BEWERBUNGSUNTERLAGEN

ANLAGEN ZUR BEWERBUNG VON
JEAN-CHRISTOPHE LITTFASS

CV

Nachfolgend finden Sie diese Unterlagen:

Tabellarischer Lebenslauf
Berufserfahrungsliste
Prüfungszeugnisse
Arbeitszeugnis
Arbeitsproben

LEBENSLAUF

PERSÖNLICHE DATEN

Name	Jean-Christophe Littfass
Anschrift	Galmeistr. 17 58636 Iserlohn
Telefon	+49 (0) 2731-15 50 11 0 (Festnetz) +49 (0) 160-97 61 97 72 (Mobil)
E-Mail	tifi@littfass.com
Geboren	am 06.09.1977 in Chalon-sur-Saône (F)
Familienstand	ledig, keine Kinder
Führerschein	B
Staatsangehörigkeit	deutsche und französiche

AUSBILDUNG

2003-2007 Studium der Geoinformatik am Insitut für Geoinformatik
der Westfälischen Wilhelms-Universität Münster (9 Semester)
„Allgemeinbildung" der Informatik,
Projekt Management, Software Engineering,
funktionale und objektorientierte Programmiersprachen,
Datenbankdesign, Geodatenbanken,
GIS, Kartographie

1999-2001 Studium am IUT für „Kommunikationsdienstleistungen und -netzwerke"
in St. Raphaël (F).
Kommunikationstheorie, Marktforschung,
Projektmanagement,
Schulung künstlerischer und graphischer Fähigkeiten (Bild-, Filmanalyse, DTP),
Design und Erstellung multimedialer Produkte (Print, Web, Film, Audio),
Einführung in Design und Implementierung multimedialer Anwendungen
(Softwaredesign, Datenbanken, Webapplikationen)

1996 Abitur an der Europaschule Karlsruhe (ESK)
Abschluß: 3,5

BERUFSERFAHRUNG

Seit Mai 2004	Institut für Geoinformatik Universität Münster im Print- & Webteam Gestaltung von Printmedien (Poster, Flyer, Graphiken, Logos) und Corporate Identities, Webdesign, -entwicklung, -administration und -wartung Softwareentwicklung, Datenbankdesign, IT-Beratung und Schulung, Einarbeiten neuer Teammitglieder in PHP, Javascript und Photoshop, Abwickeln der Print-Aufträge mit Druckereien, Selbständige, kreative Arbeit im Expertenteam
2004	Barkeeper im Pierhouse und Rio d'Oro in Münster
2003	Mitarbeiter im Internet-Café „Surf-In" im Kaufhof Münster Kundenbetreuung, Netzwerk-Administration, kleinere multimedia Projekte
2002	IT-Tätigkeiten für Rüschenschmidt & Tüllmann GmbH & Co. KG und Takko Modemarkt GmbH & Co. KG
Mai - Aug. 2002	RAAD Consult GmbH, Münster Telefonist im Callcenter, SAP-Marktforschung
Jun. - Sep. 2001	Praktikum in der DTP-Agentur „Crys Infographie" in Marseille (F) Webdesign und -entwicklung, Graphikdesign
Jun. - Sep. 2000	Praktikum in der Praxis für Ergotherapie und Feldenkrais Ute Knolle, Karlsruhe EDV-Schulung des Personals, Gestaltung der CI
Feb. 1998 - März 1999	Zivildienst an der Jugendherberge Karlsruhe Kassen-, Küchen-, Zimmer- und Hausmeisterdienste, Kunden Betreuung

WEITERE BERUFSERFAHRUNG

Außerdem arbeite ich nebenbei seit 9 Jahren autodidakt und selbstständig an einer Vielfalt von Aufträgen, oft projektbezogen als Freelancer.

Jan. 2007	Gestaltung und Umsetzung einer Website (Front- & Backend) für „Forum Cultura“ in Münster
Dez. 2006	Entwicklung eines Nutzerverwaltungstool für die „Ubbo-Kruse“ - Website, bei Syntecs, Oldenburg www.ubbo-kruse.de
Okt. 2005	Gestaltung und Umsetzung einer Website (Front- & Backend) für Olymp, die „Freie Laborschule der Künste“ in Münster, www.littfass.com/archive/olymp/
Sep. 2005	Mitgestaltung an einer E-Learning Plattform im Intranet für den Ethikkurs der Universität Augsburg
Jul. 2005	Gestaltung und Umsetzung eines CMS für die „Breuer Duschkabinen“ - Website, bei Syntecs, Oldenburg www.duschkabine.com
Apr. 2005	Gestaltung und Umsetzung einer Website (Frontend) für das „Cafe & Weinbar Kolk“ in Münster www.littfass.com/archive/kolk/
Apr. 2005	Gestaltung und Umsetzung einer Website (Front- & Backend) für „Chalwa Sound“ in Münster www.chalwa.de
Nov. 2004	Umsetzung einer Website (Front- & Backend) für die Klasse von Prof. Maik und Prof. Dirk Löbbert an der Kunstakademie Münster www.klasseloebbert.de
Dez. 2001	Gestaltung und Umsetzung einer Website (Front- & Backend) für die Stadt Mancey in Frankreich. www.mancey.fr

SPRACHEN

Französisch und Deutsch:	Muttersprache
Englisch:	Sehr gute Kenntnisse
Spanisch:	Grundkenntnisse

DESIGN

- in Print & Web, Vektor & Raster
- Adobe (Photoshop, Illustrator, InDesign, Acrobat Pro, Macromedia)
- Acrylmalerei

ENTWICKLUNG / PROG.

- Ajax, Web II (PHP, XML, Javascript, HTML, CSS)
- Java
- SQL (MySQL, Oracle)
- Objektorientiertes-, Crossbrowser-Programmieren
- Flash / Actionscript

WEITERE QUALIFIKATIONEN

- Geoinformatik
- Software-Engeneering
- CMS, Administration
- Java, Flash / Actionscript
- Musik (Schlagzeug, Klavier, E-Music)
- Audiobearbeitung (FLStudio, etc.)
- Videobearbeitung/ Schnitt (Premiere)
- Fotographie, Film
- Office, Win XP

HOBBIES

Musik, Kunst, Sprachen, Reisen

ZEUGNISSE

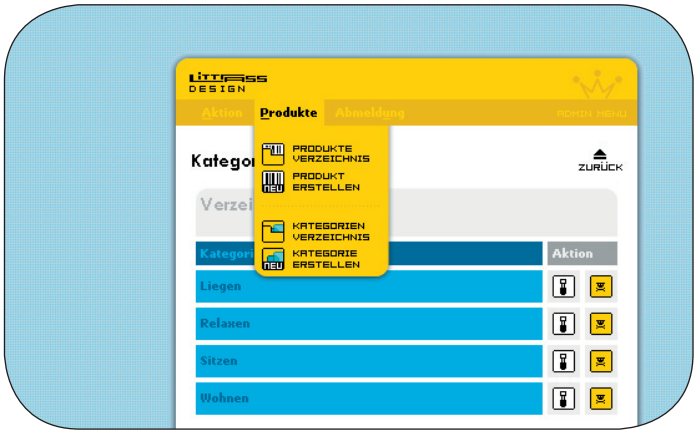
ARBEITSPROBEN

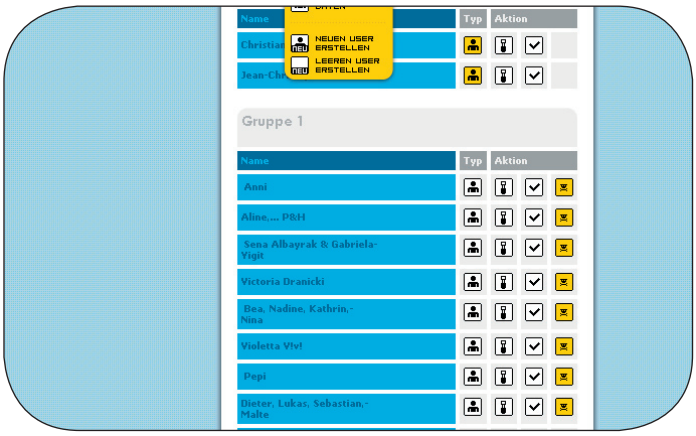
WEB

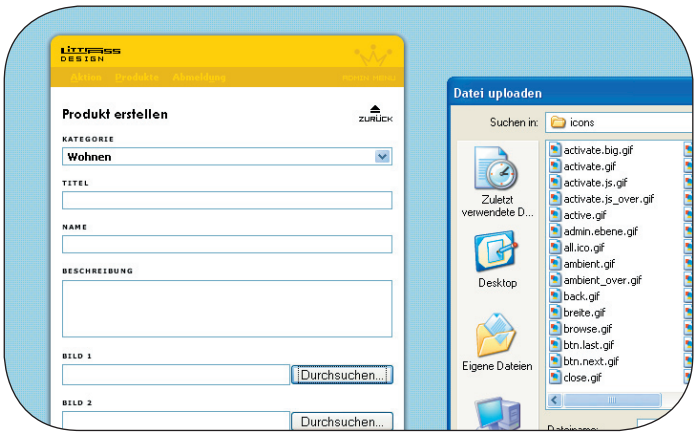
MINIMÖBEL DESIGN

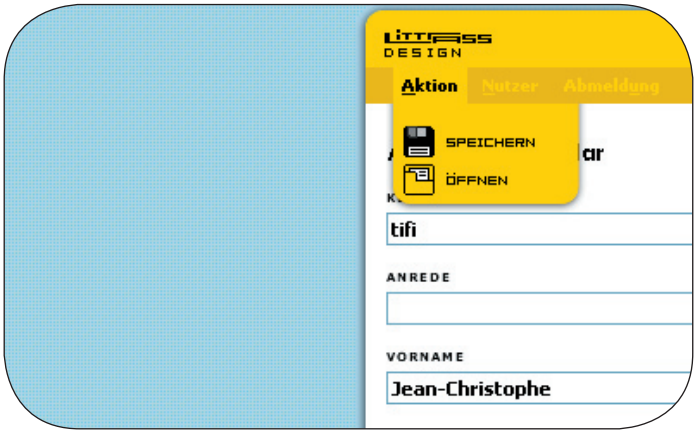
PRODUKTGALERIE
mit Nutzer- und Produktverwaltungstool,
http://www.littfass.com, Dezember 2006

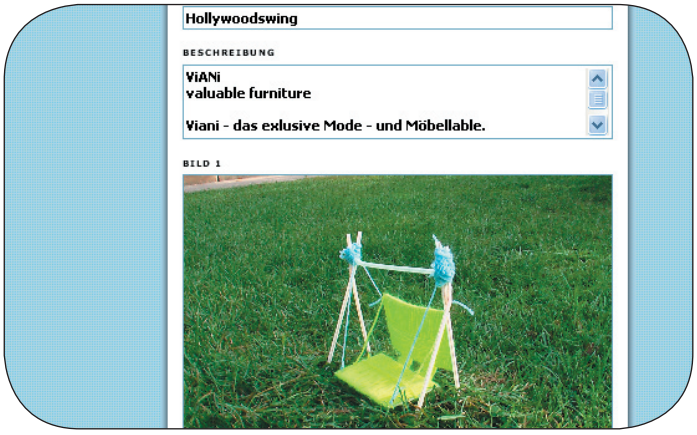
SKILLS
PHP/MySQL, Javascript, CSS, Photoshop
Objektorientiert, Crossbrowser







