

**IEEE
COMMUNICATIONS
SOCIETY**



E-LETTER

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The MultiMedia communications Technical Committee (MMTC) is a volunteer group that examines systems, applications, services and techniques in which two or more media are used in the same session. These media include, but are not restricted to, voice, video, image, music, data, and executable code. The scope of the committee includes conversational, presentational, and transactional applications and the underlying networking systems to support them.

**MULTIMEDIA
COMMUNICATIONS**

- JOIN US -

Joining MMTC is easy. Simply send an email to list@comsoc.org with the following string in the body of the message (NOT the subject line):

join multicommm

The mailing list, multicommm@comsoc.org is the communication channel with the MMTC. To post a message to the list, send e-mail to multicommm@comsoc.org.

You can also navigate through MMTC mailing list archive (since Feb. 2004).

<http://barbarian.comsoc.org/comsoc.org/multicommm/>

Future MMTC Meetings
TBA

CCNC 2007 MMTC Activities
(January 11-13, 2007)
Multimedia Communications Symposium



MMTC OFFICERS

CHAIR

Nelson Fonseca
Instituto de Computação
Universidade Estadual de Campinas
(UNICAMP)
Caixa Postal 6176
13084-971 Campinas, SP
Brazil
Phone: +55 19-3788-5878,
Fax: +55 19-3788-5847
nfonseca@dcc.unicamp.br

FORMER CHAIR

Heather Yu
Panasonic Digital Networking
Laboratory
2 Research Way, 08540
Princeton, NJ, USA
Phone: +1 609-734-7325
Fax: +1 609-987-8827
heathery@research.panasonic.com

VICE CHAIRS

North America
Giovanni Pau
Department of Computer Science
UCLA
3803A Boelter Hall
420 Westwood Plaza
Los Angeles, CA, USA 90095-1596
Phone: +1 310-206-3212
Fax: +1 310-825-7578
gpau@cs.ucla.edu

Europe/Africa

Marco Rocchetti
Dipartimento di Scienze
dell'Informazione
Università di Bologna
Mura Anteo Zamboni 7, 40127
Bologna, Italy
Phone: +39 051-209-4503
Fax: +39 051-209-4510
rocchetti@cs.unibo.it

Asia/Pacific

Qian Zhang
Department of Computer Science
Hong Kong University of Science
and Technology
Clear Water Bay, Kowloon
Hong Kong
Phone: +852 2358-8766
qianzh@cs.ust.hk

SECRETARY

K.P. Subbalakshmi
Department of Electrical and
Computer Engineering
Stevens Institute of Technology
208 Burchard Building
Hoboken, NJ 07030
Phone: +1 201-216-8641
Fax: +1 201-216-8246
ksubbala@stevens-tech.edu

FORMER VICE CHAIRS

Pascal Frossard
École Polytechnique Fédérale de
Lausanne (EPFL)
1015 Lausanne, Switzerland
Phone: +41-21-693-5655
Fax: +41-21-693-7600
pascal.frossard@epfl.ch

Yucel Altunbasak

Georgia Institute of Technology
Atlanta, GA, USA 30332-0250
Phone: +1 404-385-1341
Fax: +1 404-894-8363
yucel@ece.gatech.edu

Gary Chan

Department of Computer Science
Hong Kong University of Science
and Technology
Clear Water Bay, Kowloon
Hong Kong
Phone: +852-2358-6990
Fax: +852-2358-1477
gchan@cs.ust.hk

FORMER SECRETARY

Giovanni Pau
Department of Computer Science
UCLA
3803A Boelter Hall
420 Westwood Plaza
Los Angeles, CA, USA 90095-1596
Phone: +1 310-206-3212
Fax: +1 310-825-7578
gpau@cs.ucla.edu

The goal of the E-Letter is to disseminate issues that focus on opinions, initiatives, scientific achievements and perspectives of multimedia with an emphasis on the communication technologies. The current issue of the E-Letter features a report and a new column.

