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110

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# Mobile Computing, Applications, and Services

4th International Conference, MobiCASE 2012  
Seattle, WA, USA, October 11-12, 2012  
Revised Selected Papers



Springer

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ISSN 1867-8211  
ISBN 978-3-642-36631-4  
DOI 10.1007/978-3-642-36632-1  
Springer Heidelberg Dordrecht London New York

e-ISSN 1867-822X  
e-ISBN 978-3-642-36632-1

Library of Congress Control Number: 2013931554

CR Subject Classification (1998):  
C.5.3, H.3.4-5, H.4.1-3, H.5.1-3, I.2.10, D.1.5, D.1.m, C.2.1,  
C.2.4-5, H.1.2, K.4.1, K.4.4

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*Typesetting:* Camera-ready by author, data conversion by Scientific Publishing Services, Chennai, India

Printed on acid-free paper

Springer is part of Springer Science+Business Media ([www.springer.com](http://www.springer.com))

# Preface

This volume contains papers presented at the 4<sup>th</sup> International Conference on Mobile Computing, Applications, and Services (MobiCASE) which was held October 11–12, 2012, in Seattle, Washington USA. MobiCASE brought together leading researchers, developers, and professors in the field of mobile technologies. The conference was sponsored by ICST and technically co-sponsored by IEEE Computer Society and Create-Net in association with the European Alliance for Innovation (EAI). MobiCASE was also sponsored by Slalom Consulting.

The aim of MobiCASE conferences is to provide a platform for researchers from academia and industry to advance mobile application and services research, an exciting area that has attracted significant attention from the community in recent years. The first MobiCASE conference, MobiCASE 2009, was held in San Diego, during October 26–29, 2009; the second, MobiCASE 2010, was held in Santa Clara, during October 25–28, 2010; the third, MobiCASE 2011, was held in Los Angeles, during October 24–27, 2011.

Innovators from around the world converged in Seattle to share the latest knowledge on mobile applications and services research.

This year, the conference received 51 submissions and the Program Committee selected 18 papers for oral presentation at the conference, following a highly selective review process. An additional nine papers were accepted for poster presentation.

In addition to the regular papers included in this volume, the conference also featured a keynote speech titled “Musubi: A Novel Phone-to-Phone Social App Platform” by Monica Lam from Stanford University and an industry panel featuring Hoorah! Mobile and iRespond.org. The Technical Program Committee decided to give the Best Paper Award to Xiaochao Yang, Chuang-Wen You, and Andrew Campbell, for the paper “Visage: A Face Interpretation Engine for Smartphone Applications.”

I would like to sincerely thank the members of the Program Committee and their referees for their hard work in reviewing the submissions. We are grateful for the generous support of MobiCASE 2012 by Slalom Consulting and to ICST for sponsoring the event. We were honored to be part of this year’s MobiCASE and look forward to the continued success of the conference in coming years.

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# Table of Contents

## Mobile Application Development

mConcAppt – A Method for the Conception of Mobile Business Applications.....	1
<i>Steffen Hess, Felix Kiefer, Ralf Carbon, and Andreas Maier</i>	
Mapping Objective-C API to Java .....	21
<i>Arno Puder and Spoorthi D’Silva</i>	
A Reference Architecture for Group-Context-Aware Mobile Applications.....	44
<i>Grace Lewis, Marc Novakowski, and Enrique Sánchez</i>	
Mobile Apps Development: A Framework for Technology Decision Making .....	64
<i>Emiliano Masi, Giovanni Cantone, Manuel Mastrofini, Giuseppe Calavaro, and Paolo Subiaco</i>	

## Multi-Dimensional Interactions

“TactiGlove” – A Guidance System to Effectively Find Hidden Spots in 3D Space .....	80
<i>Georg Stevenson, Andreas Riener, and Alois Ferscha</i>	
Towards Multimodal 3D Tabletop Interaction Using Sensor Equipped Mobile Devices .....	100
<i>Florian Klompaker, Karsten Nebe, and Julien Eschenlohr</i>	
Multimodal Mobile Collaboration Prototype Used in a Find, Fix, and Tag Scenario .....	115
<i>Gregory M. Burnett, Thomas Wischgoll, Victor Finomore, and Andres Calvo</i>	
Metric Based Automatic Event Segmentation .....	129
<i>Yuwen Zhuang, Mikhail Belkin, and Simon Dennis</i>	

