

4th Mediterranean Conference on Information Systems
Athens, Greece, 25-27 September 2009
www.mcis2009.org

Track 5: Digital Interactive Media

Track Co-Chairs

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Introduction

The emergence of new media (e.g. portable devices, interactive television) and the developments of broadband infrastructures that support access to content and services, provide opportunities for the design of interactive applications and services across different delivery platforms.

The track aims to bring together academics, technologists, artists, designers, and industry representatives to address current developments and issues and draw conclusions for the future of Digital Interactive Media with focus on the impact of broadband access networks. The track topics include:

- Social TV, social media, sociability
- Cross-media applications
- Interactive advertising
- Games and entertainment
- Usability and user experience
- Intelligent user interfaces
- User-generated content
- Broadband, IPTV and 3DTV systems
- Personalization
- Design Methodologies
- Mobile TV
- Interactive storytelling
- New Business Models

BIOS of track co-chairs

Dr. George Lekakos is an Assistant Professor in e-Business at the Department of Information and Communication Systems, University of the Aegean, Greece. He leads the Intelligent Media Lab (IML), which is a research group within the ELTRUN Research Center (<http://www.eltrun.gr>) at the Athens University of Economics and Business (AUEB), Greece. He holds a BSc in Mathematics (University of Thessaloniki, Greece), M.Sc. in Formal Methods in Software Engineering (University of London, UK), and Ph.D. in Interactive Television (Athens University of

Economics and Business, Greece). Dr. Lekakos' research is in the area of interactive television, recommender systems, and human-computer interaction. The past 10 years he has been working on several EU funded projects and he has published more than thirty-five papers in international journals and conferences. He is also co-editor of books and conference proceedings, and serves as editorial board member of international journals. He is member of the EuroiTV steering committee and the IFIP TC14 working group on interactive television (WG 14.6).

Dr. Konstantinos Chorianopoulos is a Lecturer in the Department of Informatics at the Ionian University, Corfu, Greece. He holds an MEng (*Electronics and Computer Engineering*, 1999) an MSc. (*Marketing and Communication*, 2001), and a Ph.D. (*Human-Computer Interaction*, 2004). During his studies and research, he has been affiliated with engineering, business, and applied arts universities. Since 1997, he has worked in four academic research labs (Greece, UK, Germany), which specialize in the areas of multimedia, e-commerce, intelligent systems and interaction design. He has participated in many EC-funded research projects in the field of human-computer interaction for information, communication and entertainment applications in TV, mobile, and situated computing devices. In 2002, he founded UITV.INFO, which is a newsletter and web portal for interactive television research resources (papers, theses), news and events. He is the main author of more than ten journal papers and he has lectured internationally (conferences, tutorials, seminars, guest lectures) on several aspects (design, engineering, science, art) of interactive TV. He is serving on the steering committee of the European Interactive TV organization and on the editorial boards of ACM Computers in Entertainment and of the Journal of Virtual Reality and Broadcasting.

Dr Ioannis Deliyannis holds a teaching post in the Audio Visual Arts department (Ionian University) in the field of Interactive Multimedia. His research interests include the application of Interactive and Multimedia Communication Technologies in the area of AudioVisual Arts. He is the author of a series of journal and conference publications in the above fields, followed by a series of books targeting the experimental and creative aspects of the technologies involved. He was awarded the position of Lecturer at the department of Audiovisual Arts on June 2008. His first book entitled “Η Κοινωνία της Πληροφορίας και ο Ρόλος των Διαδραστικών Πολυμέσων – Information Society and the Role of Interactive Multimedia”, Fagotto Books, 2006, ISBN 960-7075-99-4 targets the technologies of Information Society, presenting their unique characteristics, while describing how they can be integrated into higher-order systems. To those without much experience in everyday technologies such as computers, mobile devices, broadcast networks and communications, it offers a comprehensive introduction with practical examples, complete with full references for further research. The second book “Διαδραστικά Πολυμέσα και Ψηφιακή Τεχνολογία στις Τέχνες – Interactive Multimedia and Digital Technology for the Arts” Fagotto Books, 2007, ISBN 978-960-6685-06-4 offers a unique insight for the reader who wishes to utilise various methodologies and strategies in the design of innovative computer-aided art forms. It presents how technologies of Multimedia, Networks and Interaction may be combined, while describing their limitations. It concludes by presenting various forms of art - complete

with examples - which utilised new mediums, techniques, technologies and ideas since 1945.