The report is an award initiative provided by Qiang Zang from the Department of Computer Science and Engineering of the Hong Kong University of Science and Technology.

The column is provided by Maurizio Sobrero from the Department of Business Science, University of Bologna. In his column, titled "Between technological opportunities and market boundaries:

squeezed or raised?", the author discusses on issues concerned with economy and technology.

We renew the invitation to everyone to become regular contributor by submitting proposals for columns, perspective articles and annotated bibliographies. Information for submissions can be found at the MMTC website:

<http://www.comsoc.org/~mmc>.

Enjoy this issue!

Marco Rocchetti
Editor-in-Chief

COSPONSORING / RELATED CONFERENCES AND WORKSHOPS

GLOBECOM 2006

November 27 - December 1, 2006
San Francisco, California, USA

The objective of this conference is to provide a platform for researchers and technologists to present new ideas and contributions in the form of technical papers, panel discussions, as well as, test-bed implementations and real-world evaluation of many ideas in wireless communications. IEEE Globecom 2006 will feature also a Multimedia Communications Symposium.

CCNC 2007

January 11-13, 2007
Las Vegas, Nevada, USA

IEEE Consumer Communications and Networking Conference (CCNC) will present the latest approaches and technical solutions in the areas of consumer networking, enabling technologies such as middleware and multimedia, and novel applications and services. CCNC 2007 will include a peer-reviewed program of technical sessions, technology application panels, tutorials, and poster/demo sessions.

ICC 2007

June 24-28, 2007
Glasgow, Scotland, UK

The IEEE International Conference on Communications (ICC 2007) will be held in Glasgow, Scotland, from 24-28 June 2007. The Conference is aimed at addressing key themes on "Smart Communications Technologies for Tomorrow". The programme will feature a General Conference, ten Specific Symposia, Applications Sessions and Tutorials. Prospective authors are invited to submit original technical papers for oral or poster presentations at ICC 2007 and publication in the Conference Proceedings.

ICME 2007

July 2-5, 2007
Beijing, China

IEEE International Conference on Multimedia & Expo is a major annual international conference with the objective of bringing together researchers, developers, and practitioners from academia and industry working in all areas of multimedia. ICME serves as a forum for the dissemination of state-of-the-art research, development, and implementations of multimedia systems, technologies and applications. ICME is co-sponsored by four IEEE societies including the Circuits and Systems Society, the Communications Society, the Computer Society, and the Signal Processing Society. The conference will feature world-class plenary speakers, exhibits, special sessions, tutorials, and paper presentations.

CONFERENCE CALENDAR

CONFERENCE	LOCATION	INFORMATION
GLOBECOM 06 IEEE Global Telecommunications Conference	November 27 - December 1, 2006 San Francisco, CA USA	http://www.ieee-globecom.org/2006/
ISM 07 IEEE International Symposium on Multimedia	December 11-13, 2006 San Diego, CA USA	http://ism2006.eecs.uci.edu/
CCNC 07 IEEE Consumer Communications and Networking Conference	January 11-13, 2007 Las Vegas, NV USA	http://www.ieee-ccnc.org/
DRM'07 IEEE International Workshop on Digital Rights Management Impact on Consumer Communications	January 11-13, 2007 Las Vegas, NV USA	http://www.ieee- ccnc.org/callforpapers/DMR_workshop/index.html
HWN-RMQ'07 IEEE International Workshop on Heterogeneous Wireless Networks: Resource Management and QoS	January 11-13, 2007 Las Vegas, NV USA	http://www.ieee-ccnc.org/callforpapers/HWN- RMQ_workshop/index.html
NIME'07 International Workshop on Networking Issues in Multimedia Entertainment	January 11-13, 2007 Las Vegas, NV USA	http://www.ieee- ccnc.org/callforpapers/NIME_workshop/index.html
CRN'07 Workshop on Cognitive Radio Networks	January 11-13, 2007 Las Vegas, NV USA	http://www.ieee- ccnc.org/callforpapers/CRN_workshop/index.html
P2PM'07 Workshop on Peer-to-Peer Multicasting	January 11-13, 2007 Las Vegas, NV USA	http://www.ieee- ccnc.org/callforpapers/P2PM_workshop/index.html
ICC 07 IEEE International Conference on Communications	June 24-28, 2007 Glasgow, Scotland, UK	http://www.ieee-icc.org/2007/
ICME 07 IEEE International Conference on Multimedia and Expo	July 2-5, 2007 Beijing, China	http://research.microsoft.com/conferences/ICME07/
GLOBECOM 07 IEEE Global Telecommunications Conference	November 26 - 30, 2006 Washington, DC USA	http://www.comsoc.org/confs/globecom/2007/

