Welcome to the 2nd IEEE International Conference on Mobile Cloud Computing, Services and Engineering! Today's fast advance of mobile computing and cloud computing has brought a paradigm shift from conventional mobile computing and wireless communications services to mobile cloud computing and services over wireless internet to the real world. Cloud computing has cultivated the outsourcing of computing resources like IT infrastructures, service platforms, and software. With the emergence of ultra-fast 4G mobile networks and highly-featured smartphones and tablets, the prerequisites are finally met for bringing cloud computing to the mobile domain. While first commercial products are restricted to the sharing of files, contacts, and calendars among different devices, more sophisticated applications are in the making all around the world. Future applications of mobile cloud computing will have an impact on almost all activities of our social and business life, and include, but are not limited to, mobile marketing, social networks, smart cities, health care, and business processes.

The primary objective of IEEE Mobile Cloud 2014 is to provide a great platform for researchers and professionals in the industry to share and discuss novel ideas and results in research as well as the latest advances in emerging industry technologies on mobile cloud computing and services. Through co-located events on Service-Oriented System Engineering and creative computing as well as a series of related workshops that share invited talks and social events, we all get the extraordinary opportunity to discuss recent developments in closely related fields of emerging importance across community borders. An additional Service Tech summit ensures the inclusion of real-life experience with all these emerging technologies in practice. So, we have an exciting combination of foundational and applied papers including industrial experiences and related case studies.

Mobile Cloud 2014 is made possible and successful by many people’s hard work. Our program chairs and program committees have put together an excellent program for this event. Many thanks to all of them: the program chairs, Axel Küpper, Dijang Huang and SATO Hiroyuki, the Mobile Cloud 2014 steering committee, Jerry Gao, Ruay-Shiung Chang, Volker Gruhn, Wei Li, Wei-Tek Tsai and Ron Vetter, our publicity co-chairs, Yao Guo, Xiaoyan Hing, Yong Ik Yoon, Mea Wang and Jose Roberto Amazonas, the proceedings chair Muhammad Younas, our web master Mathias Slawik as well as the locals from Oxford Brookes University, Ian Beylay (registration chair) and Shumao Ou (local chair). However, the entire event relies on the indispensable great support from all our colleagues having worked hard in reviewing submissions as members of the Mobile Cloud 2014 program committee.

Mobile Cloud 2014 General Chairs
Jerry Gao, San Jose State University, USA
Guido Wirtz, University of Bamberg, Germany
Hong Zhu, Oxford Brookes University, UK