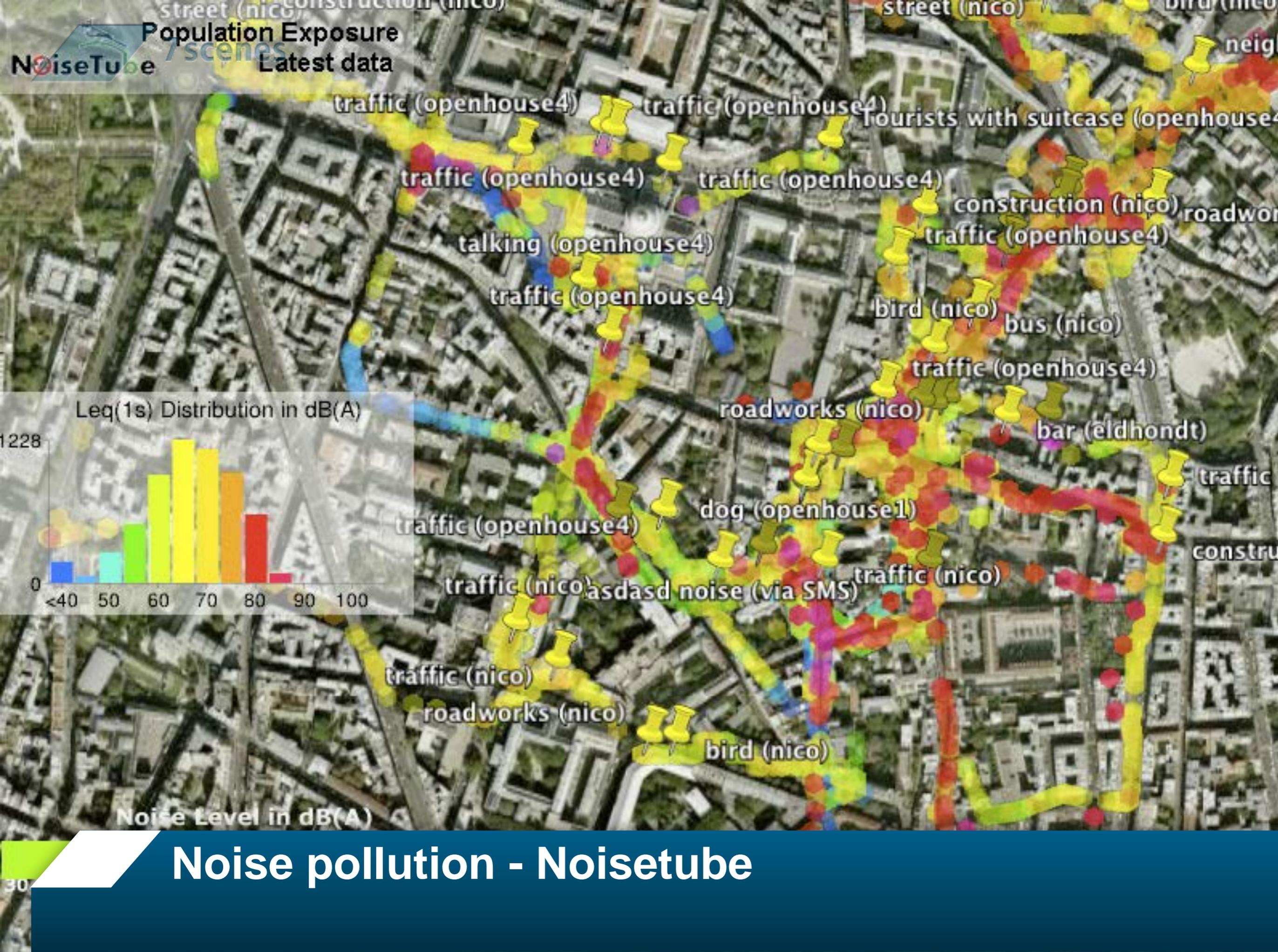
My Noah

My Spottings

My Patches

Missions

Field Guide



# Noise pollution - Noisetube



Point the camera towards the sky, parallel to the ground and click a picture

12:44

12:46

Resize the box so that it only contains the sky pixels

How would you rate the visibility?