MMTC INTEREST GROUPS

Based on the research interests of MMTC members, several IGs have been initiated led by experts and active researchers in each area. Detailed info about the IG charters, focus areas of each IG, and their activities are announced at

<http://www.comsoc.org/~mmc/>

and through the reflector. The IGs are:

(MSIG) Media Streaming

Chair: Pascal Frossard

Vice-chair: Juan Carlos de Martin

(HNIG) Home Networking

Chair: Prof. Madjid Merabti

Vice-chair: Heather Yu

(MobIG) Mobile and Wireless Multimedia

Chair: Prof. R. Chandramouli

Vice-chair: Oliver Wu

(SecIG) Multimedia Security

Chair: Suba Subbalakshmi

Vice-chair: Deepa Kundur

(QoSIG) Quality of Service

Chair: Qian Zhang

Vice-chair: Apostolis Salkintzis

(ACIG) Interest Group on Autonomic Communications

Chair: Xiaoyuan Gu

Vice-chair: Jiang (Linda) Xie

Call for New IG Proposal, Chair Nominations and Volunteers, and Members

New IG Proposal: The purpose of launching the IGs within MMC is to foster a better community, to get more MMC members involved in our activities and to provide more opportunities to our members. Therefore, we shall support the initiation of new IGs

when enough interests are shown. Proposals of new IGs are highly encouraged. Proposals should be sent to the MMC chair via email. Discussion of new IG proposal with MMC officers is also encouraged.

IG Chairs Nomination and Volunteers: We encourage you to volunteer for the available positions. It is a great networking opportunity. Furthermore, it gives you new means to contribute to the technical activities and to promote your career in multimedia communications area. Nomination and volunteers should be sent to the MMC chair via email.

IG Membership: Membership is free. Information about how to join each IG will also be available at each IG will be available at the MMTC Web site. Please stay tuned.

Interest Group on Autonomic Communications

A new IG has been approved, named ACIG, i.e., Autonomic Communications Interest Group.

IEEE ACIG Membership gives you the opportunity

- to network with technical experts in Autonomic Communications,
- to contribute to the technical activities in Autonomic Communications.

Joining IEEE ACIG is free and easy. Simply go to the membership subscription page at:

<https://www.ibr.cs.tu-bs.de/cgi-bin/mailman/listinfo/ieeeeacig>

The mailing list, ieeeeacig@ibr.cs.tu-bs.de is the communication channel with the ACIG. To post a message to the list, send e-mail to

ieeeeacig@ibr.cs.tu-bs.de.

The mail archives are located at:

<http://www.ibr.cs.tu-bs.de/pipermail/ieeeeacig>

Award Initiative

Qiang Zang

Department of Computer Science and Engineering
 Hong Kong University of Science and Technology
 Clear Water Bay, Kowloon
 Hong Kong
 Email: qianzh@cs.ust.hk

It is time once again for our Multimedia Communications Technical Committee to elect the best paper award for the paper in the multimedia communication area.

We started this award in 2004 to recognize the contributions of MMTC members on technical achievement in multimedia communications area. This year we decide to select the awardee from papers published in the following conferences and journals that IEEE ComSoc co-sponsored. More specifically, we will include IEEE Journal Selected Areas of Communications, IEEE Transactions of Multimedia, IEEE Multimedia, IEEE CCNC, IEEE ICME, IEEE Globecom, IEEE ICC, and IEEE ISM. Papers published in 2003, 2004 and 2005 are eligible.

