



## **MUM2010**

**9<sup>th</sup> International Conference on Mobile and Ubiquitous Multimedia**

**In-cooperation with ACM SIGMM**

**December 1-3, 2010, Limassol, Cyprus**

<http://www.mum2010.org>

### **ACCEPTED FULL PAPERS:**

#### **Cultural Differences in Smartphone User Experience Evaluation**

*Tanja Walsh, Piia Nurkka and Rod Walsh*

*Tampere University of Technology, and Nokia Research Center, Finland*

#### **User Experience of Social Ad Hoc Networking: Findings from a Large-Scale Field Trial of TWIN**

*Kaisa Väänänen-Vainio-Mattila, Petri Saarinen, Minna Wäljas, Marko*

*Hännikäinen, Heikki Orsila and Niko Kiukkonen*

*Tampere University of Technology, and Nokia Research Center, Finland*

#### **Analysing User Experience of Personal Mobile Products through Contextual Factors**

*Hannu Korhonen, Juha Arrasvuori and Kaisa Väänänen-Vainio-Mattila*

*Nokia Research, and Tampere University of Technology, Finland*

#### **Increasing Energy Awareness Through Web-enabled Power Outlets**

*Markus Weiss and Dominique Guinard*

*ETH Zurich, Switzerland*

#### **Development of a Mobile User Interface for Image-based Dietary Assessment**

*SungYe Kim, TusaRebecca Schap, Marc Bosch, Ross Maciejewski, Edward J.*

*Delp, David S. Ebert and Carol J. Boushey*

*Purdue University, USA*

#### **By their apps you shall understand them: mining large-scale patterns of mobile phone usage**

*Trinh-Minh-Tri Do and Daniel Gatica-Perez*

*Idiap Research Institute, and EPFL, Switzerland*

## **User Experience of Mobile Photo Sharing in the Cloud**

*Elina Vartiainen and Kaisa Väänänen-Vainio-Mattila  
Nokia Research Center, and Tampere University of Technology, Finland*

## **Evaluating an Avatar-Based User Interface for Discovering New Music**

*Jukka Holm, Arto Lehtiniemi and Antti Eronen  
Tampere University of Technology, and Nokia Research Center, Finland*

## **A Crowdsourcing Based Mobile Image Translation and Knowledge Sharing Service**

*Yefeng Liu, Vili Lehdonvirta, Mieke Kleppe, Todorka Alexandrova, Hiroaki Kimura and Tatsuo Nakajima  
Waseda University, Japan, Helsinki Institute for Information Technology, Finland, and Eindhoven University of Technology, Netherlands*

## **Perceptions of Visualizing Personal Mobile Communication Patterns**

*Susanna Paasovaara, Ari-Heikki Sarjanoja, Vesa Kyllönen, Jussi Huhtala, Jani Mäntyjärvi and Jonna Häkkinen  
Tampere University of Technology, Nokia Research Center, and VTT Technical Research Center, Finland*

## **Managing Social Adoption and Technology Adaption in Longitudinal Studies of Mobile Media Applications**

*Bram Lievens, Natasa Milic-Frayling, Valentine LeRouge, Jo Pierson, Gerard Oleksik, Rachel Jones, and Jamie Costello  
IBBT-SMIT, Belgium, Microsoft Research, UK, and Instrata Ltd, UK*

## **Enhancing Interactive Public Displays with Social Networking Services**

*Simo Hosio, Hannu Kukka, Marko Jurmu, Timo Ojala and Jukka Riekkö  
University of Oulu, Finland*

## **Viable and Portable Architecture for Pervasive Learning Spaces**

*Teemu H. Laine, Carolina Islas Sedano, Erkki Sutinen and Mike Joy  
University of Eastern Finland, and University of Warwick, UK*

## **Mobile Urban Drama for Multimedia-Based Out-of-School Learning**

*Frank Allan Hansen, Karen Johanne Kortbek and Kaj Grønbæk  
Aarhus University, Denmark*

## **Gesture Activated Mobile Edutainment (GAME) - Intercultural Training of Nonverbal Behavior with Mobile Phones**

*Matthias Rehm, Karin Leichtenstern, Jörg Plömer, and Christian Wiedemann  
Aalborg University, Denmark, and University of Augsburg, Germany*

## **Discovering Human Places of Interest from Multimodal Mobile Phone Data**

*Raul Montoliu and Daniel Gatica-Perez  
Jaume I University, Spain, and Idiap Research Institute, Switzerland*

**A Diary Study on Annotating Locations with Mixed Reality Information**

*Tuomas Vaittinen, Tuula Kärkkäinen and Thomas Olsson  
Nokia Research Center, and Tampere University of Technology, Finland*

**CAMB: Context-Aware Mobile Browser**

*Anar Gasimov, Fabio Magagna and Juliana Sutanto  
ETH Zurich, Switzerland*

**The Ambient Media Player - A Media Application Remotely Operated by the Use of Mobile Devices and Gestures**

*Andreas Lorenz and Marc Jentsch  
RWTH Aachen University, and Fraunhofer Institute for Applied Information Technology, Germany*

**Free-Hand Gestures for Music Playback: Deriving Gestures with a User-Centred Process**

*Niels Henze, Andreas Löcken, Tobias Hesselmann, Martin Pielot and Susanne Boll  
University of Oldenburg, and OFFIS - Institute for Information Technology, Germany*

**First Query Term Extraction from Current Webpage for Mobile Applications**

*Masayuki Okamoto, Nayuko Watanabe, Masaaki Kikuchi, Takayuki Iida, Kenta Sasaki, Kensuke Horiuchi, Tomohiro Yamasaki, Sumi Omura and Masanori Hattori  
Toshiba Corporation, Japan*

**Dynamic versus Static Peephole Navigation of VR Panoramas on Handheld Devices**

*Wolfgang Hürst and Tair Bilyalov  
Utrecht University, The Netherlands*

**Handheld Devices for Mobile Augmented Reality**

*Eduardo E. Veas and Ernst Kruijff  
Graz University of Technology, Austria*

## **ACCEPTED SHORT PAPERS:**

### **Recognizing conversational context in group interaction using privacy-sensitive mobile sensors**

*Dinesh Babu Jayagopi, Taemie Kim, Alex (Sandy) Pentland and Daniel Gatica-Perez*

*Idiap Research Institute and EPFL, Switzerland, and MIT Media Lab, USA*

### **Burn-to-Share - Content Sharing with Mobile Projectors**

*Antti Virolainen, Panu Åkerman and Jonna Häkkinä*

*Nokia Research Center, Finland*

### **Augmented Reality to Enhance Visitors Experience in a Digital Zoo**

*Johannes Karlsson, Shafiq ur Réhman and Haibo Li*

*Umeå University, Sweden*

### **How to sell microinsurance via smartphones: Experiences from a first deployment in South Africa**

*Stephan von Watzdorf and Florian Michahelles*

*ETH Zurich, Switzerland*