

# CENTRIC 2015

## Forward

The Eighth International Conference on Advances in Human-oriented and Personalized Mechanisms, Technologies, and Services (CENTRIC 2015), held on November 15 - 20, 2015 in Barcelona, Spain, addressed topics on human-oriented and personalized mechanisms, technologies, and services, commonly known as I-centric.

There is a cohort of technologies that favored the so called “user-centric” services and applications. While some of them reached some maturity, others are to prove their economics (WiMax, IPTV, RFID, etc). The human-oriented and personalized technologies and services rely on a key set of features, some to be deployed, others getting more mature (personal profiles, preferences, identity, proximity, personal devices, etc.). Following, advanced applications covering human related activities benefit from personalized and human-oriented networks and services, especially preventive and personalized medicine, body networks and devices, or anticipative systems.

The conference provided a forum where researchers were able to present recent research results and new research problems and directions related to them. The conference sought contributions presenting novel result and future research in all aspects of user-centric mechanisms, technologies, and services.

Similar to the previous editions, this event continued to be very competitive in its selection process and very well perceived by the international community. As such, it attracted excellent contributions and active participation from all over the world. We were very pleased to receive a large amount of top quality contributions.

We take here the opportunity to warmly thank all the members of the CENTRIC 2015 technical program committee as well as the numerous reviewers. The creation of such a broad and high quality conference program would not have been possible without their involvement. We also kindly thank all the authors that dedicated much of their time and efforts to contribute to the CENTRIC 2015. We truly believe that thanks to all these efforts, the final conference program consists of top quality contributions.

This event could also not have been a reality without the support of many individuals, organizations and sponsors. We also gratefully thank the members of the CENTRIC 2015 organizing committee for their help in handling the logistics and for their work that is making this professional meeting a success.

We hope the CENTRIC 2015 was a successful international forum for the exchange of ideas and results between academia and industry and to promote further progress in personalization research. We also hope Barcelona provided a pleasant environment during the conference and everyone saved some time for exploring this beautiful city.

### **CENTRIC 2015 Chairs**

#### **CENTRIC 2015 General Chairs**

Lasse Berntzen, Vestfold University College - Tønsberg, Norway

Stephan Böhm, RheinMain University of Applied Sciences - Wiesbaden, Germany

### **CENTRIC Advisory Chairs**

Michael Gebhart, iterate GmbH, Germany

Vitaly Klyuev, University of Aizu, Japan

Mario Hoffmann, Fraunhofer-Institute for Secure Information Technology (SIT) - Darmstadt, Germany

Guadalupe Ortiz, University of Cádiz, Spain

Thomas Marx, University of Applied Sciences Bingen, Germany

### **CENTRIC 2015 Research Institute Liaison Chairs**

R. Hariprakash, Arulmighu Meenakashi Amman College of Engineering, India

Muhammad Iftikhar, University of Malaysia Sabah, Malaysia

Kong Cheng, Telcordia Technologies - Piscataway, USA

Gottfried Zimmermann, Stuttgart Media University, Germany

### **CENTRIC 2015 Industry/Research Chairs**

Eve Maler, Forrester Research, USA

Rainer Falk, Siemens AG - München, Deutschland

Juonng-Sik Lee, Nokia Research Center - Palo Alto, USA