

RECORD NUMBER OF ATTENDEES EXPLORE LATEST CONSUMER NETWORKING TECHNOLOGIES AT CCNC 2009

Dedicated to the latest consumer communications and networking advances in devices, services, and applications, the Annual IEEE Consumer Communications and Networking Conference (CCNC) continues to rise in both prominence and attendance.

Held concurrently with the Consumer Electronics Show (CES) in Las Vegas from January 10th to the 13th, the 2009 conference extended its emergence as a leading industry event as nearly 450 attendees, a 10 percent increase from last year's total, participated in approximately 300 technical presentations, workshops, demonstrations, and keynote addresses.

Another telling sign of the conference's growing importance was the overall response to the "Call for Papers" from leading researchers, academics, and business professionals worldwide. CCNC 2009 had more than 450 full paper submissions, a record

number and a 33 percent increase from 2008. In addition, the event also received nearly 225 short paper submissions, an increase of 100 percent from the prior year.

Several consumer electronics industry giants such as Panasonic, Samsung, and Nokia were among this year's patrons. In addition, Motorola donated a cell phone and two GPS systems as gifts for the "Communications Gadget of the Year" raffle, while Samsung supplied two flat screen televisions to display conference programming through the course of CCNC 2009.

Highlighting the theme of "Empowering the Connected Consumer," Jim Battaglia, vice president of strategic business development for



Soon Ju Kang, Kyungpook National University, Korea, giving demo for "U-FIPI: Ubiquitous Sensor Network Service Infra Supporting Bidirectional Location-Awareness between Mobile Nodes and Fixture Nodes."

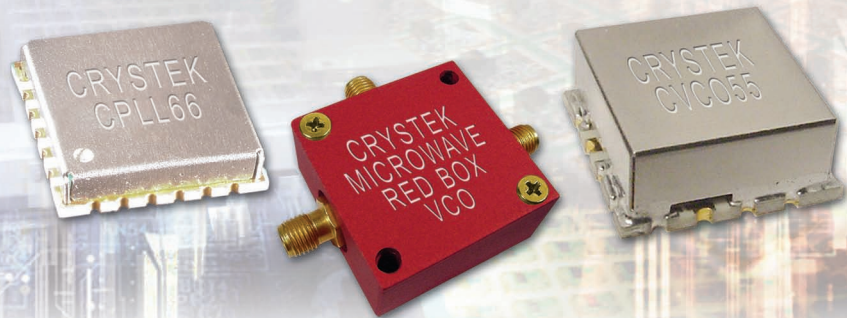
Panasonic Research & Development Center of America, opened the event on Saturday evening when he spoke on "Connected Entertainment Devices: Past, Present & Future." Discussing the "maturation of the consumer electronics marketplace," Battaglia detailed the industry's collaborative effort to make online and traditional desktop fare as ubiquitous as DVDs with connectivity available from just about any location including cars and in-flight cabins.

Fred Kitson, corporate vice president of the Applied Research & Technology Center (ARTC) at Motorola, Inc., continued this conversation the next morning with his address on "The Power of Communications + Content + Community." During his presentation, Kitson spoke on the consumer demand for one-stop shopping of Internet services and the growing synergy among manufacturers and other providers to make "any content on any device available anywhere you want."

Later that evening, Patrick Barry, vice president of Connected TV, Connected Life at Yahoo! Inc., further elaborated on the next wave of consumer communications by describing the future availability of on-demand networking systems that will one day provide consumers with anywhere and anytime access to entertainment and information services, regardless of location.

At the conference banquet, which was held Monday evening, keynote speaker Hwan Woo Chung, senior vice president of Samsung Telecommunica-

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CONFERENCE REPORT

tions America, also addressed “The Connected Device” theme after the presentation of the conference’s best student paper, paper, and demonstration awards. Included in the honors were student author Jinglong Zhou of the Delft University of Technology in the Netherlands, who received the “Best Student Paper Award” for “A Novel Link Quality Assessment Method for Mobile Multi-Rate Multi-Hop Wireless.” Also cited for their contributions were Dr. Martin Jacobsson, Dr. Ertan Onur, and Prof. dr. ir. Ignas Niemegeers, his co-authors from the Delft University of Technology.