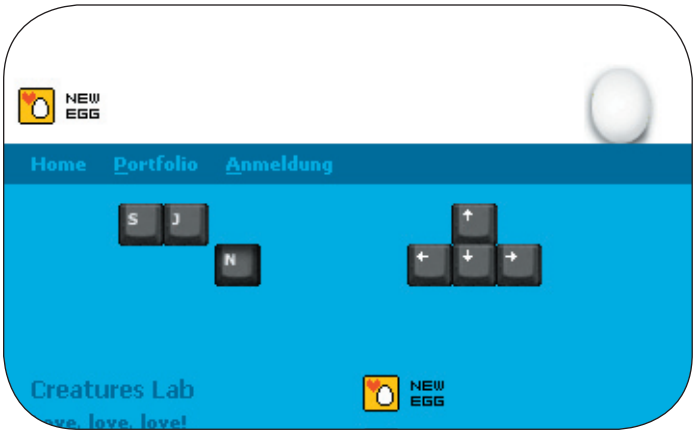


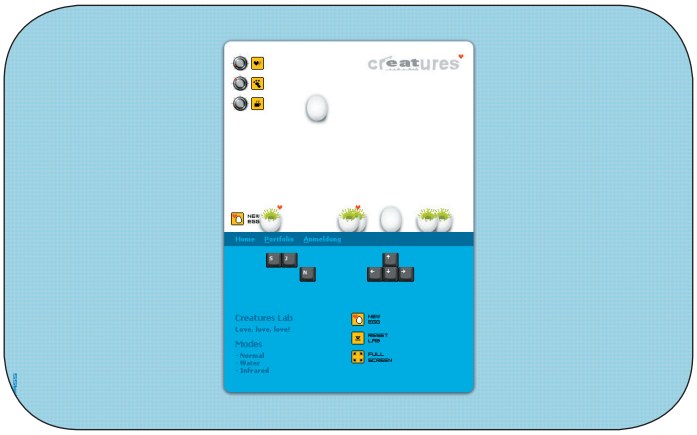


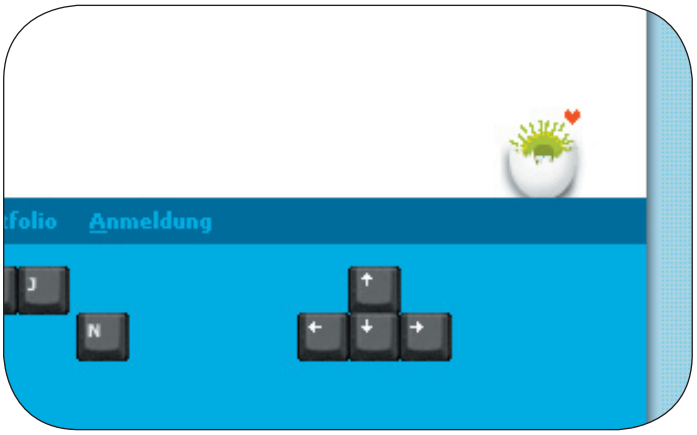
CREATURES LAB

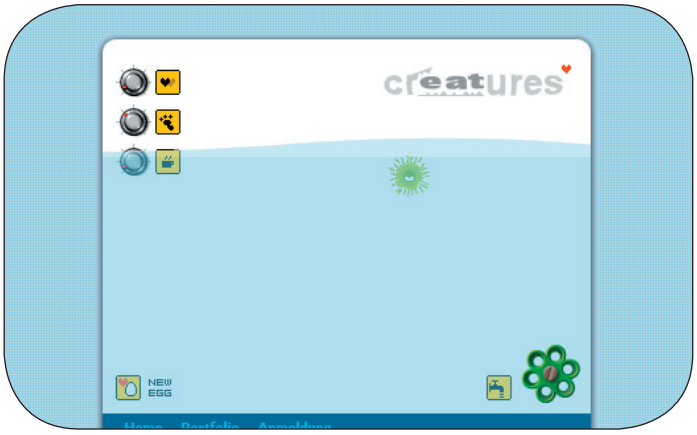
WEB TAMAGOTCHI
Online-Spiel, Prototyp, 2007

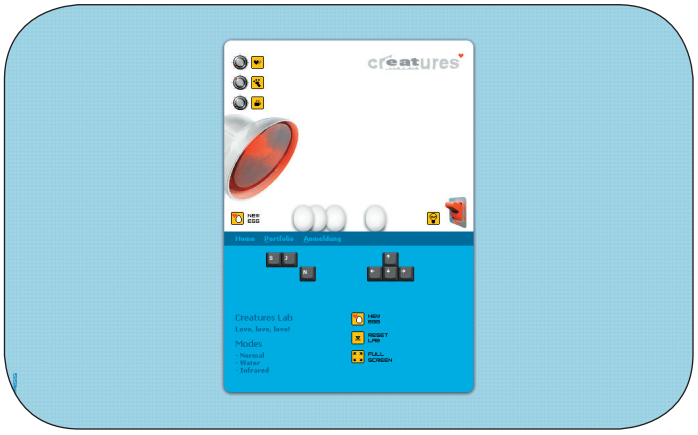
SKILLS
Javascript, PHP/MySQL, CSS, Photoshop
Objektorientiert, Crossbrowser

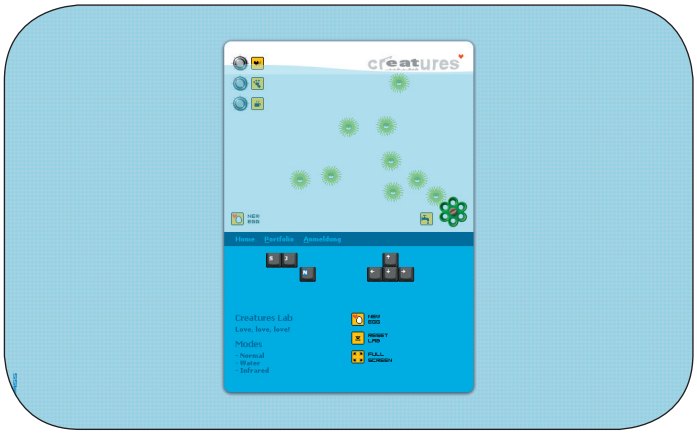


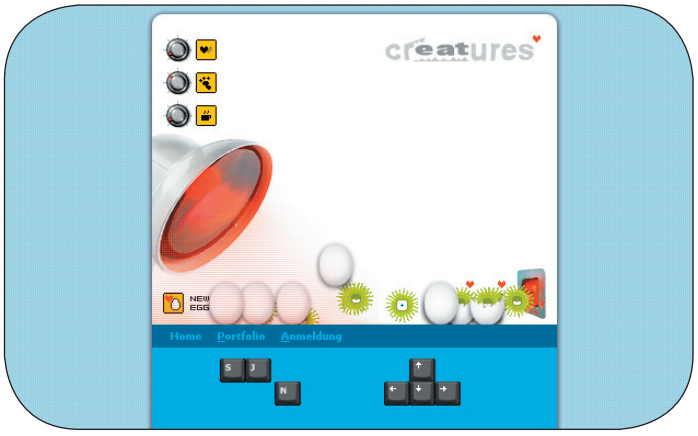








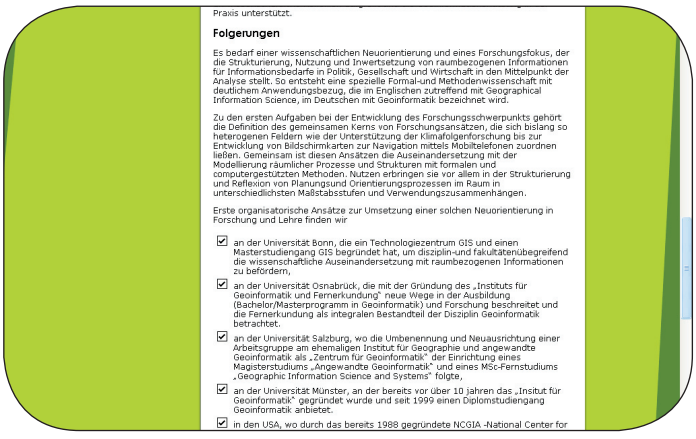


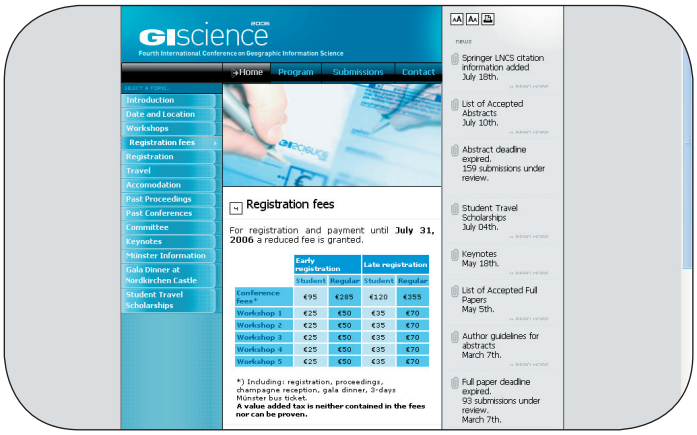


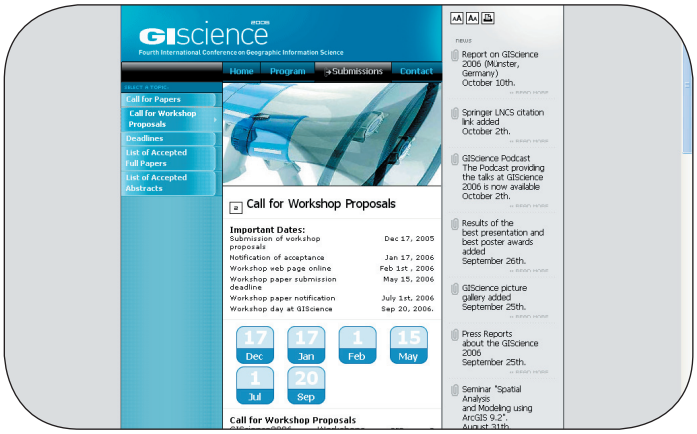
GESELLSCHAFT FÜR GEOINFORMATIK

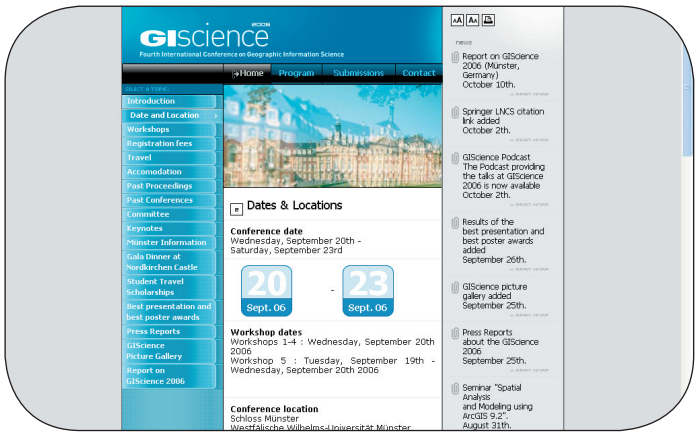
GFGI HOMEPAGE
pflegeleichter statischer Inhalt,
http://www.gfgi.de, 2006

SKILLS
PHP, Javascript, CSS, Photoshop
Crossbrowser









GISCIENCE 2006 HOMEPAGE
pflegeleichter statischer Inhalt,
http://www.giscience.org, 2006

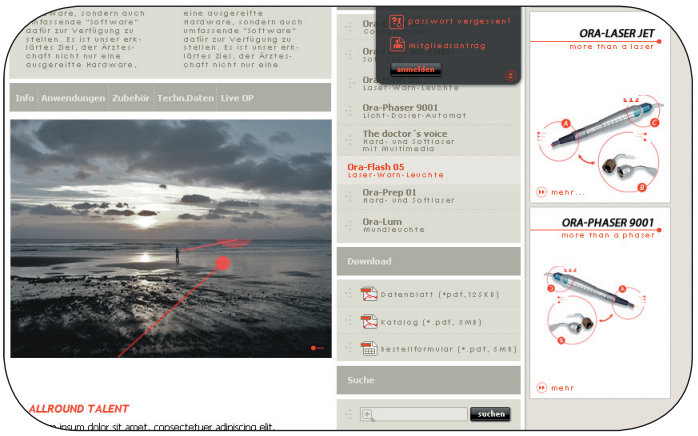
SKILLS
PHP, Javascript, CSS, Photoshop
Crossbrowser