We would like to take this opportunity to solicit your nomination. Please feel free to nominate your own (or your students') paper if you think the paper is of high quality. Paper nominations have to be sent by email to MMTCawdcommittee@netscape.net or qianzh@cs.ust.hk, with subject line 'MMTC-BPA Nomination'. The nomination should include the complete reference of the paper, author information, a brief supporting statement (maximum one page), the name of the nominator, and an electronic copy of the paper when possible.

The hard deadline for paper nomination is set to Dec. 15th, 2006. An independent subcommittee has been created to evaluate nominated papers, and the Best Paper Award 2006 will be presented at ICC 2007, by the MMTC chair, to one of the authors of the best paper. The authors will be notified at least 6 weeks prior to the conference.

Looking forward to getting your support and receiving the nomination from you.

Qian Zhang on behalf of Award committee of MMTC

Award Recipients for 2004

Best Paper Award:

Wuttipong Kumwilaisak, Y. Thomas Hou, Qian Zhang, Wenwu Zhu, C.-C. Jay Kuo, and Ya-Qin Zhang

"A cross-layer quality-of-service mapping architecture for video delivery in wireless networks," published in IEEE JSAC, Dec. 2003

MMC Award Subcommittee

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Prof. Qian Zhang, Vice-chair of MMC

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E-LETTER EDITORIAL BOARD

EDITOR IN CHIEF

Prof. Marco Rocchetti
Dipartimento di Scienze dell'Informazione
Università di Bologna
Mura Anteo Zamboni 7,
40127 Bologna, Italy
Phone: +39 051-209-4503
Fax: +39 051-209-4510
rocchetti@cs.unibo.it

ASSISTANT EDITOR

Dr. Giovanni Pau,
Department of Computer Science
UCLA
3803A Boelter Hall
420 Westwood Plaza
Los Angeles, CA, USA 90095-1596
Phone: +1 310-206-3212
Fax: +1 310-825-7578
gpau@cs.ucla.edu

ASSISTANT EDITOR

Dr. Juan Carlos De Martin
IEIIT-CNR
Politecnico di Torino
C.so Duca degli Abruzzi 24,
10129 Torino, Italy
Phone: +39 011-564-5421
Fax: +39 011-564-5429
demartin@polito.it

EDITORIAL SERVICE

Dr. Stefano Ferretti
Dipartimento di Scienze dell'Informazione
Università di Bologna
Mura Anteo Zamboni 7,
40127 Bologna, Italy
Phone: +39 051-209-4845
Fax: +39 051-209-4510
sferretti@cs.unibo.it

To all MMTC members: If your postal address, telephone or fax numbers have changed, please update them with the committee secretary. You can review our current records on our web page at <http://www.comsoc.org/~mmc/>.

If you like to join MMTC Mailing List, the indications how to subscribe/unsubscribe are reported at <http://www.comsoc.org/~mmc/membership.html>.

IEEE Fellow Nominations Subcommittee

MMC TC has established a new subcommittee for IEEE Fellow nominations.

Chair

Prof. Chang Wen Chen

Committee Members

Prof. Charlie Judice
Prof. Homer Chen

Guidelines

1. Working with ComSoc Fellow Committee to identify and evaluate worthy candidates.

2. Promote worthy MMC members to enhance their profiles within ComSoc as well as IEEE institute wide to get ready for Fellow nomination. These will include nominating worthy candidates to society level offices and society level conference organizations.
3. Help with individual MMC members in their Fellow nomination process with advices on how to prepare a strong nomination.
4. Prepare endorsement letters for MMC members when they are nominated for Fellow election.

Between technological opportunities and market boundaries: squeezed or raised?