“DT-Talkie: Interactive Voice Messaging for Heterogeneous Groups in Delay Tolerant Network,” presented by Md. Tarikul Islam from the Helsinki University of Technology in Finland, was selected as the CCNC 2009’s “Best Demonstration.” A committee of venture capitalists including Jim Smith of Mohr, Davidow Ventures, Yatin Mundkur of Artiman Ventures, and Marcin Matuszewski of FutureInvest awarded the contribution for the clear way it demonstrated the distribution of voice-messaging without the use of a central server or end-to-end communication path.

Rounding out the evening’s ceremonies was the “Best Paper” honor, which was given to Remi Bosman, Johan Lukkien, and Richard Vehoeven of the Technische Universiteit Eindhoven in the Netherlands for their presentation on “An Integral Approach to Programming Sensor Networks.”

As for the conference’s technical program, 117 presentations were accepted from nearly 350 paper submissions for a 35 percent acceptance rate. Of particular note was the concentrated focus of these papers, which in many cases detailed the technology research and product development surrounding the:

- * Next generation of mobile television and IPTV services

- * Recent trends in distributed systems and Peer-to-Peer technologies

- * Advances in routing mechanisms and network protocols used in Radio Frequency Identification (RFID) technologies.

The event’s demonstration track was also widely successful due to its recurring theme, which resonated on the latest healthcare and sensor networking advances as well as the demonstration of applications that included traffic monitoring in Las Vegas and the worldwide collection of geological data used to better predict natural disasters such as tsunamis.

Other program highlights included the presentation of three panel discussions that explored new trends in consumer communications and networking services. These panels, which were led by leading industry executives, discussed topics ranging from the development of standards and solutions involved in consumer device management to the proliferation of context-aware information services and the surrounding privacy issues.

With consumer and industry interest clearly on the rise for the latest consumer networking technologies, planning has already begun for the 7th Annual CCNC Conference, which will be held in Las Vegas from January 9 - 12, 2010. Specific industry tracks will cover Wireless Home Communications & Networking, Smart Spaces & Personal Area Networks for Consumer Electronics, Mul-

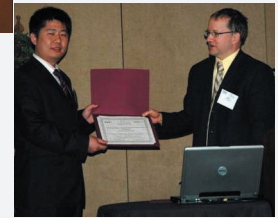
timedia Communications & Services, Content Distribution & Peer-to-Peer Networks, Security and Content Protection for Consumer Electronics, and Pervasive and Ambient Applications.

For more information, interested researchers, academics, and business professionals are urged to visit www.ieee-ccnc.org/2010 and review the CCNC 2010 “Call for Papers.”




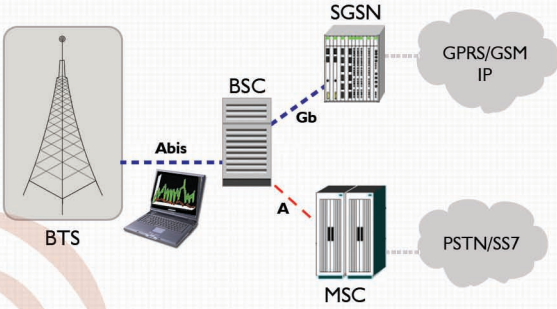
Andrew Dempster, University of New South Wales, Australia, presenting the first paper in the Beyond GPS Session.

John Buford, CCNC 2009 TPC Chair, presenting the Best Student Paper Award to Jinglong Zhou of Delft University.




Wireless Network Analysis & Emulation





- ▶ Emulate & Analyze TRAU traffic at the Abis interface with various codecs (AMR, HR, FR, EFR)
- ▶ Monitor GSM Interfaces - A, Abis, Mobis, B,C, D, E, H, J, Gs, Ls / Lb / Lp, Up
- ▶ Monitor UMTS network across Iub, Iur, IuCs, and IuPs
- ▶ Monitor LTE network across S1, and X2 interfaces
- ▶ Monitor GPRS/EDGE, Abis, Gb, Gs, Gn Interfaces
- ▶ Monitor CDMA2000 network across A1, A3 - A7, & A11



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