



WHAT IS THE SMASHHIT PROJECT?



www.smashhit.eu



smashHit

DECEMBER 2020

WHAT IS SMASHHIT?

The smashHIT project aims to overcome obstacles in the rapidly growing Data Economy which is characterised by all sorts of various diverse technical designs and proprietary implementations. This is not an ideal situation because what this does in turn is it locks down various business opportunities due to all the inconsistent consent and legal rules among all the different data-sharing platforms operators and bodies involved.

In turn this restricts innovation and results in lost opportunities. The smashHit project is formed by a consortium of nine organisations drawn from analytics, data security, car manufacturing, smart city infrastructure and academia working collaboratively to deliver the benefits of shared connectivity to millions of consumers.

Objective

The objective of smashHIT is to assure a trusted and secure sharing of data streams from both personal and industrial platforms which are needed to build sectoral and cross-sectoral services. The project will offer a new framework for effective sharing and brokerage of data streaming over diverse platforms, both personal and industrial and allowing for efficient generation of services by combining the data.

The main focus in smashHIT will be on platforms with data streams coming from the usage of products embedded within systems in combination with data from personal and industrial platforms such as:

- Insurance Data platforms
- Traffic Data platforms
- Smart City Data

A Smart Data Dispatcher will assure common consent over data shared using semantic models of consent and legal rules. The new tools include traceability of use of data, data fingerprinting and automatic contracting among the data owners, data providers, service providers and volumes on data streaming from the usage of mass products with cyber physical features (e.g. vehicles).

These data streams offer new opportunities to build innovative services, but their combination with other personal and industrial data is subject to complex ownership and consent aspects, as the data streaming from these products belong to persons or organisations who are owners or users of the products. The project will strongly use the relation to the Big Data Value Association (www.bdva.eu)

For more information visit smashHIT.eu



WHAT IS THE SMASHHIT PROJECT?