Maurizio Sobrero

Department of Business Science, University of Bologna

Via Capo Di Lucca, 34, I-40126, Bologna, Italy

maurizio.sobrero@unibo.it

A well known scholar of technological change, Eric von Hippel, entitled his latest book “Democratizing Innovation”. Building on several analysis based on the evolution of IT he strongly advocates for the importance of new technologies in empowering a larger base of potential innovators and shaking the stiff world of incumbents. Innovation thus becomes once more the force shaping economic growth through those waves of creative destruction envisioned in the early ‘900 by the Austrian economist Joseph Schumpeter. Despite such growing enthusiasm, however, markets seem slower to reckon these opportunities and wash away consolidated positions and rents in different parts of the world. Indeed, the highly dynamic U.S. economy and its success stories are more and more looking as an exception rather than the rule if we take a really global perspective.

Multimedia technologies, in particular, are usually portrayed as an endless reservoir of opportunities to change the rules and have newcomers setting the scene. Music, television, video, animation technologies are only few of the technology-product combination where new technical solutions potentially impact upon different types of knowledge, ways to interact with a physical or a cognitive representation of the external reality, use of multiple senses, possibility for the end user to manipulate the technology and give it new meanings. Short messaging has widened the opportunities to communicate as well as the language used. Mobile phone photo and video capturing are increasingly making blogging on the go richer in forms and interpretations. Digital music authoring tools are pivotal for several audio communities.

All these technological opportunities should be distinguished whether impacting on the content, the physical devices or the networks. This distinction is instrumental in understanding not only what carries value for the market, but also, and most importantly, what allows who to appropriate that value. While content has generated the most in terms of innovation and opportunities, both technologically and commercially, it does not seem to be able to appropriate the associated revenues as it should. Music has been critical for Apple to reinterpret the MP3 players hardware business using a razor-and-blade approach, and yet without the revenues coming from selling IPods the business would not be sustainable. Europe’s lead in commercially launching mobile television through DVB-

H technologies and leveraging on the upcoming soccer World Cup is strictly associated with the role and possibilities of established telecom companies and networks. The new advertising frontier of IP tv and its impact on the advertising budget of traditional TV is betting on customers who will buy their ads and are largely controlled by established media and telecom giants.

Countless other examples coming from different times and different technologies could only reinforce my point for this column. Technologies per se cannot generate real opportunities to transform society, for good or for worse, in the absence of complementary key institutions. Such institutions have the role of enabling each and every part of society not only to benefit from, but also to participate in the innovation process. As much as in the early ‘900 providing electricity, and later on telephone service widespreadly was a matter of basic individual rights and opportunities to sustain economic growth, why, for example, shouldn’t we consider broadband access the corresponding provision of the new millenium?

The responsibility of developed countries is to strengthen their institutions and develop new ones to accompany technological change, not to protect incumbents, but to favor innovation and change. The DRM issue raised by Mr. Chiariglione on his 2004 Column is an example. The recent debate on the possibility to change the rules of free-flows within the internet regardless of the type of media transferred to assign different priorities, and possibly costs and opportunities, based on the content is another one. The real challenge facing all of us is to be able to align institutions to the fast pace of technological change and not to the way the economy works at any point in time.

BIO: Maurizio Sobrero (PhD, MIT) is full professor of technology management at the University of Bologna. He’s been visiting professor at the Paul H. Nitze School of Advanced International Studies, Johns Hopkins University and at Lingnan College, Zhong Shan University, GuangZhou. He is an editorial board member of the European Management Review, and a reviewer for the Academy of Management Journal, Organization Science, Strategic Management Journal, Journal of Management and Governance and Research Policy.

CALL FOR CONTRIBUTIONS

Call for Contributions per Annotated Bibliographies for *The Multimedia Communications Technical Committee* *E-Letter*

Editor in Chief: Marco Rocchetti
IEEE Communications Society

The E-letter of the Multimedia Communications Technical Committee of the IEEE Communications Society is an electronic publication that welcomes submissions of annotated bibliographies.

A considerable barrier to entry into a new field of research is to become aware of the existing literature on the topic. The Internet and search engines -such as IEEEExplore and, more recently, Google Scholar- have made access conference proceedings and journals immensely easier than it used to be.

