MoMuC 2003

8th International Workshop on Mobile Multimedia Communications
MoMuC 2003

www.momuc.org

Opening Up New Frontiers in Mobile Business and Technology
The First Interdisciplinary International Conference on Mobile Business and Technology

October 06 - 08 , 2003
Munich, Germany

MoMuC 2003 is the eighth in a series of international workshops - Tokyo in 1994, Bristol in 1995, Princeton in 1996, Seoul in 1997, Berlin in 1998, San Diego in 1999 and Tokyo in 2000 - aimed at stimulating knowledge exchanges in the emerging and strategically important field of Mobile Multimedia Communications. 3G, Wireless LAN and systems and technologies "beyond 3G" have been launched or are under development. Wireless communication technologies are from year to year increasingly important for today's societies and their economies. This is why, after a break of nearly three years, we are very glad to invite you again to MoMuC.

Technical Co-Sponsorship

Chapter Germany

Workshop objectives

In contrast to the former workshops MoMuC 2003 will be enriched in its focus. For the first time the business viewpoint of mobile technologies will be integrated to complement technological issues. During the last years it has become increasingly obvious that the technological push of new wireless technologies will not result in successful products if the opportunities are not carefully evaluated in particular from the customer point of view

Thus, integrating the business side of mobile technologies MoMuc 2003 will take a closer look at the customers' wishes and customer orientated product development, at strategic options for the companies in the communications value chain and generally at the potential of different business models and other related topics. On the technical side, as in previous years, the scope of the workshop includes broadband wireless networking for data and multimedia, mobile multimedia

system & applications together with associated mobile computing terminals, video processing and software with an increasing focus on ubiquitous network technologies.

MoMuc 2003's goal is to bring together researchers, practitioners and potential users involved in and affected by emerging wireless technologies. The workshop targets at experts in multimedia systems and mobility issues on the technological and business side. The impact of the workshop is to provide an effective forum for original and fundamental advances in Mobile Multimedia Systems and business models and to foster communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in mobile multimedia communication. Also we wish to provide a timely forum for exploratory research contributions, and to promote cross-disciplinary interactions in an informal setting.

Committees

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Arnold Picot, LMU Munich, Germany
Dipankar Raychaudhuri, WINLAB/Rutgers University, U.S.
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and Telecom., China

Topics

Topics of the conference include business, technology and interdisciplinary issues. The latter will be given a particular emphasize. Interdisciplinary papers/posters/demonstrations will be given the opportunity to be presented in an adequate context of the conference.

Topics include but are not limited to:

Business

Business models and strategic options

- New value chains and business models
- Co-operations in mobile business
- Standardization as a strategic tool
- Mobile Portals
- Opportunities from heterogeneous networks

Market and consumer perspective

- Marketing strategies
- Understanding user needs
- Personalization and Profiling
- Customer service
- Transparent and secure payment systems
- Market and successful services: B2B and B2C

Political and societal framework

- Regulatory and legal framework
- Technology and Society
- Health issues
- Digital Rights Management

Mobile services, applications and content

- Applications and services in hybrid networks
- Content-provision and channel integration
- Wireless technology use in the industry (logistics, procurement, production etc.)
- Context-aware and location based services and applications
- New media standards and content formats

Development process of mobile services

- Customer-orientated service development
- Integrating business needs and technological possibilities
- R&D methods: Rapid service creation
- Market research for not yet existing mobile technologies
- Wireless application development and open source

Mobile Multimedia Systems

- Mobile multimedia applications and platforms
- Mobile computing
- Distributed Systems and mobile multimedia
- Mobile Multimedia Networks
- Software radio for mobile multimedia
- First experiences with 4G

Technology

Wireless networks for personal communication

- Technical challenges from multi-network environments and inter-network roaming
- Mobile ad-hoc networks
- Advanced mobile IP issues
- Next generation mobile Internet
- Next generation network architectures

Network management and services

- Positioning technologies and platforms
- Network Management and quality of service
- Billing and payment systems
- Security issues
- Mobility management in mobile multimedia networks

Mobile terminal hardware and software

- New protocols for wireless applications
- Device roaming
- Converging multimedia terminal devices
- Intelligent multimedia devices

MoMuC2003

Submission of Proposals

Ways for participating

Proposals for participation may include
· papers,
· posters, incl. software and demonstrations

Official Language

The official conference language is English.

Information on the types of presentation

Papers

The time for the presentation of a paper will be 20 minutes including time for discussion.

Poster/Demonstration

Poster presentations are less formal and more interactive than a standard talk and will be presented in special sessions. Each presenter is provided with about 2 square meters of board space.
Demonstrations will be presented in special sessions and can take a variety of forms, which should be indicated with submission of the abstract.

Abstract Submission

The extended abstract should include the following information on a cover sheet:

- Title of the paper.
- Complete information regarding the (presenting) author, affiliation, address, phone, fax, e-mail.
- Indicate corresponding author (first author assumed unless otherwise noted).
- Indicate preferred topic areas.
- Indicate what kind of paper is submitted: Technical, business or interdisciplinary

- For demonstrations, please submit detailed requests for demonstration facilities needed.

All papers will be subject to international peer review and will be evaluated for content and merit, innovative contribution, clarity, and relevance to the symposium's theme.

Abstract length (excl. pictures and diagrams)

Paper Presentation: 1000-1500 words
Poster/ Demonstrations: 500 words

You can submit an abstract by sending it by e-mail to proposals@momuc.org in Microsoft Word or pdf - format.

If you wish to submit more than one abstract, please submit each abstract separately.

Dates and Deadlines

Feb. 28, 2003   Deadline for submission of extended abstracts for
- Papers
- Posters/ Demonstrations
May 15, 2003   Notification of acceptance
July 15, 2003   Deadline for submission of final version of accepted papers (to be published in the conference proceedings)

Abstracts for posters and demonstrations can be submitted after Feb. 28 and will be included in the program as long as there is enough space available but these posters/ demonstrations will not be included in the conference proceedings book

Conference Proceedings

The Conference Proceedings with full papers will be published at the Conference as a book and CD. Regarding Posters and Demonstrations, the abstracts will be published.

Contact

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