



## Search goes mobile

Bertinoro Castle, April 28-30

### Program (changes still possible)

## Monday April 28

### Morning session

09:30 Welcome

09:45 **Marco Pellegrini, CNR**, VISTO: Visual STOryboard for Web Video Browsing

10:15 **Pavel Zezula, University of Brno**, Similarity Searching in Image Collections through MUFIN

10:45 coffee

11:00 **Gianni Campanile, ESRI Italia**, Data deployment and editing on Mobile systems

11:30 **Miklos Kurucz, Eotvos University**, Experiments for a mobile news recommender

12:00 **Stefano Mizzaro, University of Udine**, Context Aware Browser: The Web on the Move

### Afternoon session

Gala event featuring Enrico Bagnasco (Telecom Italia), John Gage (SUN), Usama Fayyad (Yahoo!), David Maguire (ESRI). See web site for the agenda.

# Tuesday April 29

## Morning session

10:00 **Peggy Anne Salz, MsearchGroove**, There Can Be Only One: The Business Imperative For A Comprehensive Mobile Search Solution

10:30 **Sigmund Akselsen, Telenor**, Some telco perspectives on mobile search

11:00 coffee

11:15 **Phillis Reuther, CTO, mcn inc.**, Real time search in the Mobile World: what does a mobile site need to do to be available for federation?

11:45 Keynote: **Andrei Broder, vice president for computational advertising, Yahoo!**, Computational Advertising for the Mobile Environment

## Afternoon session

15:30 **Harold Paredes-Frigolett, The Social Media Company**, How I Learned To Leverage Mobile Broadband Connectivity To Deploy Content and Services to Audiences of One

16:00 **Carlo Alberto Licciardi, Telecom Italia Lab**, Sharing Content and Context in Mobile Users Communities

16:30 coffee

17:00 Keynote: **Hans-Christian Haugli, Head, Telenor R&I**, TBA

# Wednesday April 28

## Morning session

09:30 **Christos Tryfonopoulos, Max Planck Institut**, Information Alerting Services in Mobile Enviroments

10:00 **Mouna Kacimi, Max Planck Institut**, Social Search and Exploration in P2P Mobile Networks

10:30 **Claudio Carpineto, Fondazione Bordoni**, From CREDO to SmartCREDO: clustering search results goes mobile too

11:00 coffee

11:15 **Morten Fjeld, Chalmers University**, HCI Outlook: Tangible and Tabletop Interaction

11:45 **Calicrates Policroniades, Telenor**, Simplifying the mobile search experience on mobile phones