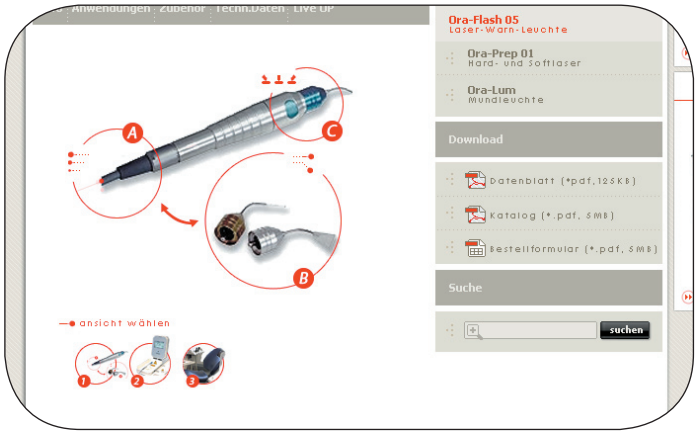
GISCIENCE 2006

ORALIA ENTWURF

DENTAL LASER
Prototyp, 2007

SKILLS
CSS, Photoshop

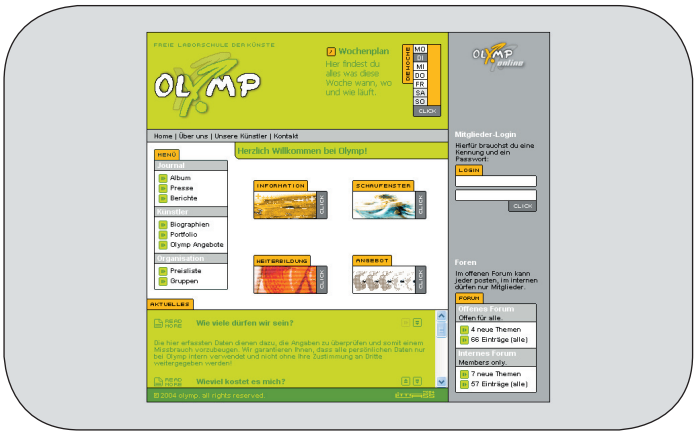


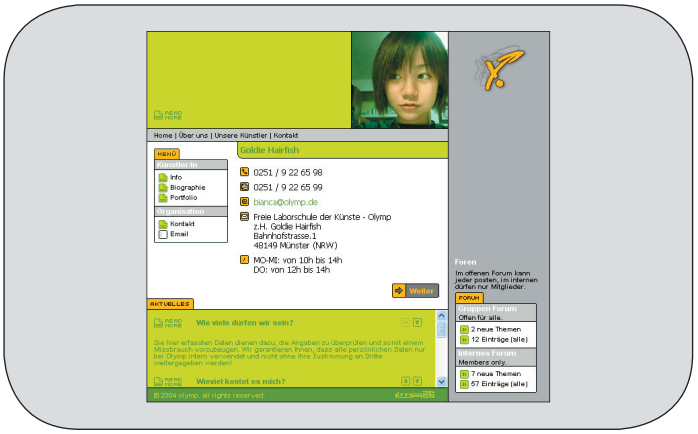


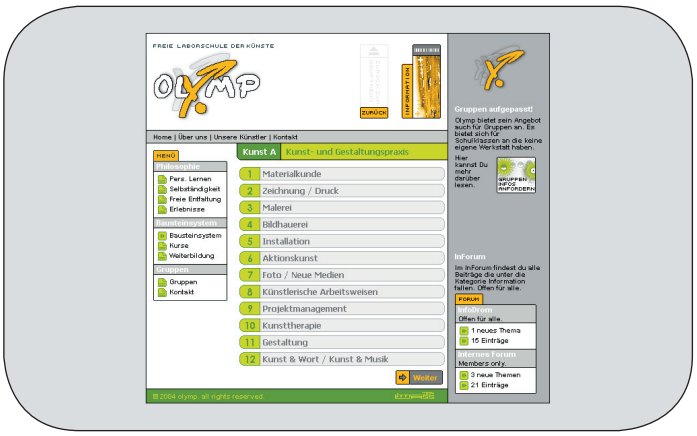
GI-DAYS 2007

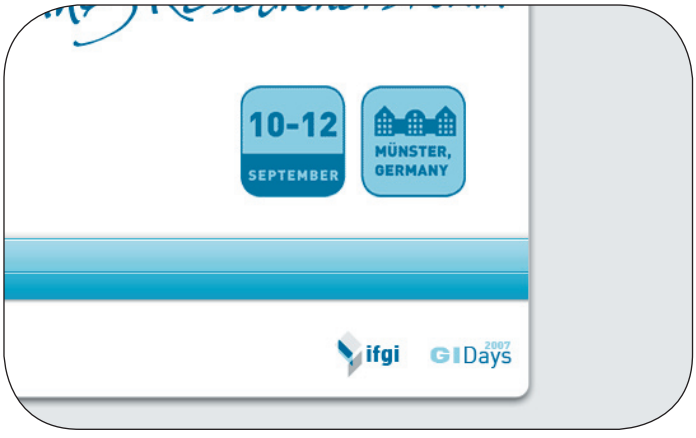
GI-DAYS 2007
statischer Content.
http://www.gi-days.de/, Dezember 2006

SKILLS
PHP, CSS, Photoshop
Crossbrowser









OLYMP LAB HOMEPAGE
mit Content- und Nutzerverwaltung, interaktivem Portfolio, Terminkalender und weiteren Tools.
http://www.olymplab.de/ (RIP), 2004

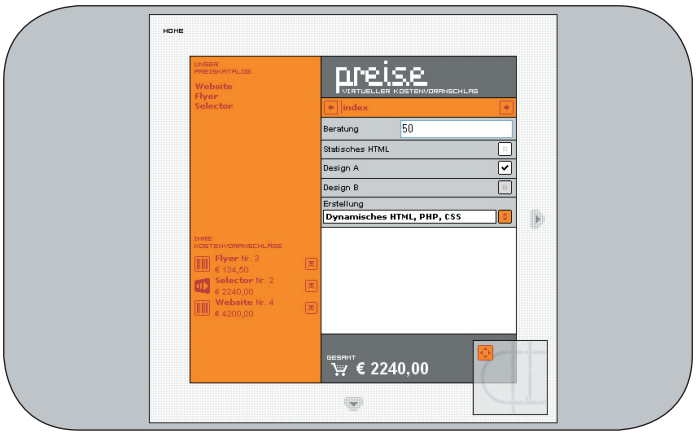
SKILLS
PHP/MySQL, Javascript, CSS, Photoshop

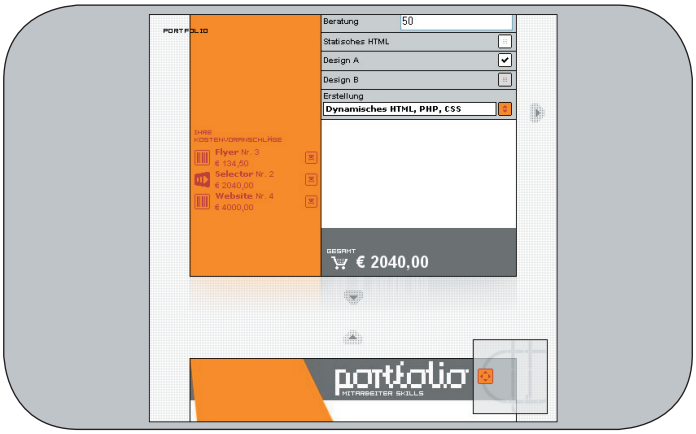
OLYMP LAB

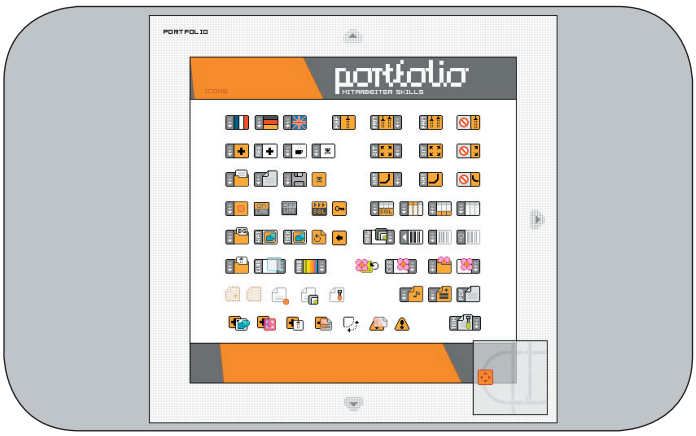
LITTFASS PROTOTYP

KOSTENVORANSCHLAGS-RECHNER
mit interessanter Navigation,
Prototyp, 2006

SKILLS
PHP/MySQL, Javascript, CSS, Photoshop
Crossbrowser



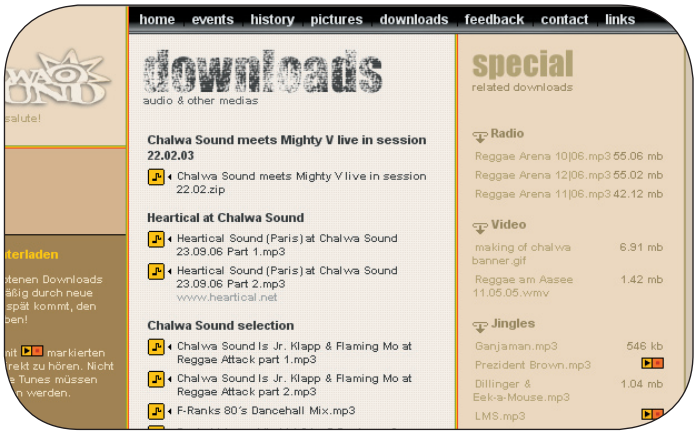


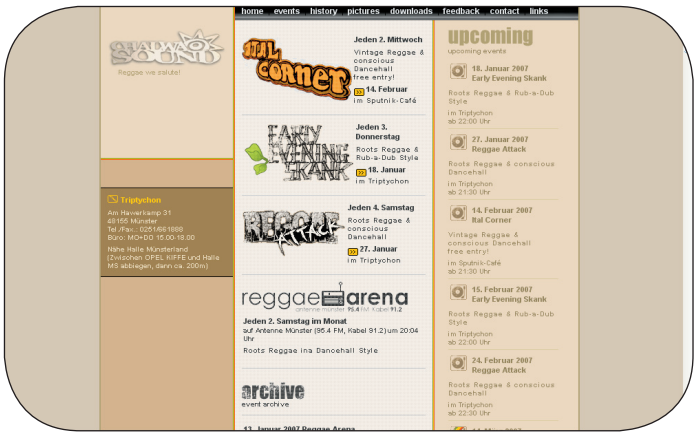


CHALWA SOUND

CHALWASOUND-WEBSITE
mit Contentverwaltung, Bildergalerie, Newsboard,
Veranstaltungskalender und weiteren Tools.
http://www.chalwa.de/, Mai 2005

SKILLS
PHP/MySQL, CSS, Photoshop
Crossbrowser

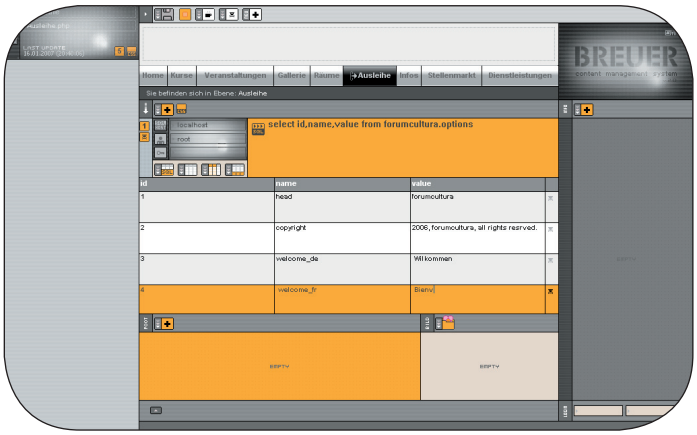


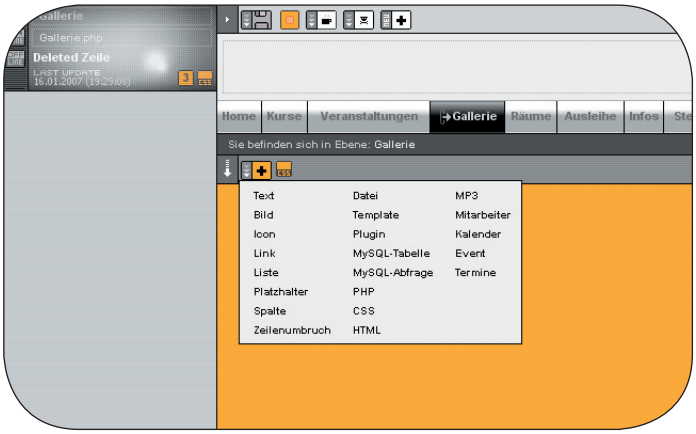


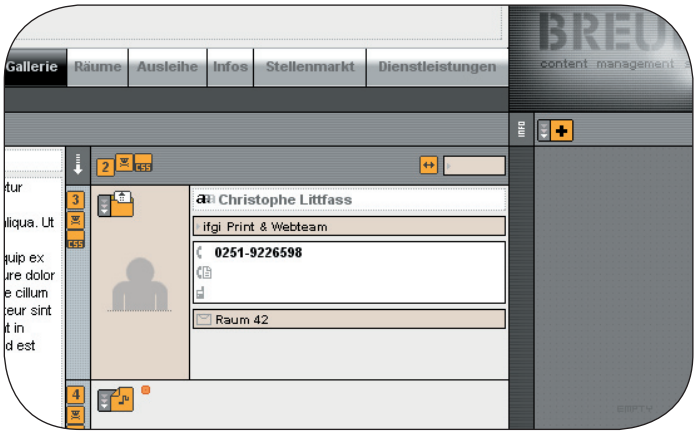
CONTENT MANAGEMENT SYSTEME

BREUER-WEBSITE-CMS FÜR SYNTEX
Content- und Produktverwaltung,
Veranstaltungskalender und weitere Tools.
http://www.duschkabine.com/, 2005