However, speed and ease of access, by themselves, do not solve the problem of understanding the state of the art in a given field. Some form of intelligence is needed to filter the raw data represented by the very large number of available publications. Such intelligence may be acquired, in due time, by reading and attending conferences - or it may come from experts already working in the field.

To help fellow engineers and researchers to gain easier access to new fields of activities, the E-Letter of the Multimedia Communications Technical Committee (MMTC) invites multimedia experts to submit annotated bibliographies on topics of their choosing.

It is expected that the annotated bibliographies could be of various kinds - from tutorial level bibliographies on the general field of multimedia communications to bibliographies on very specialized subtopics.

If technically feasible, we will adopt an open approach to bibliographies development. Instruments such as wiki are, in fact, making very easy to build knowledge repositories in a collaborative fashion, as shown, for instance, by the astounding success of wikipedia.org. Initial contributions could, therefore, if the original author agrees, be placed on a MMTC wiki to be integrated by comments and modifications made by the community at large. The E-letter will

periodically publish selected annotated bibliographies.

Possible topics for annotated bibliographies include, but are not limited to:

- Hardware and Software for Multimedia
- Home Networking for Multimedia
- Implemented Prototypes
- Mathematical Modeling and Simulation for Multimedia
- Mobile and Wireless multimedia
- Multimedia Communication Systems
- Multimedia Security
- Multimedia Design
- Multimedia Development Tools
- Multimedia Networking and Quality of Service
- Networked Multimedia Entertainment
- Quantitative and Qualitative Studies for Multimedia
- Streaming Multimedia
- Theoretical/Ergonomic Issues Regarding Multimedia Communications

Annotated bibliographies will be subject to peer review and, upon acceptance, published in an upcoming issue of the E-Letter. All authors should consider the general nature of the E-Letter's readers. Annotated bibliographies should not have been previously published and must not be submitted for publication as well.

Submission guidelines are as follows: length should be no more than 3000 words (four double column pages).

Annotated bibliographies should be submitted in pdf format by e-mail to the E-Letter Assistant Editor J.C. De Martin at demartin@polito.it.

Deadlines:

The next issue of the E-Letter will appear on April 2007. Our deadline for receiving annotated bibliographies articles is 60 days prior to the cover date.

CALL FOR CONTRIBUTIONS

Call for Perspective Articles for

The Multimedia Communications Technical Committee

E-Letter

Editor in Chief: Marco Rocchetti
IEEE Communications Society

Multimedia technology, networks and services are making productive use of important innovations in technical parallel fields: from signal processing and compression to storage and switching devices; from satellite and fiber -based communications to computer graphics and animation; from mobile and wireless systems to information security. A beneficial aspect of this phenomenon is that it is pulling together an extremely diverse group of experts specializing in technical converging areas. Even though such an ever-evolving environment promotes interdisciplinary fusion, however, teachers, researchers and professionals of the discipline need access to the most current information about the concepts, issues, trends and technologies in this emerging field. The **E-Letter** of the **Multimedia Communications Technical Committee** wishes to become a fast medium that provides a comprehensive coverage of the most important definitions, concepts, issues, trends and technologies in the field of multimedia communications technology. To this aim, the **E-Letter** of the Multimedia Communications Technical Committee welcomes submissions of Perspective Articles. Perspectives are articles written from the point of view of an expert in the multimedia technology field. They should focus on a particular technology or technology-related issue and how that technology or technology-related issue is being implemented and is impacting the multimedia arena. The E-Letter is seeking perspective articles on the subject of multimedia as it applies to the broad spectrum of multimedia communications. Also manuscripts for short essays and opinions may be considered.

