

PERVASIVE ADVERTISING & SHOPPING 2010

WORKSHOP AT THE EIGHTH INTERNATIONAL **Conference**
ON **Pervasive Computing**
17 May 2010 – Helsinki, Finland

The workshop on Pervasive Advertising and Shopping at Pervasive 2010 in Helsinki looks at the future of advertising and shopping from the perspective of pervasive computing. The workshop will join the workshop series of Pervasive Shopping and Pervasive Advertising.

Workshop Topics

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| » Digital Signage Advertising | » Technologies: Smart home, RFID, ubiquitous payments and value transfer, location and context awareness, agents. |
| » Mobile Advertising | » Legal: intellectual property protection, privacy protection. |
| » Location and context-based advertising | » Social: effects on structures, emergent social practices, effects on roles within social organization units, identity and anonymity. |
| » Tracking technologies (GPS, RFID, GSM, Bluetooth, ...) | » Economics: pricing of ubiquitous services, valuation of goodwill and information goods, fair pricing for personal data and privacy. |
| » Techniques for assessing sensor data | » Business: ubiquitous business models, SCM, industrial design, process design, ubiquitous product development, CRM. |
| » Advertising in electronic news papers and e-books | » Experience design: appliances, architecture and building, ubiquitous commerce spaces. |
| » Assessing the effectiveness of advertisements in the real world | |
| » Mixing content with advertisement | |
| » Pervasive advertising technologies | |
| » Dealing with limited attention (SPAM prevention in the real world) | |
| » Privacy and pervasive advertisements | |

Timeline for 2010

01 February Deadline for Electronic Submission

01 March

Author Notification

31 March

Submission of Camera-Ready

Contact and more information at www.pervasiveadvertising.org

Organizers

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