

Dr. Stefan Holtel  
Vodafone Pilotentwicklung GmbH, München

## **Paving Nexus' Way into the Business World**

NEXUS develops methods and mechanisms for building, managing, and utilizing spatial world models. Those are ambitious and critical topics supposed to be resolved in a world flooded with context-behaving networks. Nevertheless, the IT and telecoms industry is ruled by additional factors which will decide on a successful transition of NEXUS outcomes into the business world. NEXUS' impact would highly increase if it could align its vision to those business issues - based on a groundbreaking paradigm shift in the understanding of future communication.