Possible topics include, but are not limited to:

- Hardware and Software for Multimedia
- Home Networking for Multimedia
- Implemented Prototypes
- Mathematical Modeling and Simulation for Multimedia
- Mobile and Wireless multimedia
- Multimedia Communication Systems

- Multimedia Security
- Multimedia Design
- Multimedia Development Tools
- Multimedia Networking and Quality of Service
- Networked Multimedia Entertainment
- Quantitative and Qualitative Studies for Multimedia
- Streaming Multimedia
- Theoretical/Ergonomic Issues Regarding Multimedia Communications

Selected articles will be peer-reviewed and, upon acceptance, published in an upcoming issue of the E-Letter. All authors should consider the general nature of *E-Letter's* readership. Manuscripts should not have been previously published and must not be submitted for publication elsewhere. The **basic format to follow** is:

- Introduce the technology or issue being discussed.
- Discuss the technology's current or future impact on multimedia communications.
- Discuss pros and cons of the technology/issue.
- Discuss what the author is doing regarding this technology/issue.

Other Guidelines are as follows:

- Length should be no more than 2,000 words (three double-column pages).
- Articles should contain no more than 3 Figures. Figures and tables count for 300 words.
- Articles must contain no more than six references.
- Articles should be submitted in a .pdf format by e-mail to rocchetti@cs.unibo.it.

Deadlines:

The next issue of the E-Letter will appear on April 2007. Perspectives are generally scheduled far in advance. Our deadline for receiving completed articles is 60 days prior to the cover date. We may accept some material later than that, but special arrangements must be made in advance with the Editor.

CALL FOR CONTRIBUTIONS

Call for Columns for

The Multimedia Communications Technical Committee

E-Letter

Editor in Chief: Marco Rocchetti
IEEE Communications Society

The **E-Letter** of the **Multimedia Communications Technical Committee** features columns written by recognized experts in all the technological fields related to multimedia communications. Columns should give to all the multimedia community partners a possibility to voice their views on the issues, challenges, and opportunities facing industry and academia in connection with the field of multimedia communications. Columns featured by the E-Letter of the Multimedia Communications Technical Committee are intended to become a fast medium that provides a comprehensive coverage of the most important issues, concepts, definitions, trends and techniques in the field. To this aim, the E-Letter is looking for a group of insightful and diligent volunteers to serve as regular (or sporadic) columnists on the 2004-2005 term. Columns will be considered on all the aspects of multimedia communications. The E-Letter offers an unparalleled opportunity for potential columnists to express thoughts and opinions to a community-wide audience provided that the following instructions are followed.

What does it mean to be a columnist for the E-Letter?

It means keeping informed about multimedia issues, as well as news and scientific headlines. It means thinking about the issues that matter to readers in the context of the multimedia communications community. It means undertaking substantial research. It means writing clearly and effectively (perhaps provocatively) to demonstrate an opinion piece that can be easily followed.

What is a column for the E-Letter?

Columns are very brief articles in form of opinions, short essays, or news written from the point of view of an expert. Even though a column is, in essence, a

timely and relevant piece of opinion writing, each good E-Letter column should relate an opinion to the most relevant topics of the multimedia community. Also controversial issues can make for a great column, but only if they sound interesting for the multimedia community.

Who can be a columnist for the E-Letter?

Well known experts, skilled practitioners, professionals and researchers are welcome to submit ideas for E-Letter columns. Also contributions from Chairs or members of the various Interest Groups of the Multimedia Communications Technical Committee, as well as from any member of ComSoc, discussing issues related to the activities of their groups, are greatly appreciated. The real and final qualification is having something interesting to say about multimedia communications and its surrounding community, and a willingness to put in the necessary time and effort.

Selected columns will be evaluated by the E-Letter Editor and, upon approval, published in an upcoming issue of the E-Letter. The basic format to follow is:

- Length should be no more than 700 words in length (one double-column page).
- Columns should contain no Figures.
- Columns should contain no References.
- Columns should be submitted as plain text (ASCII) by e-mail to roccetti@cs.unibo.it.

Deadlines:

The issue of the E-Letter will appear on April 2007. Our deadline for receiving columns is 15 days prior to the cover date. We may accept some material later than that, but special arrangements must be made in advance with the Editor.