

MOBIMEDIA 2010



Mobimedia 2010 provided an international forum for exchanging experiences, ideas, and research results surrounding all aspects on Future Internet and Green Communications for effective multimedia delivery.

The conference technical sessions addressed today's hot topics on 3D mobile multimedia, covering the whole delivery chain from content capture, processing and coding, transmission, rendering and user Quality of Experience. This was also complemented by the *SVCVision* (Impact of Scalable Video Coding on Multimedia Provisioning) workshop that provided recent developments on Scalable Video Coding).

However, the technical program also adopted a multidisciplinary flavour where topics on future internet and reconfigurable platforms were approached in order to understand how cross-layer design can benefit multimedia applications and services for effective multimedia delivery.

Furthermore a central theme to this conference is green communications, and the workshops on *Energy Efficient Reconfigurable Transceivers* (EERT) and C2POWER provided innovative insights on power saving strategies and design recommendations for reconfigurable terminals of the future.



Opening Session
Dr. Jonathan Rodriguez



Conference Program (1st day)

The conference program targeted a 3 day event, where each day focused on a keynote topic central to the conference theme addressing "Future Internet for Green and Pervasive Multimedia".

The first day was focused on Multimedia delivery that was kicked-off by a keynote talk by **Prof. Ahmet Kondoz** (University of Surrey, UK). His talk was entitled "*Mobile 3D content: from capture to consumption*".

Subsequent technical sessions focused on advanced techniques for video transmission, multimedia delivery and mobility concepts for IMT-advanced (MOBILIA special session—www.mobilia-project.org)

Prof. Ahmet Kondoz



Conference Program (2nd day)

The second day was dedicated towards the central theme of the future internet. This is a challenging issue for consumers, manufacturers and service providers in a bid to provide a seamless transition from legacy internet towards the future where services are pervasive and tailor-made based on quality of experience. **Prof. Rui Aguiar** (Universidade de Aveiro/I. Telecomunicações, Portugal) delivered a keynote talk on “*A Mobile View for the Future Internet*” whilst, **Dr. Paulo de Sousa** - Head of Sector, Internet of the Future, European Commission - provided the EC perspective with his talk on “*The Network of the Future – Towards a Green Internet*”.



Prof. Rui Aguiar
Dr. Paulo de Sousa

Moreover, there was a tutorial on *IP-Oriented QoS in the Next Generation Networks: application to wireless networks*, two general track sessions centered around modeling of wireless systems and MIH (special session on Media Independent Handovers, HURRICANE project—www.ict-hurricane.eu).

Finally there was a hugely interactive panel session on the topic *QoS Provisioning and Future Internet*. The panelists included: **Prof. Rui Aguiar** (Academia), **Dr. Sam Samuel** (Industry), **Dr. Bashir Gwandu** (Regulator), **Prof. Pascal Lorenz** (Academia), and **Dr. Paulo de Sousa** (EC representative).



Dr. Christos Politis, Dr. Paulo de Sousa



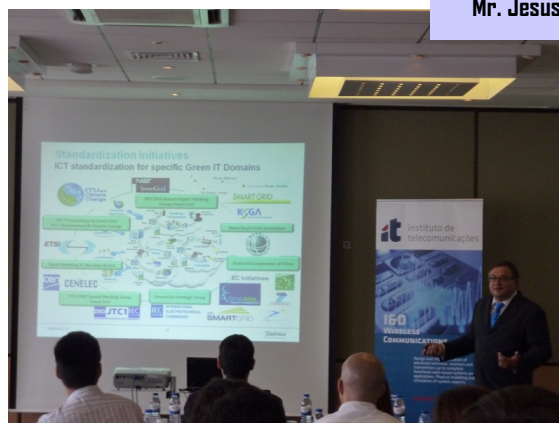
Dr. Bashir Gwandu, Dr. Sam Samuel



Prof. Pascal Lorenz, Prof. Rui Aguiar

Conference Program (day 3)

The final day was focused on Green Communications. There were two keynote speakers, **Prof. Rahim Tafazolli** (University of Surrey, UK) delivered a talk on “Green Radio”, and **Mr. Jesus Bernat Vercher** (Telefonica I+D, Spain) who discussed his view on the “Internet of Things: A main driver for a true Green IT”?



