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Nunchi™

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INTRODUCING NUNCHI

Nunchi is not a new mobile phone, not an application and many people are surprised to find that mobile devices are actually only a part of the Nunchi framework. Nunchi is a technology which retrieves data from an array of existing mobile phone sensors and uses this information to recognize, understand and affect interactions among people.

Nunchi based services utilize cloud-based servers, existing communication networks, sensor fusion, adaptive algorithms and relational databases to understand and anticipate the needs of people. The actual effect of Nunchi ranges from simplistic tasks such as communication screening (based on the user's availability and the nature of the call) to much more complex tasks such as optimizing a user's interactions and activities to enrich their lives.

Twenty (plus) years ago the concept of context awareness was introduced by researchers at Xerox PARC. What they envisioned was a day when devices would understand the context in which they were being used and adapt their applications to those contexts -- Nunchi is a radical departure from these early ideas. Nunchi is not focused on the context of a device's use – Nunchi is focused on the distant interactions amongst people.

WHO DOES NUNCHI BENEFIT?

Nunchi keeps users better informed and connected while reducing the need for their attention to communication.

Nunchi gives wireless operators new service categories which they can rely on to increase network traffic revenue.

Nunchi delivers new levels of revenue to data consolidators (such as major search engines) who can use Nunchi to gather and disseminate marketing information.

HOW DOES NUNCHI WORK?

Sensor information including acceleration, audio, image, light level, location, magnetic field, orientation, proximity, temperature, and video information are all available in modern mobile devices. Nunchi transparently samples these sensors and transmits certain information to one or more remote servers for processing. Nunchi servers compile sensor information through time and construct basic template models of user's needs through the actions and reactions to the activities and interactions represented by the current and historic sensor data.

The first obvious question is how much can really be determined about a user's activities and requirements -- the answer is plenty. It's difficult to explain how the data is actually processed but let's use a simple descriptive example for illustration. Two brothers are riding their bikes home from school. Nunchi identifies the rhythmic swaying of the bikes as they pedal as well as their average speed. Nunchi also sees that both boys are on their normal path home. Nunchi can see the boys are bumping into each other, and at one point in the ride the youngest falls off of his bike. When he quickly gets back on his bike and starts pedaling rapidly, Nunchi sees that the fall is directly related to the boys' roughhousing, but since the boy is not injured Nunchi classifies the event as a non-emergency.

What has just been described is not an "application". It is just one of the hundreds of thousands of classifications that Nunchi can deliver and while some classifications are generalized many classifications are based on the user's unique characteristics and needs.

WHAT CAN NUNCHI DO?

When fully deployed, Nunchi provides services in the same way that one would expect a private assistant would today. While it's easy to see how Nunchi can manage your communications and social media, you can also expect Nunchi to determine and support your activities, health, safety, timeliness, priorities and needs. Simply put, you can expect Nunchi technologies to make your life easier by holding back the flood of information and communicating what we need when we need it!