SKILLS
PHP/MySQL, Javascript, CSS, Photoshop
Crossbrowser



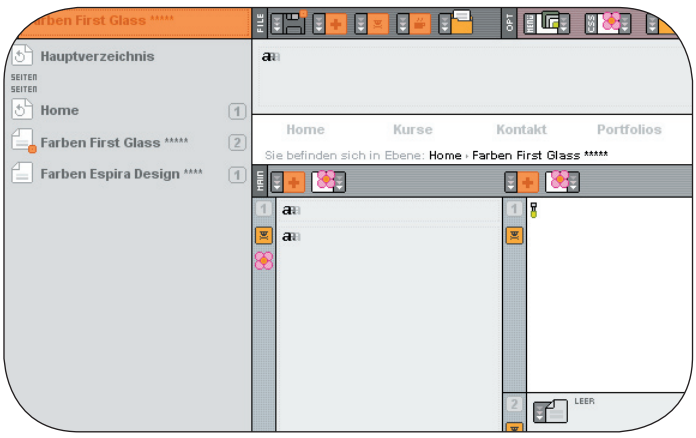


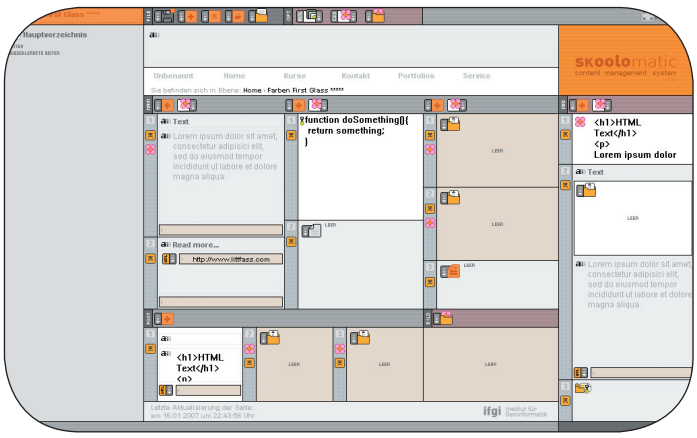


E-LEARNING

E-LEARNING-CMS
mit Content- und Aufgabenverwaltungstool,
im Intranet, 2005

SKILLS
PHP/MySQL, Javascript, CSS, Photoshop
Crossbrowser

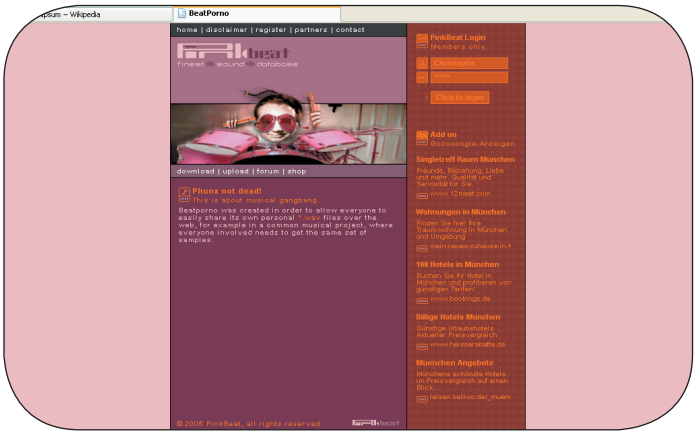


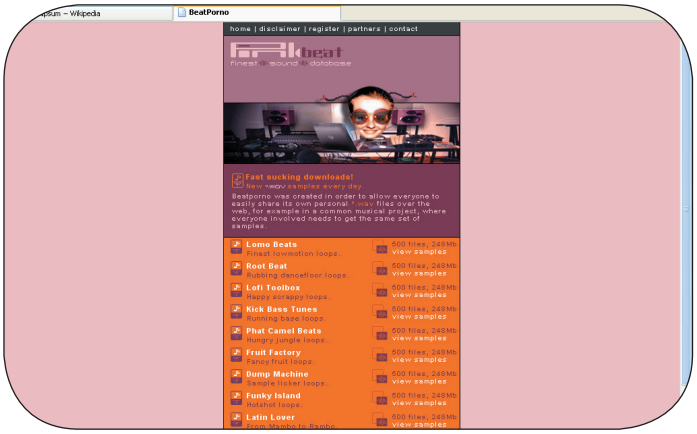


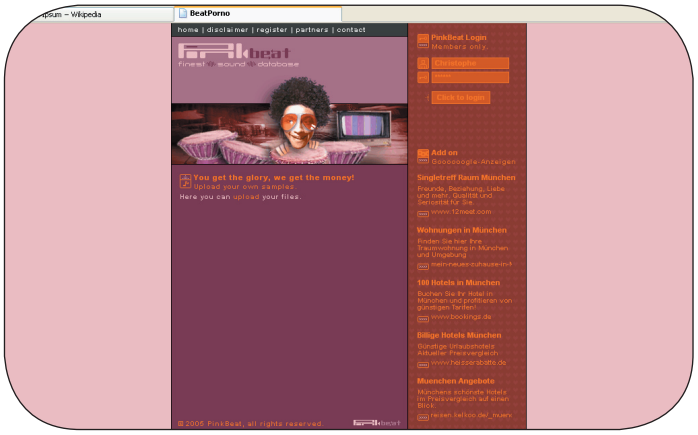
PINK BEAT

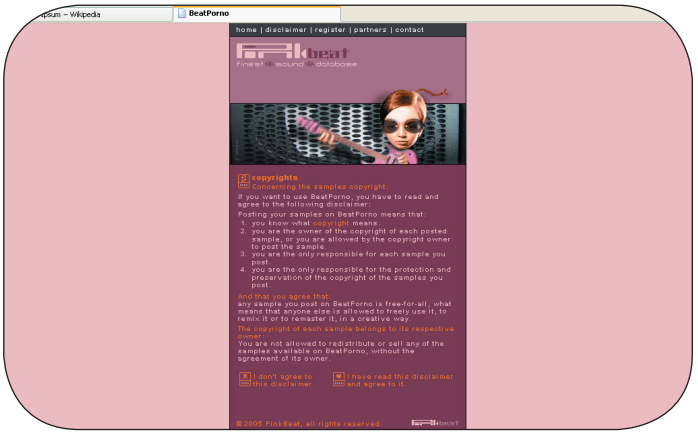
AUDIOLOOP BÖRSE
Onlinebörse für Audioloops, Prototyp, 2004

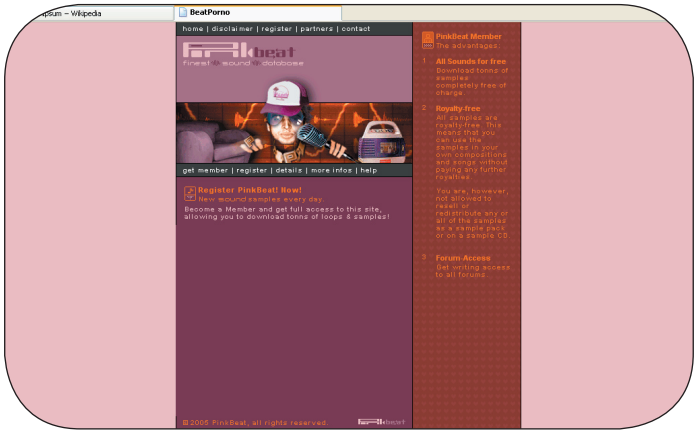
SKILLS
PHP/MySQL, Flash/Actionscript, CSS, Photoshop
Objektorientiert, Crossbrowser

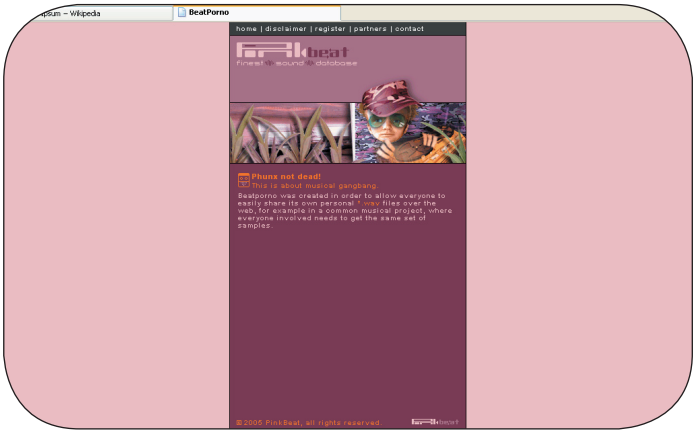












FORUM CULTURA

FORUM CULTURA-WEBSITE

Content-, Nutzer-, und Dateiverwaltung, Portfolio, Veranstaltungskalender und weitere Tools.
Prototyp, 2006

SKILLS

PHP/MySQL, Javascript, CSS, Photoshop
Crossbrowser

A0

The Marauders Lens

Interaction of mobile devices with maps

Johannes Schöning
j.schoening@uni-muenster.de

Jan Torben Heuer
jan.heuer@uni-muenster.de

Hans Jörg Müller
joerg.mueller@uni-muenster.de

Antonio Krüger
kruegera@uni-muenster.de

Traditional paper-based maps are still superior to their digital counterparts used on mobile devices in several ways. They provide high-resolution, large-scale information with zero power consumption.
On the other hand digital maps provide personalized and dynamic information on request, but suffer from small outer scales and low resolutions.
In this work we combine the advantages of both by using mobile camera devices (such as smartphones ore PDA) as a map-referenced magic lens that displays geo-referenced information on top of the physical map. We mainly focus on the interaction schemes that arise from using mobile camera devices with physical maps and discover how device tracking over existing physical maps can be realized.

Institute for Geoinformatics
University of Münster
Robert-Koch-Str. 26-28
D-48149 Münster

ifgi
Institute for Geoinformatics
University of Münster

52°north exploring horizons

utopian

user-oriented pedestrian-navigation

Going what I want!

The User-Oriented Pedestrian Navigation Service (utopian), developed by students of the Institute for Geoinformatics at the University of Münster, is a location based service (LBS) for recreation facilities and gastronomy offers combined with a navigation system for pedestrians. LBS assist users performing tasks in space and time and provide location dependent information (e.g. location based advertising, public displays). With growing availability of highly capable mobile devices, LBS are currently getting into the focus of location based information providers.

Combining the idea of LBS with a pedestrian navigation system, utopian provides a pedestrian navigation service incorporating the users' interest in the "what" and not only in the "where" & "when". Instead of finding the nearest restaurant or coffeehouse utopian can help to find the offers matching their specified wishes and temporal constraints the best. ("Where can I get a good value caramel flavoured latte macchiato without missing my train?"The application scenario covers typical kinds of offers for planning an evening at the lively harbour of Münster with its diverse kinds of gastronomy and recreation facilities.