## System Support and Architecture

Visage: A Face Interpretation Engine for Smartphone Applications .....	149
<i>Xiaochao Yang, Chuang-Wen You, Hong Lu, Mu Lin, Nicholas D. Lane, and Andrew T. Campbell</i>	

Multilevel and Secure Services in a Fleet of Mobile Phones: The Multilevel Secured Messaging Application (MuSMA) ..... 169  
*Serge Chaumette and Jonathan Ouoba*

vUPS: Virtually Unifying Personal Storage for Fast and Pervasive Data Accesses ..... 186  
*Mohammed A. Hassan, Kshitiz Bhattarai, and Songqing Chen*

**Mobile Applications**

LineKing: Crowdsourced Line Wait-Time Estimation Using Smartphones ..... 205  
*Muhammed Fatih Bulut, Yavuz Selim Yilmaz, Murat Demirbas, Nilgun Ferhatosmanoglu, and Hakan Ferhatosmanoglu*

FlexiSketch: A Mobile Sketching Tool for Software Modeling ..... 225  
*Dustin Wüest, Norbert Seyff, and Martin Glinz*

**Mobile Services**

Achieving Targeted Mobile Advertisements While Respecting Privacy ..... 245  
*Elia Palme, Basil Hess, and Juliana Sutanto*

Towards Timely and Efficient Semantic Reasoning for the Networked Society ..... 264  
*Bo Xing, Johan Hjelm, Takeshi Matsumura, Shingo Murakami, Toshikane Oda, and Andrew Ton*

A Reference Architecture for Mobile Code Offload in Hostile Environments ..... 274  
*Soumya Simanta, Kiryong Ha, Grace Lewis, Ed Morris, and Mahadev Satyanarayanan*

Nihao: A Predictive Smartphone Application Launcher ..... 294  
*Chunhui Zhang, Xiang Ding, Guanling Chen, Ke Huang, Xiaoxiao Ma, and Bo Yan*

**Poster Session**

Context-Aware Mobile Power Management Using Fuzzy Inference as a Service ..... 314  
*Mohammad Moghimi, Jagannathan Venkatesh, Piero Zappi, and Tajana Rosing*

Automatic Annotation of Daily Activity from Smartphone-Based Multisensory Streams ..... 328  
*Jihun Hamm, Benjamin Stone, Mikhail Belkin, and Simon Dennis*



Personalized Energy Consumption Modeling on Smartphones . . . . .	343
<i>Yifei Jiang, Abhishek Jaientilal, Xin Pan, Mohammad A.A.H. Al-Mutawa, Shivakant Mishra, and Larry Shi</i>	
An OPENID Identity Service for Android, Based on USIM Secure Elements . . . . .	355
<i>Pascal Urien</i>	
Mobile Training in the Real World for Community Disaster Responders . . . . .	367
<i>Natalie Linnell, Ray Bareiss, and Kristoffer Pantic</i>	
Shop Social: The Adventures of a Barcode Scanning Application in the Wild . . . . .	379
<i>Jonathan Engelsma, Ferris Jumah, Alejandro Montoya, Joseph Roth, Venu Vasudevan, and Greg Zavitz</i>	
The <i>webinos</i> Architecture: A Developer's Point of View . . . . .	391
<i>Paolo Vergori, Christos Ntanos, Marco Gavelli, and Dimitris Askounis</i>	
Social Interaction in Gamebased Applications on Smartphones in the Context of Tourism . . . . .	400
<i>Dominik Grüntjens, Gerrit Lochmann, Johannes Siebel, and Stefan Müller</i>	
Enhancing Traveler Context through Transferable Activity Patterns . . . .	412
<i>Chad A. Williams, Abolfazl Mohammadian, Joshua Auld, and Sean T. Doherty</i>	
<b>Erratum</b>	
Mobile Computing, Applications, and Services . . . . .	E1
<i>David Uhler, Khanjan Mehta, and Jennifer L. Wong</i>	
<b>Author Index</b> . . . . .	425