

Call for Papers

International Workshop on Mobile and Location-based Business Applications (MAPPS2010)

in conjunction with the Third International ICST Conference on
MOBILE Wireless MiddleWARE, Operating Systems, and Applications (MOBILWARE 2010)

June 30 - July 2, 2010 – Chicago, USA

Workshop theme:

Location-based Services (LBS) are becoming more and more important for business. Central to LBS are location and context information as well as mechanisms to use such information including navigation, tracking and resource planning for better usage of resources. The deployment of such LBS faces the problems of privacy and security as well as the multiplicity of the mobile platforms and also the difficulties for back-end and workflow integration. Location to Business (L2B) communication includes all these aspects of processes and technologies which are needed to explore location information and mobile technologies for successful integration to business applications. Such mobile business applications extend standard business applications and they are of great interest in application programming interfaces and management.

This one-day workshop intends to bring together researchers, professionals and practitioners to discuss and address recent developments and challenges for the design, operation and backend integration of mobile business applications.

Specifically, we solicit original research contributions in the following areas:

- Localization and tracking of people and goods for enterprise interests
- Presence detection and tracing for L2B applications
- Architectures and Platforms for outdoor and indoor positioning technologies focusing business and workflow integration (e.g. GPS, Galileo, WiFi, WiMAX, LTE, Cell Id, ...)
- Indoor and short range positioning (e.g. RFID, NFC, UWB, Bar code, WiFi, ...)
- Enterprise Location-based Services (E-LBS) for quality management in business processes
- Mobile integration of Customer Relationship Management (CRM), Enterprise Resource Planning (ERP) and Supply Chain Management (SCM) systems
- Mobile and viral marketing, couponing, social network integration and mobile payment
- Integrating digital secure cards, like identification card, driver license and other
- Mobile Care Applications for Ambient Assisted Living
- Augmented reality for object localization and mobile navigation
- Device independent mobile programming paradigms and principles
- Easy to use principles for Location-based Mobile Business Applications

Important dates:

- **extended until 30 April 2010:** paper submission deadline
- 15 May 2010: author notification
- 25 May 2010: camera ready version deadline (early registration: 31 May 2010)

All accepted papers will be published in the Springer Lecture Notes of ICST (LNICST). Please visit the workshop website for detailed submission guidelines and author instructions:

- <http://www.mobilware.org/MAPPS>

Workshop chairs:

Claudia Linnhoff-Popien (Ludwig-Maximilians-University Munich, Germany)
Peter Ruppel (Ludwig-Maximilians-University Munich, Germany)
Stephan Verclas (T-Systems International GmbH, Germany)

Program Committee:

Alapan Arnab (T-Systems, South Africa) Axel Küpper (Technical University Berlin, Germany)
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