Additionally, utopian includes an indoor navigation system for the largest cinema in town (Cineplex) guiding the user directly to the movie of interest.

ifgi.uni-muenster.de/utopian

utopian@uni-muenster.de

CLIENT

Visualization

The interaction of the user with Utopian is predominantly map-based. A city map is loaded from the web mapping service of Münster and is displayed on the PDA. Here the user has the options of panning and zooming. To access the different modules of the system, the user interacts with the loaded map. He can define a simple route from a start point to an end point by clicking into the map. The resulting route will then be displayed as a new layer onto the map. For the navigation the visualisation of the map provides only an overview of the route or tour for the user. Another interaction is tour planning. The map then includes a visualisation of the stays the user has defined. Furthermore, the user has the option of clicking on these stays to get further information about the location.
A further option for the visualization is the display of friends locations in the map (buddy list function) with whom users can exchange messages.

Indoor

For indoor positioning infrared beacons are used. A Stand-alone version of the indoor navigation component is developed in cooperation with the Cineplexmovie theatre and is field tested for the duration of half a year.
The system supports navigation for people in a wheelchair considering their special challenges while moving within a building with multiple levels.
The concept of "tour" of outdoor navigation is used analogously for the indoor navigation (i.e., Tour including buying tickets, buying popcorn and drinks to getting to the correct theatre).

SERVER

Ontology & Data Model

UTOPIAN enables the user to intuitively specify wishes concerning gastronomy offers and recreation facilities. These wishes are the base for computations of routes (one destination) and tours (one destination, several stops) matching the user's interest not only in the "where" but also in the "what". The backbone for this functionality is an ontology capturing diverse gastronomy or recreation domains (e.g. coffee, cocktail and cinema).

UTOPIAN makes use of current semantic web technologies:
- OWL-DL (web ontology language at description logic level)
- Protégé editor for ontology engineering
- OWL-API for ontology processing in Java
- Fact ++ reasoner for
  - checking ontological consistency during the ontology engineering
  - ontology exploration via Java

Ontology based data:
- One ontology capturing concept knowledge of gastronomy and recreation facilities (base-ontology)
- One ontology providing prototypical offer specifications ("what is the common understanding of latte macchiato?") that can be adopted or modified by the user via the utopian-Client (prototype-ontology)
- Information providers (locations) can easily create own datasets (owl-files) simply importing the concept knowledge defined in the base-ontology
- Unique namespaces for each location aligning the thematic data to a spatial database covering the relevant geo-data for the city of Münster

Benefits of the use of ontologies in UTOPIAN:
- Automatic consistency checking during data input based on rules
- Query specification based on intuitive concept definitions not only on labels
- Comfortable data input per Protégé using a taxonomic data structure

Similarity Measurement

UTOPIAN provides similarity measurement algorithms for finding the most suited offers available in the user's surrounding.

- The user's wish is compared to all potentially similar offers in his current surrounding
- Every similarity measure results in a value between 0.0 (totally different) to 1.0 (totally identical)
- The computation of the best suited offers depends on
  - How detailed the user specifies her/his wish using the concept knowledge captured in the base-ontology
  - The temporal constraints the user defines for her/his route/tour planning.

Benefits of similarity measurement in UTOPIAN:
- Scalability of user input (wish specification & weights).
- Precise matching of the users wishes without requirement of knowledge about her/his environment

Utopian enables the user not only to compute routes (one destination) and tours (one destination, several stops) but also to add specify wishes instead of a destination and stops. Besides the user input that concerns the thematic information, the route and tour computation depends on temporal constraints set by the user and the temporal availability of the offers.

Time Geography

User specifies max time2go and time4stay for each activity HE wants to perform. By these properties a spatial pre-selection of locations that are accessible is defined, as some cannot be reached within the entered time2go and time4stay. For the complete tour a maximum duration time is entered that defines the boundaries of the combined activities. As a final step of the tour calculation, the system determines if the tour can be performed within the time constraints of the individual activities.

Landmark Based Navigation

The system guides the user through the calculated tour by landmarks that are displayed for points, where decisions regarding the navigation are necessary. For these decision points the most recognizable facades are determined by a simplified landmark finding algorithm that includes values like color of the façade and shape and assigns values for their recognition. Usually, positioning is achieved via GPS. However, when no GPS signal is available, self-positioning can be done manually. Navigation Components consist of landmarks, textual descriptions of navigation hints and voice output and images indicating directions.

CINEPLEX

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University of Münster

utopian

An RFID- based Tracking System

for Laboratory Mice in a Semi Natural Environment

Institute for Geoinformatics
University of Münster
Robert-Koch-Str. 26-28
D-48149 Münster

Mareike Kritzler
kritzler@uni-muenster.de

Background

Cooperation with the Department of Behavioural Biology

Detect potential distinctions in movement and behaviour between:
- Transgenic mice
- Wild-type conspecifics

Motivation

Improvement of suboptimal observation methods:
- Continuous data collection of the nocturnal animal
- Lower error rate: unique & fast identification

Acquire factors of behavioural biology by space-time analysis with GIS

Aims

Establishment of a tracking-solution for mice with the present RFID-toolkit

Development of a GIS-module for visualisation and analysis of collected movement data

RFID / SNE

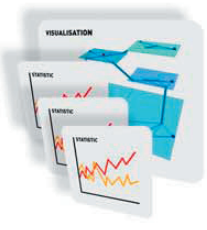
- Semi natural environment (SNE)
- Contactless data transfer / identification via radio:
  - RFID-reader
  - RFID-ring antennas
  - RFID-glass transponder

JerryTS

- Getting the data of the RFID-reader
- Providing the data for further analysis
- Configuration of the RFID-reader
- Time stamps with a precision of milliseconds

Tom

- Visualisation and analysis of movement data
- Statistics per day and per level
- Warning system
- Export function



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RFID/SNE >> Jerry Tracking System >> Visualisation/Analysis

ittfass

http://musil.uni-muenster.de

musil

muenster semantic interoperabiltity lab

Strategies to enable Semantic Interoperability in Geospatial Applications

Werner Kuhn
kuhn@uni-muenster.de

Martin Raubal
Eva Klien
Florian Probst

Sven Schade
Krzysztof Janowicz
Mohamed Bishr

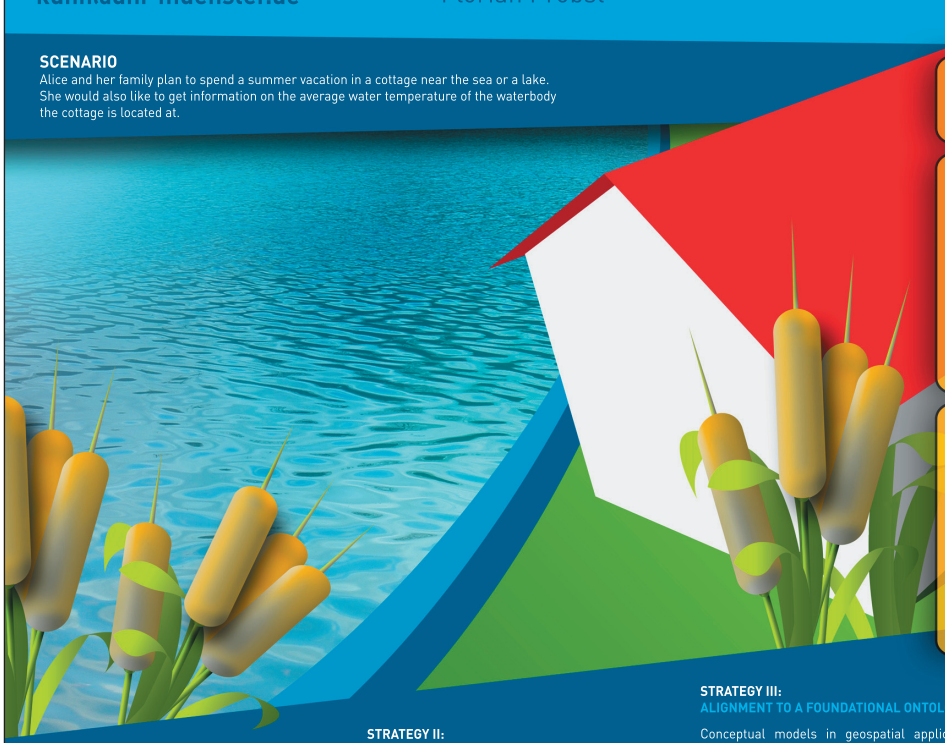
Patrick Maué
Eike Hinderk Jürrens
Martin Espeter
Daniel Ingo Fitzner
Oliver Beckmann

INTRODUCTION

The geographic information (GI) community needs strategies that enable the assessment of semantic interoperability within the information flow of geospatial applications. Our focus is on automated information processing: information has to be discovered, retrieved, evaluated and translated in distributed environments. We present different strategies for semantic interoperability assessment that are subject to research at the Muenster Semantic Interoperability Lab. The employed strategies include subsumption reasoning, instance checking, similarity based reasoning and alignment to foundational ontologies.

SCENARIO

Alice and her family plan to spend a summer vacation in a cottage near the sea or a lake. She would also like to get information on the average water temperature of the waterbody the cottage is located at.



MISSION STATEMENT

To improve the usability of geospatial information by advancing semantic interoperability through research on semantic reference systems and ontologies.

RESEARCH QUESTIONS

- What is the ontological nature of geospatial entities and their qualities?
- How to generate semantic annotations of geospatial information sources?
- How to design and encode ontologies for varying application purposes?
- How to use similarity measures to assess the semantic interoperability of geospatial information sources?
- How to perform semantic translation between ontologies in order to improve schema mapping?
- How to model the role of space and time for trust inference?

RESULTS

- [x] Ontology-based annotation and discovery of geospatial features
- [x] Ontological modelling of geoprocessing service functionality
- [x] Hybrid similarity measure combining geometric and network models
- [x] Automated annotation of geospatial features
- [x] Semantic similarity theory for description logics
- [x] Image-schematic upper level ontology (2nd order)
- [x] DOLCE extension by reference spaces for measurements
- [ ] The role of accuracy propagation in semantic interoperability
- [ ] The role of trust and reputation in maintenance by mashup

STRATEGY I:
SEMANTIC SIMILARITY MEASUREMENT

To find relevant information for the query "cottage at the edge of river", we compare Alice's requirements with conceptualisations in our knowledge base using similarity measures. Similarity delivers ranked results for uncertain and vague queries by determining the degree of conceptual overlap.

In MUSIL we investigate two measurement approaches: one for a logic-based knowledge representation and the other one for geometric representations.

STRATEGY II:
SUBSUMPTION REASONING

Alice's queries for "cottage at the edge of a waterbody" or "average water temperature" may lead to various semantic heterogeneity problems. For example, ambiguities in keyword-based search lead to low precision and recall in the result set and unintuitive attribute names impede filter formulation for retrieval. By explicating the meaning of spatial information objects in a logicbased knowledge representation (i.e. semantic annotation), automatic matchmaking can be employed for GI service discovery. Once an adequate service has been found by subsumption reasoning, the system can automatically generate the request for information retrieval. Furthermore, we investigate methods for automating the semantic annotation of spatial information objects.

STRATEGY III:
ALIGNMENT TO A FOUNDATIONAL ONTOLOGY

Conceptual models in geospatial applications specify information objects, e.g. feature types. The information objects (symbols) in a conceptual model become meaningful only if they are connected to the real world "in the right way". We develop a theory of semantic reference systems that allow to compare the underlying conceptualizations of data providers that commit to the same semantic reference system. Central to the approach is the alignment of application concepts to a foundational ontology.

Alice will be able to distinguish information sources providing surface water temperature in proximity to the lake shore from sources providing water temperature in 10 m depth. Thus, based on a precise conceptual description, Alice can select information sources accounting for water temperature that are relevant for judging whether swimming in the water will be fun or not.