Upload Cancel

Detailed description: This is a screenshot of a mobile application interface. The top part shows a camera viewfinder with a blue sky and a yellow-green horizontal bar at the bottom. Below this, the same view is shown with a yellow rectangular box around the sky area and four white circular handles for resizing. At the bottom, there is a slider for 'How would you rate the visibility?' and two buttons labeled 'Upload' and 'Cancel'. The status bar at the top shows the time as 12:44 and 12:46.

# Air pollution



**REPORTER**

built by Intridea Crisis Commons

Oil Reporter Map

Report Date: Mon, 31 May 2010 12:48:38 EDT

Description: 13 miles SSE of Dauphin Island, Alabama

Wildlife: No wildlife present

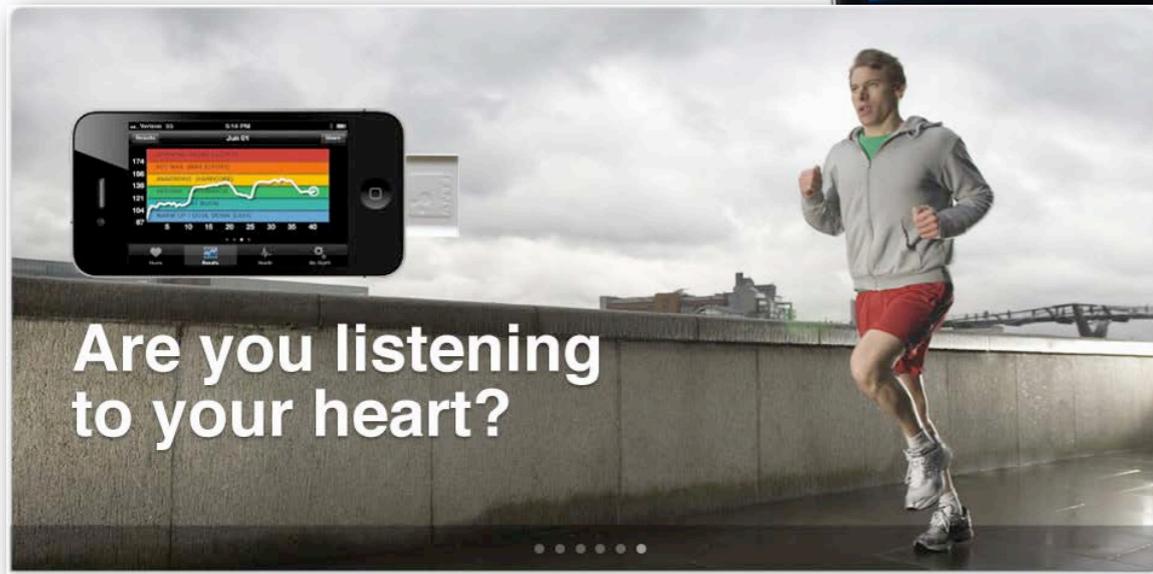
Oil:

Wetlands:

# Disaster - Oilreporter

# Zeo® Sleep Manager™ Mobile

**NEW** - Track your actual sleep stages on your smartphone



**Health - Quantified Self**  
Sleep, heart, diet, running, ...



# Why aren't you a Citizen Scientist?

Challenges for a mass movement

7 scenes



**Citizen Science starts at school**



7scenes

# UFO Sightings

Number of Sightings



Nathan Yau, <http://flowingdata.com> | Source: National UFO Report

**Where is all that data going?**  
We need data platforms..

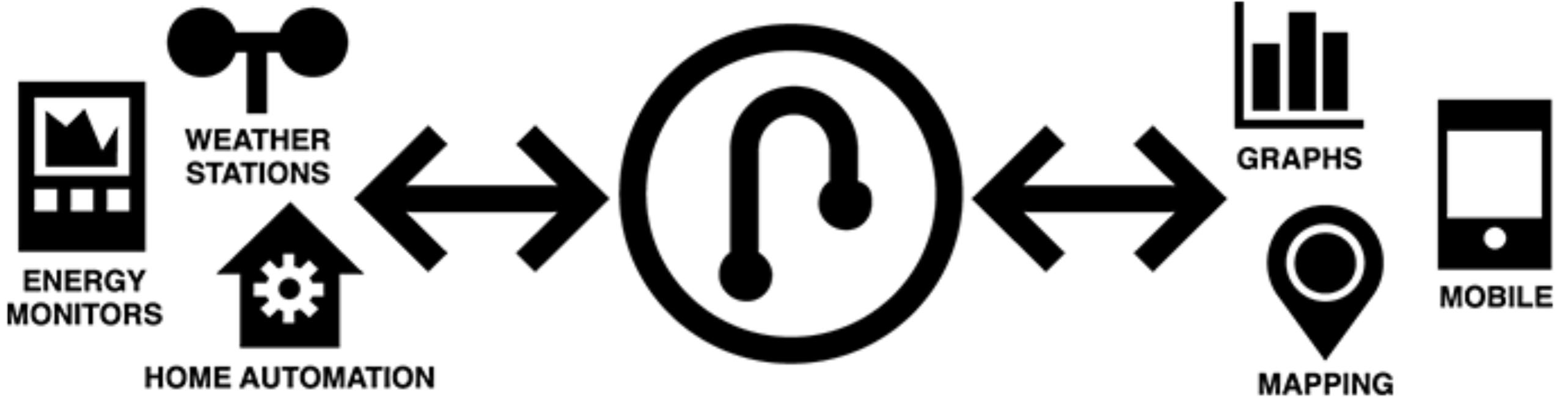
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facebook

Email

**Social platforms**  
Facebook, Twitter, ..

7 scenes



**Pachube - platform for realtime data**  
Datalogger app

# sensaris®

Sensing goes mobile



Mobile phones will serve as central hub to the "Internet of Things"

- Paul Jacobs, Chairman and CEO, Qualcomm



We have a wide range of mini, low-power sensors that be packaged together or piecemeal. They are compatible with most mobile phones (e.g. iPhone, Android, etc) and computers (an installed base of over 1 billion).

**Measuring should be seamless**  
Sensaris - sensepods



CHECK-IN  
HERE

ON

**foursquare**

Check in to unlock specials, meet up with friends and explore what's nearby.

foursquare.com  
@foursquare

**Everyday life engagement**

What's the gameplay and what's the reward?

## AIR QUALITY

### Carbon monoxide ppm

- 0.000000
- 0.000001 - 3.000000
- 3.000001 - 4.000000
- 4.000001 - 5.500000
- 5.500001 - 7.500000

Data should be visible when you need it



**Designing Citizen Science projects should be easy**

# CONNECT YOUR STORY TO THE CITY!

We are a mobile storytelling platform. We help you link your media to places, so you can create city experiences for anyone with a mobile phone. Guide, tour, game? That's up to you...