Prof. Rahim Tafazolli
Mr. Jesus Bernat Vercher

Finally, there was a tutorial on *Cognitive radios in TV white spaces: a great opportunity for mobile multimedia communications*, a general track session related to cellular networks, and a special session on the PEACE project (www.ict-peace.eu).

The opening and the closure of the conference was conducted by the general chair, **Dr Jonathan Rodriguez** (Instituto de Telecomunicações).



Dr. Jonathan Rodriguez

“Should mobile operators charge a green tax to discourage users from excessive use of mobile phones...”

Best Paper Award

The Best Paper Award, sponsored by CISCO, was awarded to the paper: **Fast H.264/AVC-to-SVC Transcoding in a Mobile Television Environment**. Author Glenn Van Wallendael received the award from CISCO’s representative Mr. Nuno Guarda, also on behalf of his co-authors.



Workshop EERT (6th September)



The EERT [Energy Efficient and Reconfigurable Transceivers] Workshop brought scientists, engineers, manufacturers and service providers together to exchange and share their experiences, new ideas, and research results surrounding all aspects on energy-efficient transceivers for handset and BSs of the future.

Guest Speaker: Prof. Yang Hao (Queen Mary Univ. of London)
Co-chairs: Prof. Raed Abd-Alhameed, Dr. Bashir Gwandu, Abubakar Sadiq Hussaini

Workshop SVCVision (7th September)



Scalable Video Coding (SVC) has been an active standardization and research area for at least 20 years, reaching back to H.262/MPEG-2, which offered scalable profiles. This workshop provided a forum for both academic and industrial participants to exchange and discuss recent advancements and future perspectives of SVC.

Chair: Dr. Michael Ransburg
[www.scalnet.info; www.ict-optimix.eu]

Workshop C2POWER (8th September)



C2POWER [www.ict-c2power.eu] is an European Research project that aims to demonstrate energy saving technologies for multi-standard wireless mobile devices, exploiting the combination of cognitive radio and cooperative strategies. C2POWER staged its first international workshop to provide a forum to exchange ideas on the contentious topic of power saving in mobile devices.

Guest Speaker: Dr. Sam Samuel (Executive Director of Bell Labs—Ireland and UK)
Co-chairs: Prof. Lajos Hanjo, Dr. Kandeepan Sithamparanathan, Prof. Klaus Mössner, Dr. Radoslaw Piesiewicz

Extended versions of MOBIMEDIA best papers will be considered for publication in the following Special Issues:

Guest Editors:
Dr. Jonathan Rodriguez
Prof. Rahim Tafazolli
Dr. Christos Verikoukis



Deadline:
December 1st, 2010

SPECIAL ISSUE ON FUTURE INTERNET FOR GREEN AND PERVASIVE MEDIA

<http://www.springer.com/engineering/signals/journal/11036>



Guest Editors:
Raed A Abd-Alhameed
Peter S Excell
Jonathan Rodriguez
Abubakar Sadiq Hussaini

Deadline:
January 31st, 2011

SPECIAL ISSUE ON ENERGY EFFICIENT AND RECONFIGURABLE TRANSCIEVERS

<http://scitation.aip.org/IET-SMT>

For further information visit:
www.mobimedia.org

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Social Event



The social program included a gala dinner held on the second day of the conference, hosted at the “O Faia” restaurant. The restaurant not only provided the opportunity to sample traditional Portuguese cuisine, but to enjoy live *Fado* music sang by famous artists from Lisbon. This traditional Portuguese folklore music is characterized by mournful tunes and lyrics, but is nonetheless a truly Portuguese experience.