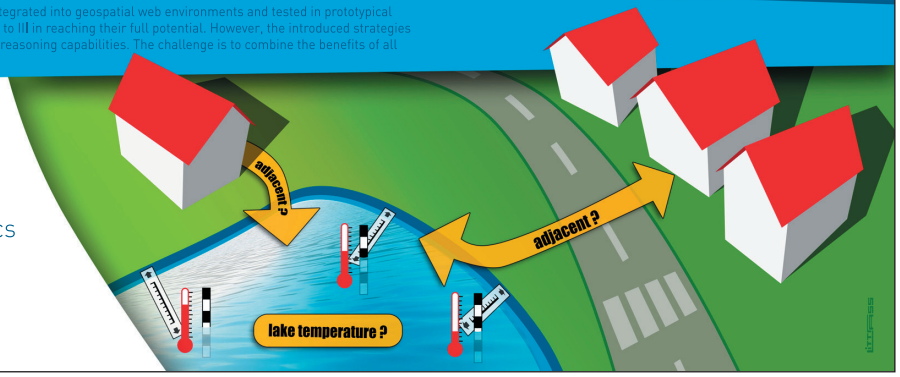
STRATEGY IV:
RULES FOR DATA TRANSLATION

After differences in underlying conceptual models of information providers and users are sorted out (strategy III) data transformation may be required. In this context, the semantics of data types used within varying information encoding models need to be mapped to each other. We consider such mappings schema morphisms. Since GI highly depends on measurements, methods for data transformation especially have to account for measurement errors serving the propagation of positional, temporal and thematic accuracy descriptions.

Alice gets support in using temperature measurements as input for calculating the average water temperature of the lake during the visit. Transformations, like unit conventions, are derived from heterogeneity information relating encoding models of available data to input models of processing components. Their execution includes propagation of associated accuracy descriptions.

CONCLUSION AND FUTURE WORK

In past and ongoing research projects the proposed strategies have been integrated into geospatial web environments and tested in prototypical applications. Currently, we see strategy IV to eventually support strategies I to III in reaching their full potential. However, the introduced strategies are based on different representation languages and thus support different reasoning capabilities. The challenge is to combine the benefits of all strategies in distributed information environments.



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Augmented Reality
Weather Cam

Motivation

- How far is a front carrying rain away and when will it approximately arrive at the camera position?
- How could a camera be programmed to point into weather direction and overlay the live-image with additional spatial and textual data?
- How can different kinds of sensor data be combined to make a local and short term rain probability forecast?

Aim

Create a framework to mash up a camera image with additional spatial and textual data.

ifgi.uni-muenster.de/~gliet

Jana Gliet
gliet@uni-muenster.de

Antonio Krüger
kruegera@uni-muenster.de

Otto Klemm
oklemm@uni-muenster.de

Radar data / weather data
24-10-2006 15:05 CEST
Camera image
24-10-2006 15:36 CEST

Image Processing

- Each layer represents certain sensor data or additional information and is combined with a transparency mask
- Transparency masks determine the visibility of a layer e.g. display weather radar data only in the sky part of the webcam image
- 2D geo-data is visualised by the means of a 3D sky model
- 1D geo-data is represented as an (dynamic) icon

Web Services

- Web Services are used to retrieve data and control/steer sensors
- Sensor data is encapsulated by standardized web services
- Three services specified by the Open Geospatial Consortium are used:

1. Sensor Observation Service (SOS) to retrieve meteorological data (e.g. wind direction, wind speed, temperature)
2. Web Coverage Service (WCS) to retrieve georeferenced weather radar data
3. Sensor Planning Service (SPS) to steer the camera

Operating Mode

1. Retrieve Sensor data (meteorological data, weather radar data, webcam image) from web services
2. Steer the camera according to the wind direction
3. Create graphical layers to overlay the webcam image

No Vertical Limit

Conceptual LBS design for climbers

Johannes Schöning
j.schoening@uni-muenster.de

Ilija Panov
i.panov@uni-muenster.de

Carsten Keßler
carsten.kessler@uni-muenster.de

INTRODUCTION

On this poster we present a novel conceptual design for a location-based service (LBS) for climbers. We focus on ideas for LBS in the vertical domain, combing concepts from augmented reality, mobile social applications and multimodal integration. We address problems such as merging paper maps and reality, hands-free interaction, communication in environments without infrastructures, and geosensor networks that provide information on weather and other relevant subjects.

SMART NAVIGATION

Augmenting the reality with map information (with algorithm like SIFT)

SMART HOOKS

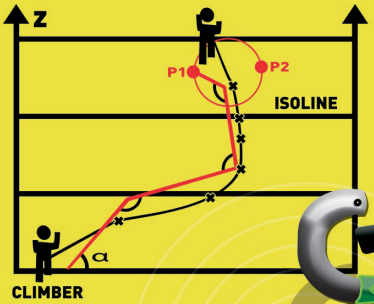
Geosenor-networks, that provide multipe information

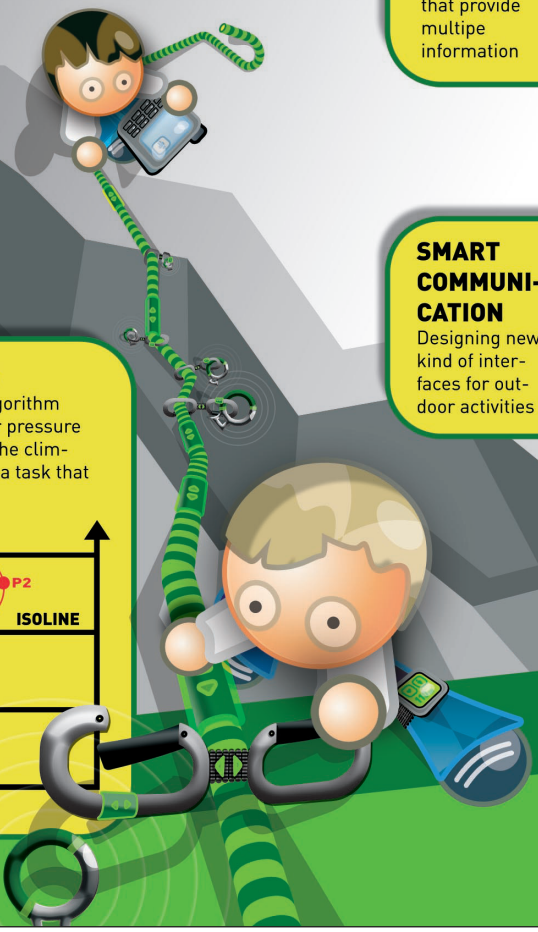
SMART COMMUNI-CATION

Designing new kind of inter-faces for out-door activities

SMART POSITIONING

First draft of a positioning algorithm that uses rope length and air pressure to determine the position of the climbers in the vertical direction, a task that GPS still performs poorly.





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Institute for Geoinformatics
University of Münster

Mobile Map Interaction for Local News

Krzysztof Janowicz
janowicz@uni-muenster.de

Johannes Schöning
j.schoening@uni-muenster.de

ABSTRACT
From the conceptual perspective, Web 2.0 is about user generated and user centered content. However emerging Web 2.0 news portals, such as Readers Edition (http://www.readers-edition.com), ask the users to report about global news and via pre-defined categories. Moreover these portals do not pay attention to the new kind of web-enabled devices (such as smart phones), their abilities and shortcomings. In contrast this Poster describes a prototypical news platform focusing on local, i.e. regional news and their ad hoc integration into gesture-based interaction paradigms such as Timmi (Timmi is mobile map interaction), which combines the advantages of large scale and high-resolution public city maps with mobile devices acting as adjustable information displays.

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Self-optimizing Digital Signage Advertising

Digital displays will soon be everywhere. Because there will be so many displays, it will become infeasible for advertisers to manually decide where and when their ads should be shown. We apply the approach of Google AdWords to digital signage. Advertisers simply submit their ad with a web form, and the optimal time and location for showing the ad is determined automatically.

Jörg Müller
joerg.mueller@uni-muenster.de

Antonio Krüger
antonio.krueger@uni-muenster.de

The user takes a photo of the coupon with his mobile phone.

The code on the coupon encodes where and when the user has seen the ad.

The shop employee enters the code into the system.

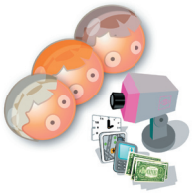
For different features $f_i \in \{DIST, TLEFT, INT\}$ the advertising efficiency probabilities $p(f_i|ad)$, $p(f_i|act,ad)$ and $p(act|ad)$ are recalculated.

The system estimates for each user the probability of acting given various features $p(act|f_i)$.

The advertiser specifies how much it is worth to him if a user acts ($u(act)$).

The current context is sensed and the optimal bid calculated.

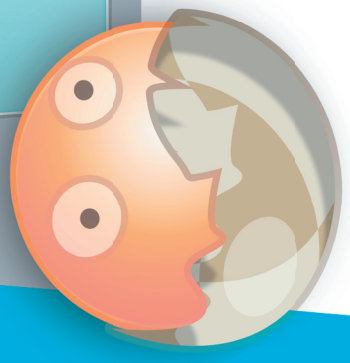
$$bid = \sum p(act|f) \cdot u(act)$$
$$= \sum \frac{\pi_i p(f_i|act,ad)}{\pi_i p(f_i)_{ad}} p(act|ad) \cdot u(act)$$



Each advertisement calculates its bid given the current context.

The winner is determined in a second price auction.

The winner is shown on the signage.



Old

frequency advertising
advertise in regular intervals to make brand known

New

actionable advertising
advertise at the right moment to trigger a specific action in a certain space time window

Market Forecast

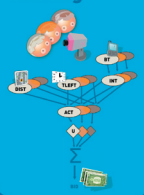
digital signage advertising market

(North American Frost & Sullivan)

Grow a Long Tail

advertising budget

Bidding



Test Setup

we deploy the technology in telephone booths throughout münster

Team

Marc Jentsch,
Alex Schlottmann,
Julian Hagenschulte

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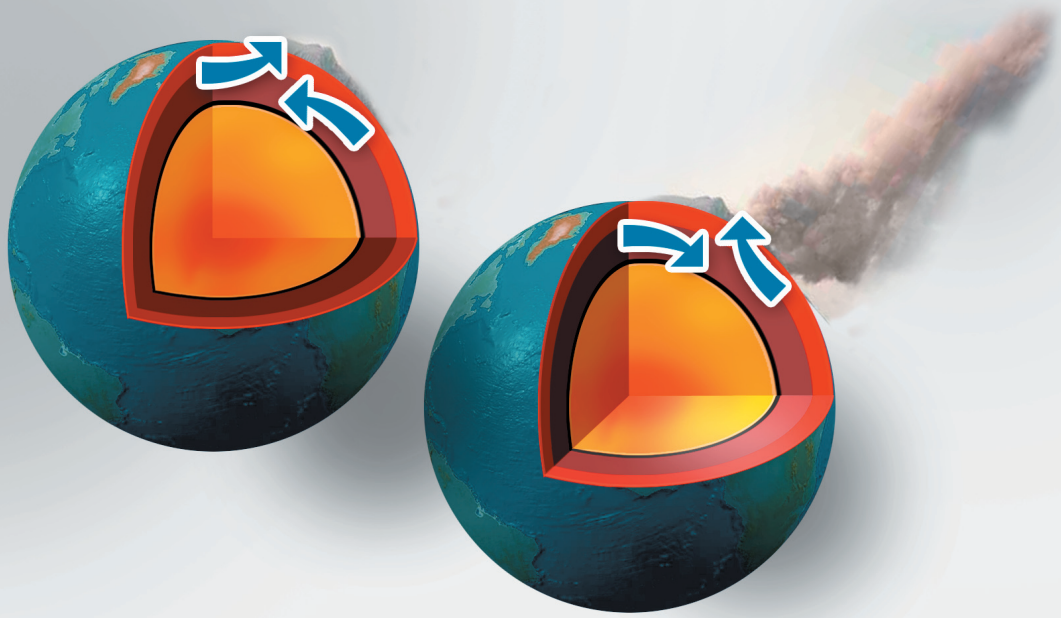
University of Münster