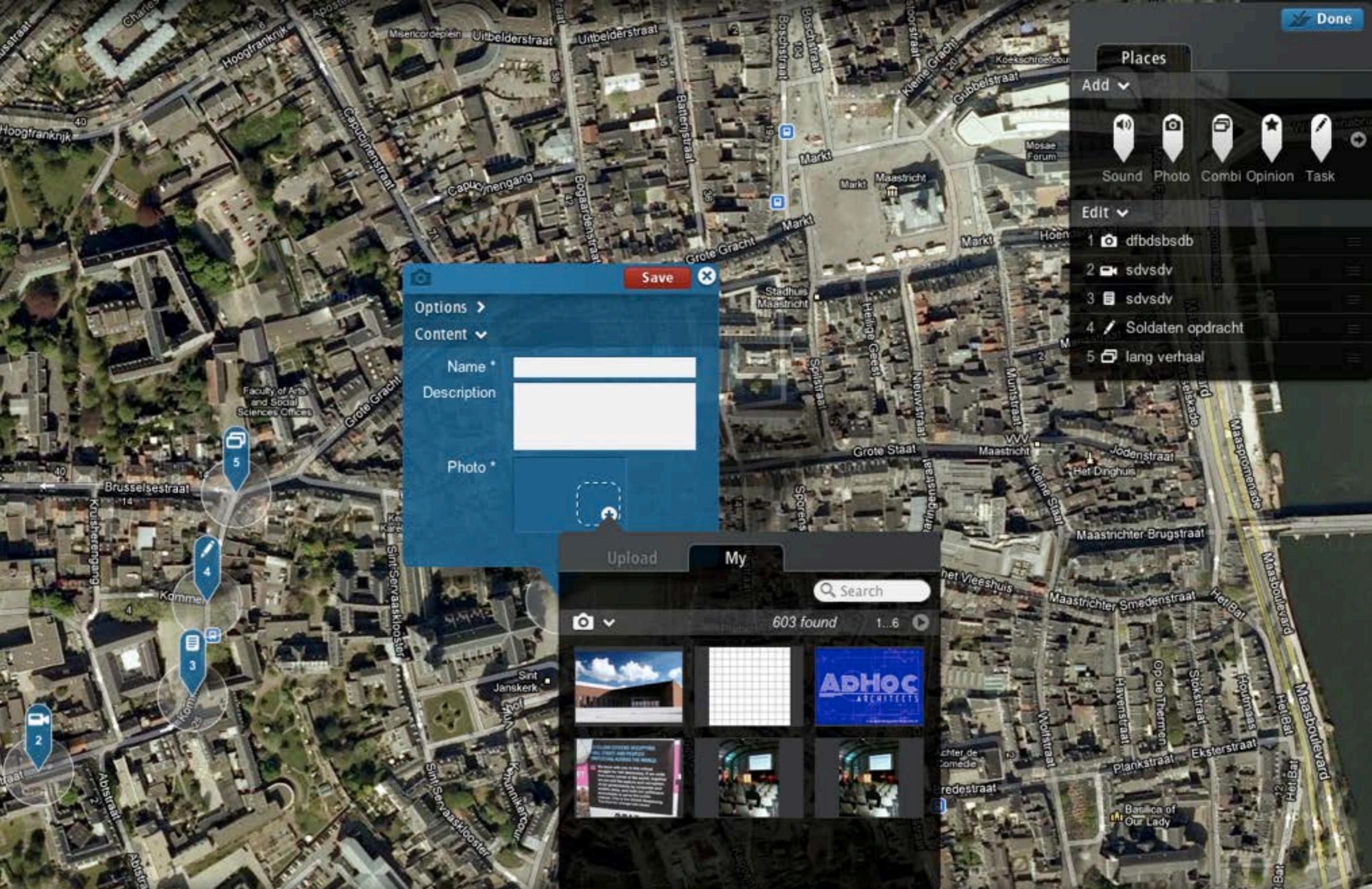


## FIVE REASONS TO CHOOSE 7SCENES



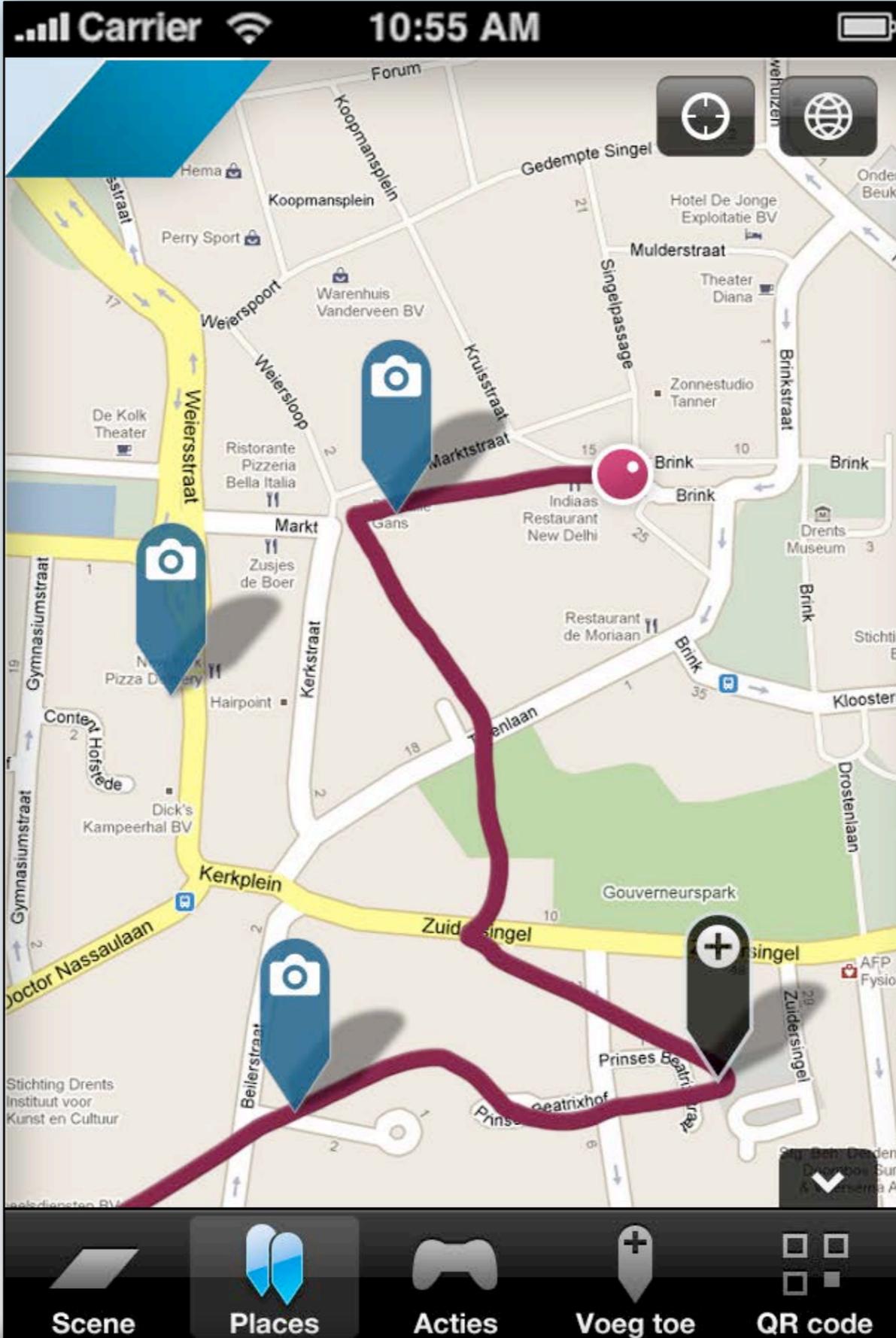
7scenes

Mobile Storytelling platform for culture, education & events



# Assemble, Configure & Publish

Media, challenges, gameplay, custom maps, UGC, AR, QR, ...



## Play & Discover

Navigate on your phone, do challenges, upload media

# Coming Soon

Two-day conference on Citizen Science  
june '12  
Utrecht / Amsterdam



# Thanks

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@rrenz

visit [www.7scenes.com](http://www.7scenes.com)

