

## PROFILE

**Name:** Annie Joyce. V

**Designation & Organization:** Sr. Technical Officer, C-DAC Knowledge Park, Bangalore.

**Professional Record:** Total 10.5 years of work experience which involves Planning, Designing and Development of Applications in the area of Web Technologies. Currently working as a Project Lead, for an R&D project on “Adaptable and Accessible e-Learning Environment” for the Cognitively Disabled. Specific areas of work involve e-Learning, U-Learning and ICT Based Social Welfare Projects.

**Research Interest:** Web and Database Technologies, e-Learning, Ubiquitous Computing, Semantic Web and Robotics.

### **Papers Published / Presented and Talks Given:**

1. Technical Paper titled “Blending Grid, Ubiquitous Computing and web technologies for e-Learning- GRUBWEL” (Authors: M Kumar, Ramu P, Nava Jyothi, Annie Joyce, K. Radhika, Dr.Sarat Chandra Babu) Published in “UbiComp India 2008” Workshop.
2. Technical Paper titled “Self-Learning e-Learning Accessibility Model for the Disabled” (Authors: Mrs. Annie Joyce.V) was presented at ELELTECH 2009 - National Seminar on e-Learning and e-Learning Technologies" Organized by C-DAC Hyderabad and Jawaharlal Nehru Technological University (JNTU), Hyderabad on 6th November, 2009.
3. Technical Paper titled “Accessibility Adaptability Model for the Disabled ” (Authors: Mrs. Annie Joyce.V, Mr. Senthil Kumar, Mr. Bindhumadhava) was published at the International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government (EEE’10) of WORLDCOMP 2010 (July 12-15, 2010).
4. Technical Paper titled “A Smart Tutoring Aid For The Autistic" (Authors: Annie Joyce Vullamparthi, Himadri S Khargharia, B.S.Bindhumadhava, Nelaturu Sarat Chandra Babu) was presented at The IEEE international conference on Technology for Education, T4E 2011, held at IIT Madras, Chennai, India (July 14-16, 2011).
5. Talk on “Innovations in Social Media, Using Augmented Reality Applications” given at one-day seminar on " Security & Privacy in Online Social Media" on 23rd Jul 2011, organized by C-DAC, Hyderabad.

## **Title of the Talk:** Innovative Applications in Social Media

**Abstract:** The Digital Revolution that started around 1980s and continuing to the present day, has brought out myriad of well evolved technologies in the domain of World Wide Web, data storage & access along with the gadgets that we use to access them. Currently link between mobile devices and internet websites via "social networking" has become a standard in Digital Communication. According to Brandon Hall research, 28 percent of smart phone users use their phones as their primary way to access the Internet. Emerging mobile and hand held devices like Tablets and Smart Phones and Mobile Apps on them are, accelerating this trend further. The powerful blend of Mobile and Social Capabilities will inspire new products and services and become the foundation for new ways to communicate and collaborate among ourselves. The key element propelling this transformation is Context. User context includes Geo Location and Time along with the Social Graph containing the connections among individuals, among individuals and objects. Using this Context, handy mobile based sensors like Digital Cameras, Optical Sensors, GPS, RFID, Wireless Sensors etc., can help in bringing out innovations that can link the Digital World to the Real World—and as a result, new applications will become possible which could enhance the capabilities of individuals in identifying objects and recognizing people around them. Other areas of innovation include applications in knowledge dissemination, Data Analytics, Crowd sourcing etc., which enable us to share and disseminate knowledge among the communities using social Networks.

Keeping the above context in view the talk covers the current innovative trends that are being evolved in Social Networking using technologies of Ubiquitous Computing and Augmented Reality.