A4

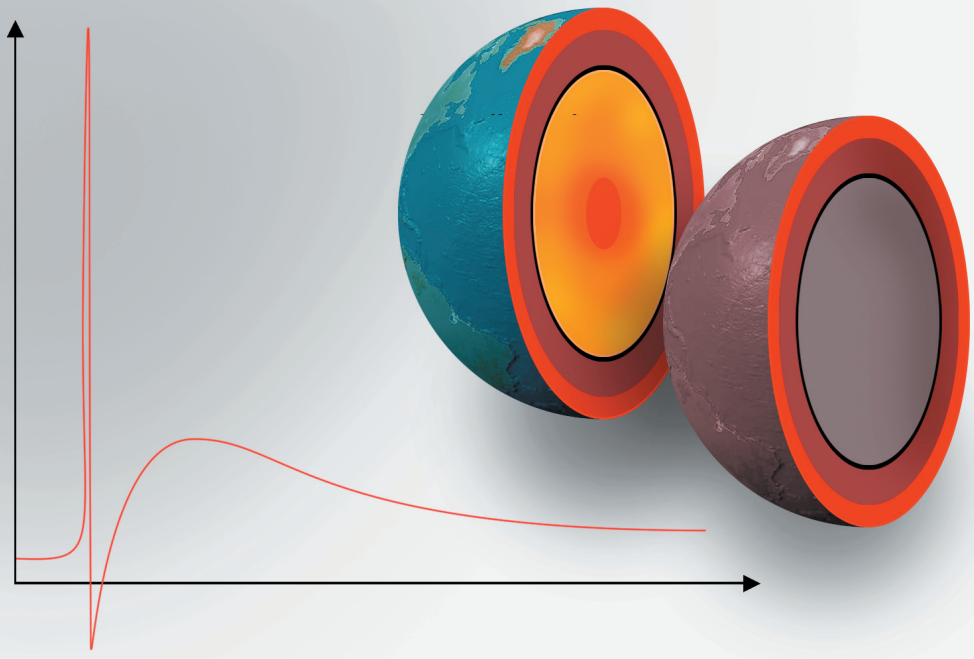
Ups & Downs: Rates of tectonic and metamorphic processes

Project 4



Planetary Differentiation

Project 2

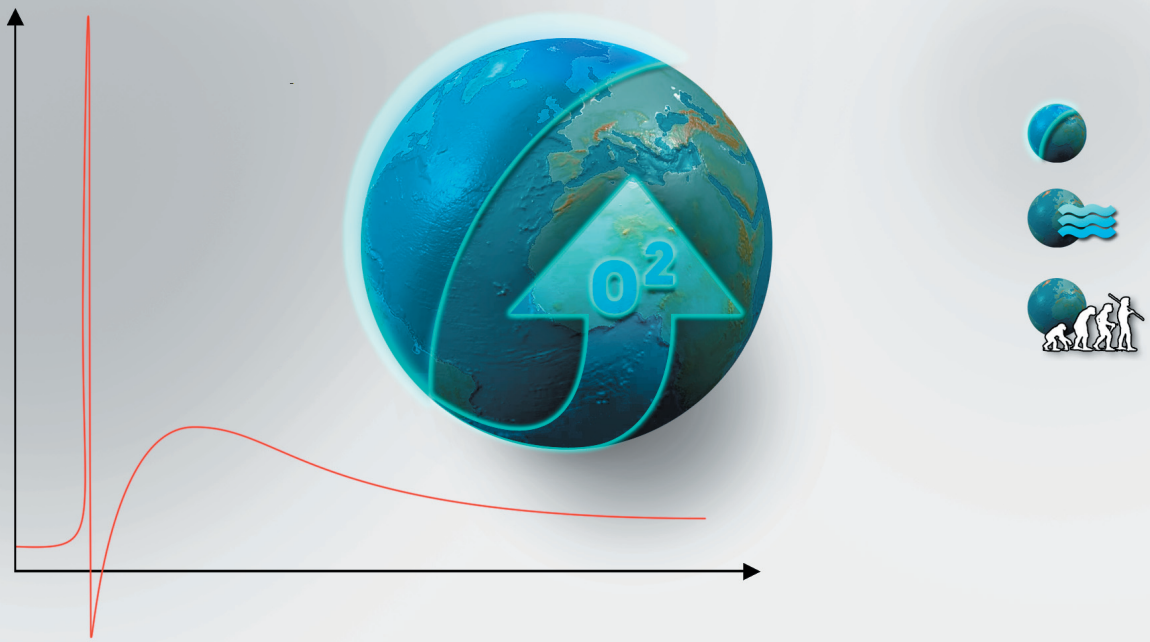


EXPLORING THE DELTA
6x Graphiken, 2006

SKILLS
Photoshop, CI

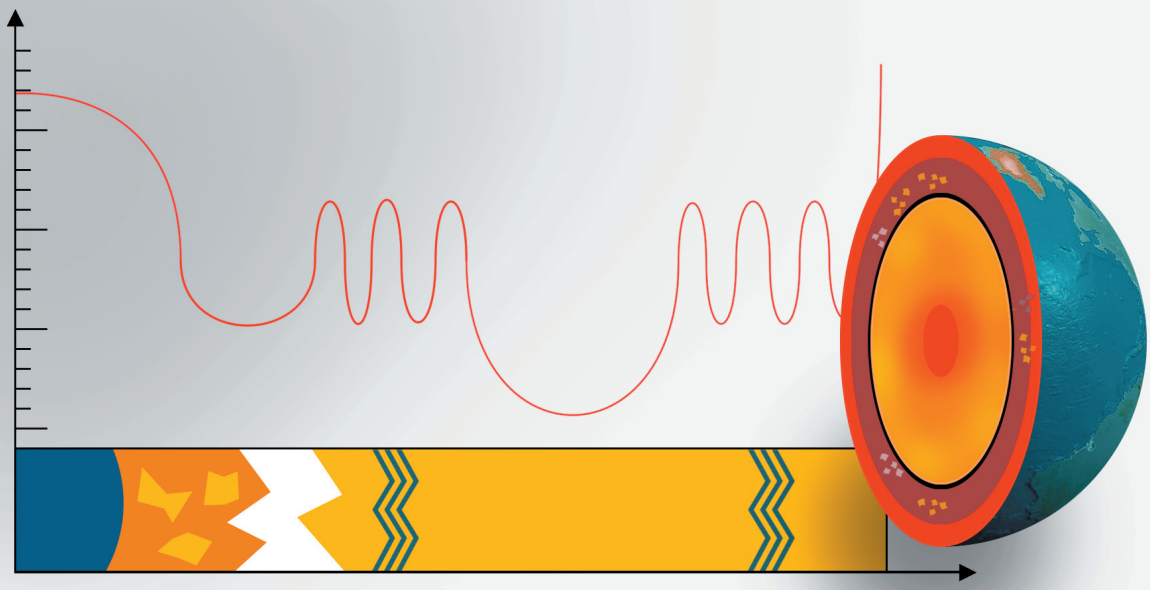
The Rise in Oxygen – Changing Chemistry and a true Challenge for Life

