**Personal Containers: Towards a scalable, holistic personal cloud**

### The Problem

Today, personal data is...

- **Ubiquitous**
- **Diverse**
- **Distributed**

<table>
<thead>
<tr>
<th>Users</th>
<th>Types of Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plaxo</td>
<td>Google</td>
</tr>
<tr>
<td>Dopplr</td>
<td>Microsoft</td>
</tr>
<tr>
<td>Last.fm</td>
<td>Yahoo</td>
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<tr>
<td>iPhoto</td>
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<td>iTunes</td>
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</tbody>
</table>

### The Architecture

- Federation
  - Pull in data from many sources
- Aggregation
  - Semantic data linking

### The Solution

- **Federation**
  - Pull in data from many sources
- **Aggregation**
  - Semantic data linking
- **Serving & Search**
  - Secure access to personal data

### Data & Plugin Model

- **Simple Data Model**
  - Database of People, Places & Things
- **Example: Picture Storage & Sync**
  - PERS
  - Con
  - Picasa
  - Twitter
  - iPhoto

### Benefits & Technology

#### Scalability

- **Extensible**
  - Plugin-driven architecture
- **Flexible**
  - Versatile adaption to target device capabilities
- **Open Platform**
  - Anyone can develop plugins

#### Privacy & Security

- **Control**
  - PersCon only accessible to owner
- **Secure Aggregation**
  - Aggregate information only accessible to owner
- **Personal Audit Trail**
  - Record historic information

- **Secure Tunnels**
  - Lightweight SSH tunnels between PersCons

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