# Table of Contents

Design, Modeling, and Performance Analysis of Web-based Multi-purpose Discovery Middleware in Ubiquitous Environments  
Ho-Jin Shin, Min-Goo Kang and Kee-Hyun Choi  

1

A Framework of a Personalized Location-based Traveler Recommendation System in Mobile Application  
Wahidah Husain and Lam Yih Dih  

11

Implementation of Mobile Application about Poly Context USN Data Mining and Display  
Kyong-jin Jeong and Won-jung Kim  

19

The Analysis of R/S Estimation Algorithm with Applications to WiMAX Network Traffic  
Artem A. Lenskiy and Soonuk Seol  

27

A Performance Comparison of Information Sharing Protocols in VANET  
Muhammad Shoaib and Wang-Cheol Song  

35

A Ubiquitous Web Services Framework for Interoperability in Pervasive Environments  
Hyung-Jun Yim and Kyu-Chul Lee  

43

A Vision-based 3D Hand Interaction for Marker-based AR  
Junchul Chun and Seonho Lee  

51
A Study on Longitudinal Differences in Website Users’ Trust Factors According to Website Types and Time Differences 59

Kil-Hwan Shin and Choon Yeul Lee

Caricature System using Moving Least Squares based on Justin 69

Jiye Lee and Hae Won Byun

Planning Methodology for Mapping between Network Bandwidth Capacity and Physical Traffic 79

Wonhyuk Lee, Minki Noh, Dongkyun Kim, Byoungyeon Park and Seunghae Kim

A Study on the Factors Affecting the Intention to Use Smartphone Banking: The Differences between the Transactions of Account Check and Account Transfer 87

Jin Baek Kim and Sungmin Kang

Analyzing Technical Characteristics of Internet-Based Convergent Media and Regulation Determinant 97

Chi Hyung Lee, Soo Kyung Park and Bong Gyou Lee

The Study on the Flow Experience of Mobile Facebook Use Effects on the Post-hoc Interpersonal Relationships 105

Joon Suk Hwang, Se Kyoung Choi, Kyu Tae Kwak and Bong Gyou Lee

Empirical Analysis of Factors Influencing Consumer Behaviors in Movie Media Selection: Shifting Demand for Online Movie Piracy to Legitimate Online Media 113

Bongshik Jang, Jeong Ho Kwak and Bong Gyou Lee

Optimal Feature Matching Method using Bayesian Graph Theory 123

Wan Hyun Cho, In Seop Na, Sun Worl Kim and Soo Hyung Kim
Method to Reliable Interactive Broadcasting Architecture in Convergence Environment

Hyun-mi Jang and Seng-phil Hong

A Study on Policy-based Access Control Model in SNS

Kyong-jin Kim, Seng-phil Hong and Joon Young Kim

A Consolidated Authentication Model in Cloud Computing Environments

Jaejung Kim and Seng-phil Hong

Intelligent Detecting Risk based on Privacy in Cloud Computing Environments

Saeromi Yang, Yeonwoo Lee, Seng-phil Hong and Sang-Yep Nam