Message from the Industry Track Program Chairs

As many of you know, this is the first year that WoWMoM is going to have a dedicated “Industry Track”. It has been our great pleasure to organize this industry track, especially as the interest and the quality of papers we have received from the community have far exceeded our initial expectations.

Before presenting you the industry track details and statistics, we would like to explain our motivation for this unique event. For a while, many of us have felt a widening gap between the expectations associated with prestigious international technical conferences and the increasingly applied nature of research in many industry labs and organizations. We have been aware of a huge amount of interesting applied research being performed at industry labs worldwide, and have always felt that the broader community would gain from exposure to the practical problems being tackled and the solutions being proposed. However, we have noted with alarm a progressive dilution in the involvement of industry in our conferences and associated activities, especially as all of us feel that effective engagement of industrial corporations and research labs is critical to sustaining the vitality and practical relevance of our conferences. In conversations with a wide variety of industry colleagues, we heard a common refrain that the technical conferences were not providing adequate opportunities for presenting innovative and practical research advances.

This year (2007) marks the first year that we decided to do something about it—with the encouragement and support of the steering committee and general chairs, we decided to experiment with a concept of a limited “Industry Track”, where the focus would be on practically important problems/solutions and on presenting “system-level” architectures and approaches, rather than on specific algorithmic techniques. Our initial goals were modest—perhaps one industry session; however, we were overwhelmed by the quality and the international breadth of the submissions and inquiries we received. Eventually, we received 20 submissions across Europe, Asia and North America! Our international team of experts provided at least 3 detailed reviews for each paper—after detailed discussions and the solicitation of additional reviews, when needed, we eventually selected 10 papers to be presented over an expanded list of 3 sessions!

The selected papers represent a wide range of topics in the area of wireless multimedia. In particular, the selected papers highlight two trends: a) the increasing sophistication of applications on cell phones, and the use of such phones for a variety of social, cultural and computing applications beyond traditional voice-centric communication, and b) the strong interest in frameworks and platforms (propelled by the interest in IMS) for converged services. The selected papers have been divided into three sessions. The first session “Mobile Applications and Technologies” presents three papers related to advanced client-side software and techniques for mobile devices, covering areas ranging from search to interfaces and localization. The second session “Next-Generation Services” discusses on the connection between IMS and advanced services, presenting four papers focusing on convergence in service access, composition and architectures. The third session “Algorithms and Testbeds” presents three papers discussing practical problems and innovative solutions in the areas of multimedia traffic classification, RFID applications and network emulation.

Looking towards the future, we sincerely hope that this inaugural experience enables our audience to gain an insight into the breadth of industrial research and provides compelling evidence of practical innovations being carried out worldwide. We would hope that the success of this Industry Track will encourage other community members to step forward and ensure that similar efforts become a recurring feature in WoWMoM and other conferences.

Before concluding, we would like to particularly acknowledge the paper contributors and the TPC members, who were both absolutely critical to the success of this effort. We are especially thankful to all the TPC members, each of whom reviewed an average of 4-5 papers and provided insightful reviews, while sticking to a very tight deadline. We would also like to thank the General Chairs,
Adam Wolisz and Sudhir Dixit, and Marco Conti for their help and support at all times. Thanks are also due to Alessandro Puiatti and Yonghe Liu, the Publications and Finance chairs, for their valuable support with the logistics of paper submission and author registration.

Sincerely,

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