



MOBICASE 2011



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The 3rd International Conference on Mobile Computing,
Applications, and Services

Oct 24-27, 2011 • Los Angeles, California, USA

www.mobibase.org

Important Dates

Full papers due: June 5th, 2011 (11:59PM PDT)

Acceptance notification: July 31, 2011

Camera-ready due: August 28, 2011

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Call for Papers

MobiCASE, the International Conference on Mobile Computing, Applications, and Services, is a confluence between academia and industry on mobile applications and services research.

We seek novel submissions in **mobile applications, services** and **mobile systems research** in domain topics above the OSI transport layer with an emphasis on complete end-to-end systems and their components. The conference will be organized into two broad categories, with topics of interest including, but not limited to:

Mobile Applications

* *Mobile pervasive applications* such as smart healthcare/wellbeing, disaster management, mobile learning, transportation, enterprise solutions and multilingual support.

* *Mobile sensing applications* such as indoor location, activity recognition, heterogeneous sensor fusion, social sensing and reality mining.

* *Mobile social networking* such as crowd sourcing, twittering and other social network driven applications.

* *Novel user experience and interfaces* such as visualization techniques for mobile content, multimodal interaction, wearable computing, accessibility and safety issues.

* *Personalization*, such as behavior modeling, behavior-aware and context-aware applications, personal assistance with mobile devices.

* *Mobile advertising* such as targeted advertising, location based recommendation, in-game marketing and proximity systems.

Mobile Services and Platforms

* *Smartphone platforms* (such as Android, iOS, BlackBerry OS, MeeGo, Symbian, webOS, Windows Phone 7) and supporting tools, libraries, and compilers.

* *Mobile software engineering and management* such as application lifecycle management, adaptive and self-configuring applications, middleware, App stores and distribution models.

* *Mobile cloud computing and Mobile Web* such as HTML5, MobileAjax, Mobile Flash, J2ME, and others.

* End-user network monitoring and management.

MobiCASE 2011 will feature a research track and an industry track. Research papers should focus on the design, implementation and evaluation of complete systems and components. Regular research papers are limited to ten (10) single-spaced, double-column, 8.5" x 11" pages with a 10-point font size. We also encourage researchers and students to submit short work-in-progress (WIP) papers, which are limited to six (6) pages. Industry papers should focus on new achievements and advances in practical mobile applications and services, present empirical results, or report on open problems or challenges that arise from an industrial context. Industry papers are limited to eight (8) pages. MobiCASE requires that all papers describe novel, unpublished work not currently under review elsewhere. **Extended versions of selected papers will be considered for publication in the ACM/Springer Mobile Networks and Applications (MONET) Journal.**

Submission instructions are available at <http://www.mobibase.org/submit.shtml>. Please contact tpc-chair@mobibase.org for further information.