Project 3



Nanoscale mechanisms of mineral reactions

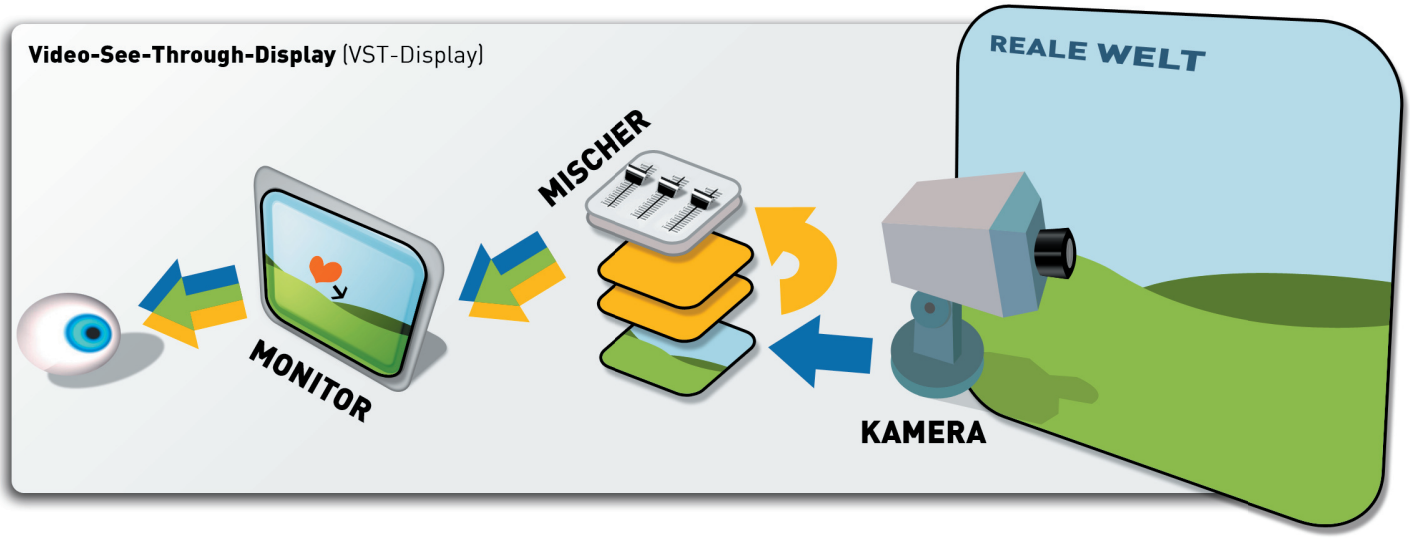
Project 6

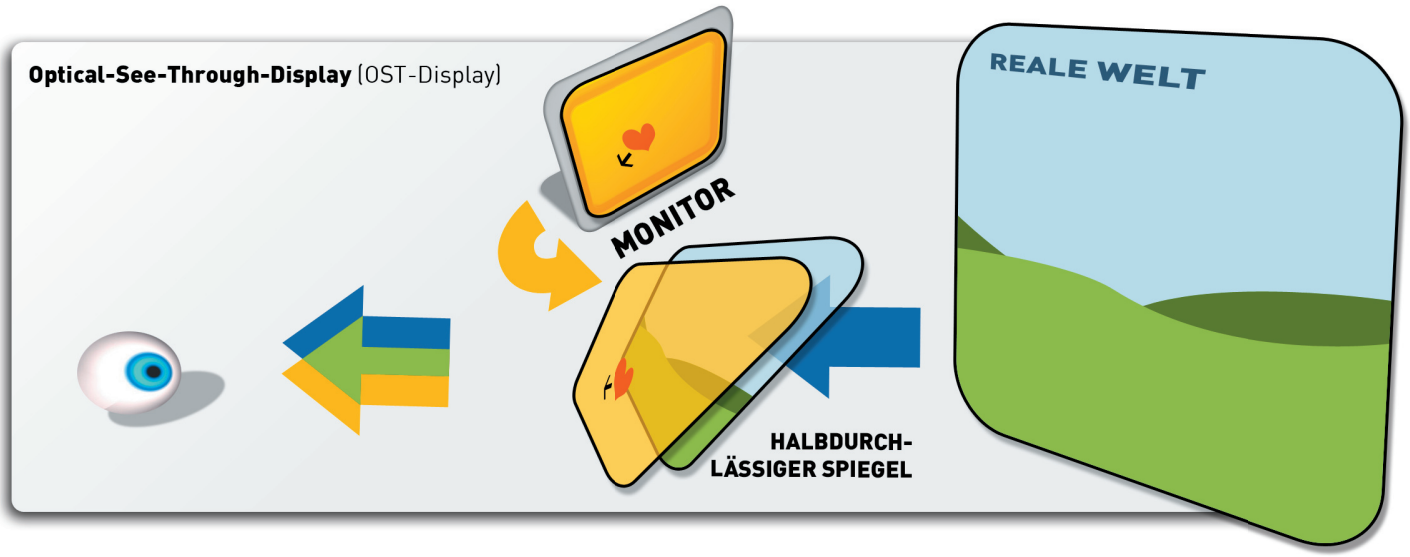


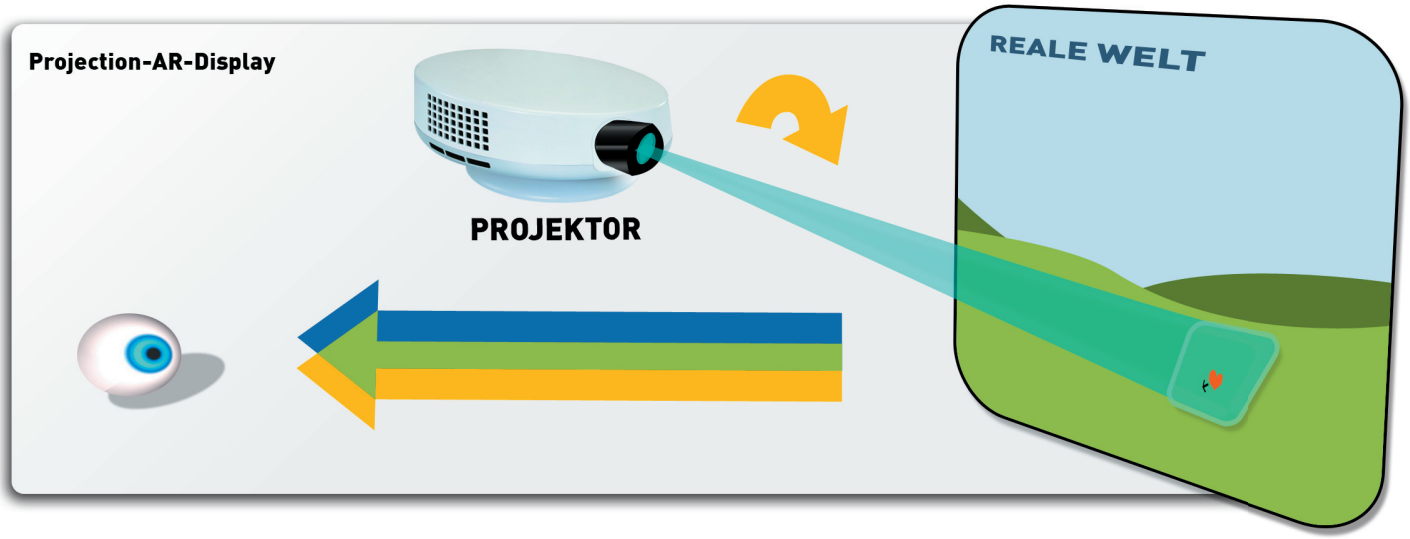
AUGMENTED REALITY

AUGMENTED REALITY
5x Graphiken, 2006

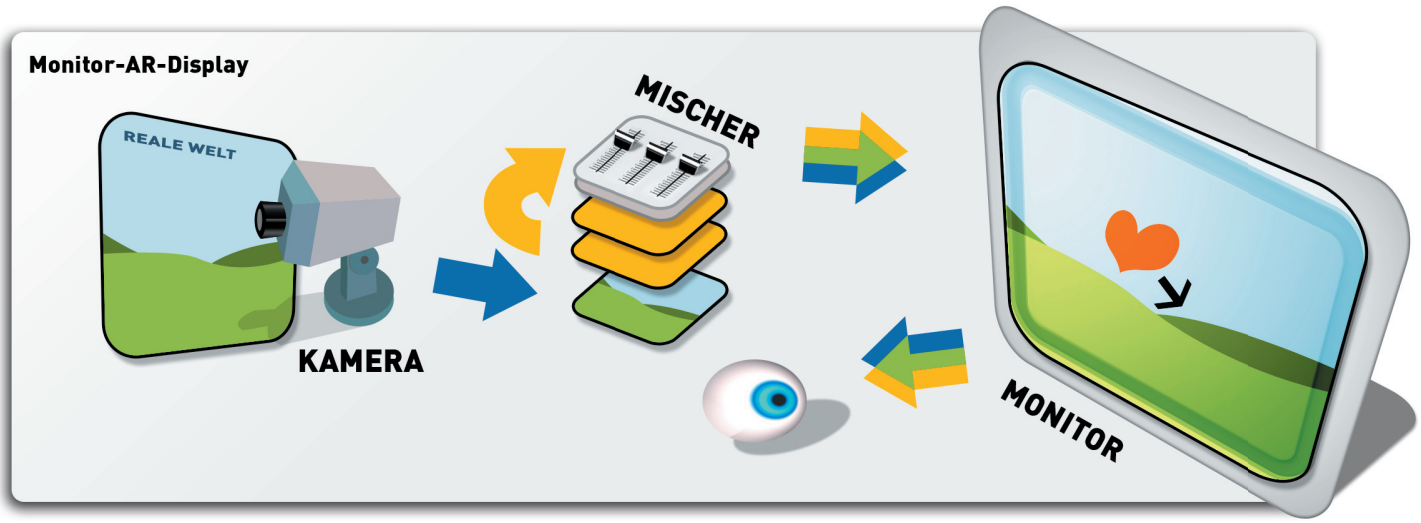
SKILLS
Photoshop, CI







Monitor-AR-Display



Realität-Virtualität Kontinuum

REALE UMGEBUNG **ERWEITERTE REALITÄT** (AR) **VIRTUELLE UMGEBUNG** (VR)

ERWEITERTE REALITÄT **ERWEITERTE VIRTUALITÄT**

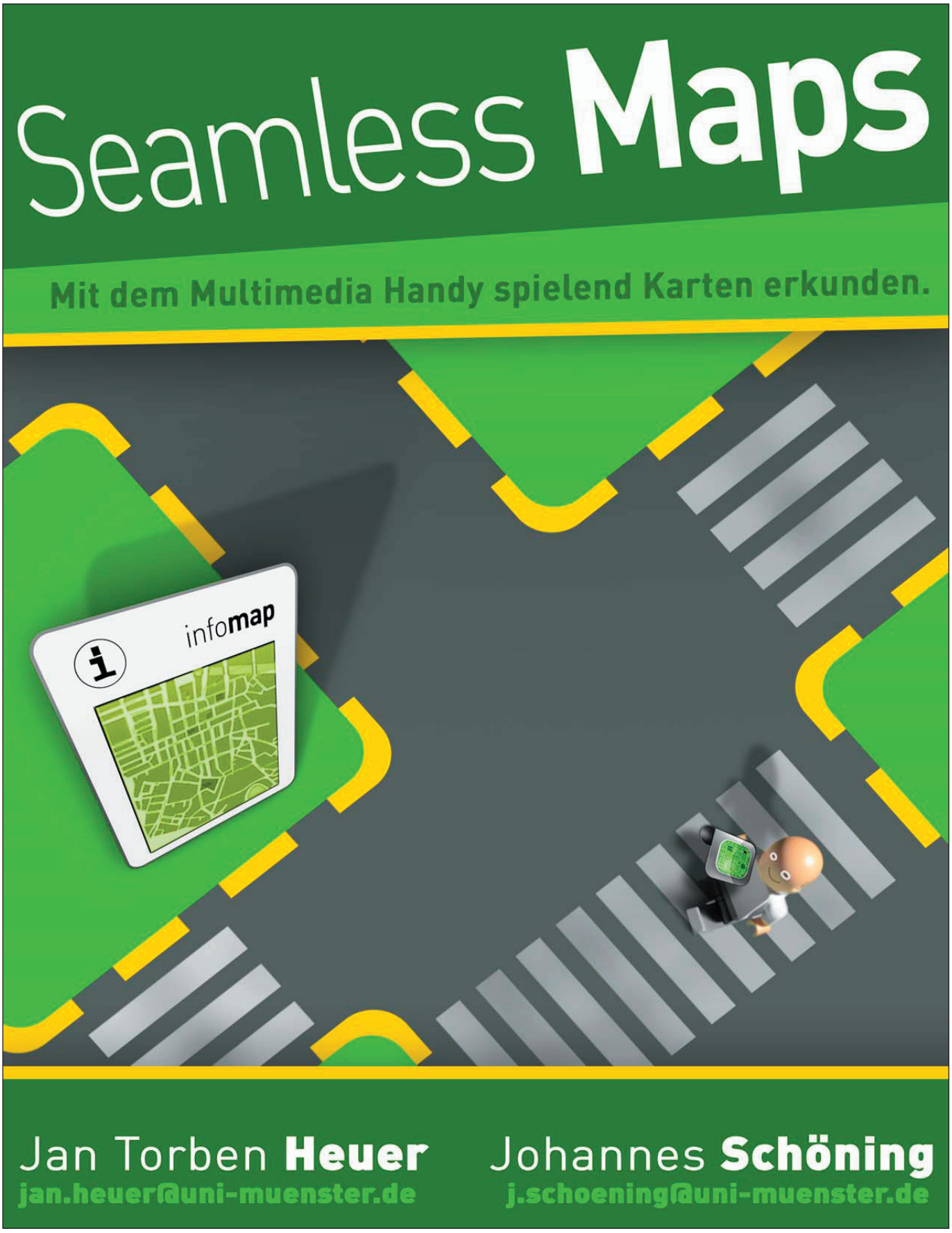
KLETTER VISIONEN

DAS KLETTER-EQUIP-MENT DER ZUKUNFT
3x Collagen, 2006

SKILLS
Photoshop

SEAMLESS MAPS

LEGO STYLE
Comicstrip 16x Bilder, 2006



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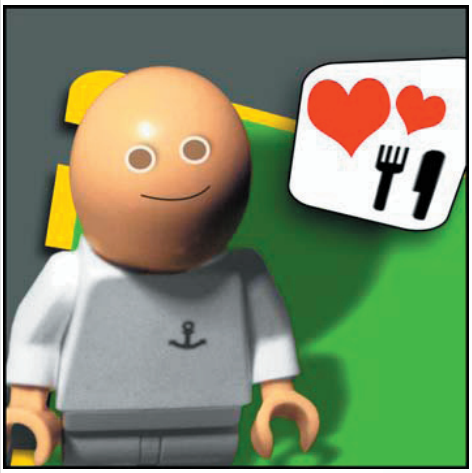

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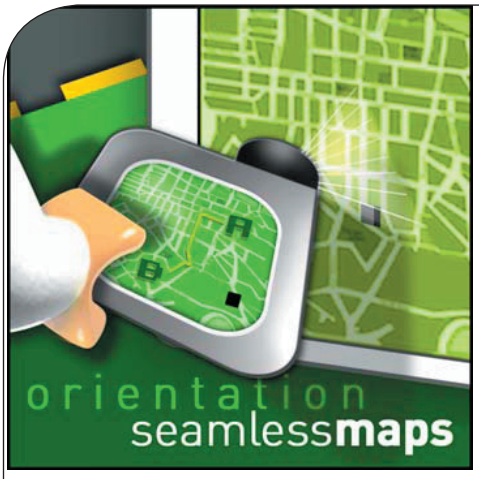

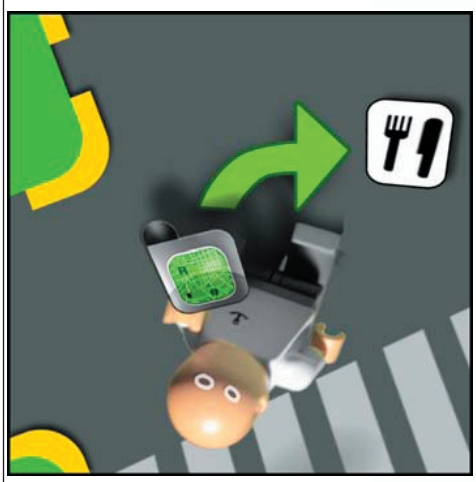

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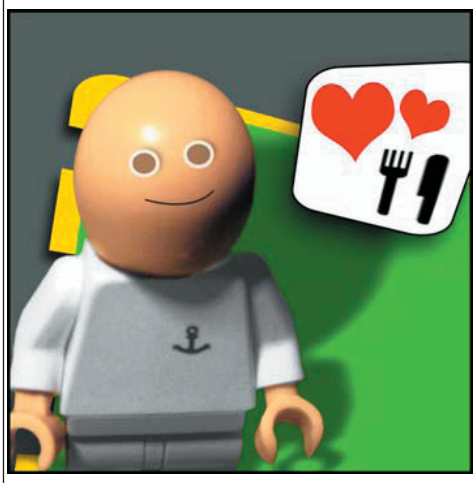

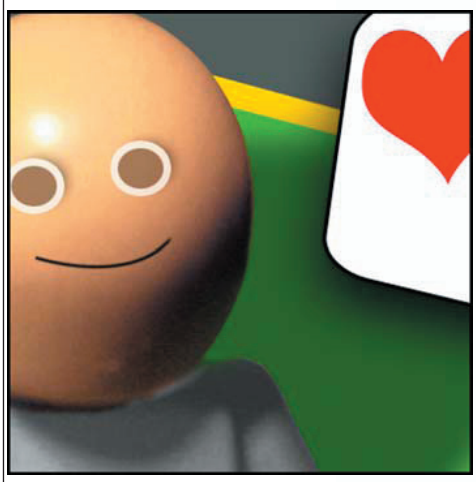

Schlinge

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VIELEN DANK!

Um Ihnen gegebenenfalls das Rücksenden meiner Unterlagen zu erleichtern habe ich dem Schreiben einen frankierten Umschlag beigelegt.