# **SFB 1053 MAKI** Distinguished Lecture Series Winter 2015



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### Martina Zitterbart

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## Towards Value-oriented Internet-based Services

### Abstract

With the Internet of Everything the physical and digital worlds become increasingly interwoven. This comes together with promises for a better life in smart environments, for example, due to enhanced services and better utilization of scarce resources. Smart Home, Smart Traffic and Smart Grid are typical application scenarios. The Internet of Everything sneaks more and more into our everyday life, making us increasingly dependent without having many choices, for example regarding personal preferences. Among the many stakeholders in the Internet, preferences of consumers of Internet services currently seem to be less appreciated. We, therefore, argue for an Internet that provides consumers with choices among a variety of value-oriented services.

### Speaker

Martina Zitterbart is full professor in computer science at KIT, Germany. She received her

doctoral degree from the University of Karlsruhe in 1990. From 1987 to 1995 she was Research Assistant at the University of Karlsruhe. From 1991 - 1992 she was a Visiting Scientist at the IBM T.J. Watson Research Center, Yorktown-Height, NY. She was Visiting Professor at the University of Magdeburg and the University of Mannheim and full professor at the Technical University of Braunschweig (1995 - 2001). She is member of the IEEE, ACM, and the German Gesellschaft für Informatik. In 2002 Martina Zitterbart received the Alcatel SEL research award on technical communication. In 2003 she was General Co-Chair of the ACM SIGCOMM conference which was held in Karlsruhe, Germany. Her primary research interests are in algorithms, protocols and architectures for computer communication systems. This comprises classical Internet-based networks as well as Sensor/Actuator Networks, the Internet of Things and the Industrial Internet.

O TIP

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Image source: <http://www.computerhistory.org/internet\_history/> logical map of the ARPA network some 40 years ago (January 1975).