

## **46<sup>th</sup> International Scientific Colloquium Multimedia - The Challenge for Science, Technology and Business**

The electronic media are on the way of becoming a key factor of the economic and social development. It is particularly the Internet that is developing into a central medium of communication for businesses. The effects can also be seen in the fields of communication, culture as well as the development of an informed political opinion.

The 46<sup>th</sup> Colloquium of Ilmenau Technical University organised by the Faculty of Economics in cooperation with the Institutes of Media Science and Media Technology is looking into the challenges this development represents for science, technology and business. The organisers of this event have chosen an integrative approach, thus connecting economic and social science issues with issues of law, technology and culture. For this reason, representatives from science and practice are invited dealing with Multimedia - from what perspective ever.

The event is planned to be a forum for the exchange of Multimedia communication. It therefore integrates presentations as well as discussions and written contributions. Furthermore, it is our aim to give the participants the opportunity of presenting Multimedia solutions. The organisers look forward to very active participation as well as a broad spectrum of contributions including all forms of communication.

Prof. Dr.jur. habil. J. Weyand

Chairman of the Organisation Committee

## **Tagungsschwerpunkte**

### **I. Informationstechnologien im Unternehmen**

#### **Semi-Plenary Session 1:**

Das Multimediale Unternehmen:  
Informationstechnologien, Informationsstrukturen,  
Elektronische Märkte

#### **Semi-Plenary Session 2:**

Das Internet als multimediale Technologieplattform

#### **Workshops zu den Themen:**

- Informationsinfrastrukturen im Unternehmen
- Simulationstechniken als informationstechnische Grundlage für Planung, Fertigung und Logistik im Unternehmen
- Elektronische Marktplätze im B2B-Bereich
- Neue Medien im Gesundheitswesen
- Konsumentenanalysen

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### **II. Betriebswirtschaft und neue Medien**

#### **Semi-Plenary Session 1:**

Betriebswirtschaftliche Funktionen und Prozesse in und für neue Medien

#### **Semi-Plenary Session 2:**

e-Business - Herausforderung an betriebswirtschaftliche Theorie und Praxis

#### **Workshops zu den Themen:**

- Neue Medien und Marketing, Finanzwirtschaft, Controlling, Steuerrecht und Steuerlehre
- Projektmanagement in Medienunternehmen
- Finanzdienstleistungen und neue Medien
- Integration und Migration in der Medienbranche
- Internationale Steuerplanung bei Aktivitäten im e-Business
- Bewertungsprobleme bei zunehmender Immaterialisierung von Leistungen

### III. Cyber-Law - Neue Konzepte für nationale und internationale Regulierungen

#### Semi-Plenary Session 1:

Regulierung oder Deregulierung in den neuen Medien - Rechtliche Aspekte

#### Semi-Plenary Session 2:

Schutz des geistigen Eigentums, Jugend- und Datenschutz

#### Workshops zu den Themen:

- Anforderungen an das Datenschutzrecht durch die neuen Medien
- Rechtliche Aspekte der Nutzung von Informationen aus dem Internet
- Europarechtliche Vorgaben für den elektronischen Geschäftsverkehr
- Inhaltliche Verantwortlichkeit im Internet
- Veränderungen im Bereich der klassischen Medien

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### IV. Virtuelle Räume - Akustik, Video, VR

#### Semi-Plenary Session : Virtuelle Realität

#### Workshops zu den Themen:

- Raumakustische Simulation und virtuelle Akustik
- Virtuelles Studio: Technologie und Anwendung
- Virtuelle Räume: Interaktionstechniken und Algorithmen
- SD-Wiedergabe: Verfahren und technische Realisation

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### V. E-Commerce und gesellschaftliche Aspekte

#### Semi-Plenary Session 1:

Web-Anwendungen

#### Semi-Plenary Session 2:

Elektronischer Musikvertrieb und MP3

#### Workshops zu den Themen:

- Marketing und Kundenbeziehungen
- Digitale Waren und Dienstleistungen
- Vertrauen, Sicherheit und Datenschutz
- Gesellschaftliche und kulturelle Auswirkungen
- Schutz digitaler Güter

### VI. Visualisierung diagnostischer Prozeduren in der Energietechnik

#### Semi-Plenary Session 1:

Kabel-, Transformator- und Maschinendiagnosen und ihre visuelle Umsetzung

#### Semi-Plenary Session 2:

Visuelle Diagnostik an elektrotechnischen Betriebsmitteln

#### Workshops zu den Themen:

- Teilentladungs-Muster, visuelle u.a. Modelle, dielektrische Muster, Zustandskategorien
- Techniken und Verfahren der visuellen Diagnostik
- Diagnostik im Spektralbereich von UV bis 7 R
- Diagnostik im Zeitbereich von Mikrosekunde bis Jahr
- Diagnostik im Ortsbereich von Mikroabbildung über Endoskopie bis Teleeinstellung

## Topics

### I. Information Technologies in Enterprises

#### Semi-Plenary Session 1:

The Multimedia Enterprise: Information Technologies, IT Infrastructures, Electronic Markets

#### Semi-Plenary Session 2:

The Internet as a Multimedia Technology Platform

#### Workshops on the topics of:

- IT Infrastructures for Enterprises
- IT-based Simulation for Planning, Manufacturing, and Logistics in Enterprises
- Electronic Marketplaces in B2B-Commerce
- New Media in Health Care
- Analysis of Consumer Behaviour

## II. Business Management and New Media

### Semi-Plenary Session 1:

Business Administration in the New Media and for the New Media: The Functions and Processes

### Semi-Plenary Session 2:

The Challenge of E-Business to Theory and Institutional Practice of Business Administration

### Workshops on the topics of:

- New Media and Marketing, Finance Management, Financial Monitoring, Tax Law and Taxation Theory
  - Managing Projects in Media-type Companies
  - Financial Services and New Media
  - Integration and Migration in the Media Branch of Business
  - International Tax Planning in E-Business
  - Evaluation Problems of Intangible Output
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## III. Cyber-Law - New Concepts for National and Global Regulations

### Semi-Plenary Session 1:

Judicial Regulations Versus Liberty in New Media - Legal Aspects

### Semi-Plenary Session 2:

Protection of Intellectual Property Rights, Protection of Children and Data Security

### Workshops on the topics of:

- Requirements in the Field of Data-Protection Law
  - Use of Information from Cyber-Law / Legal Aspects
  - E-Commerce and EU-Law
  - Responsibility for Contents Distributed in Cyber-Law
  - Alterations in the Fields of Classical Media
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## IV. Virtual Rooms - Acoustics, Video, Virtual Reality

**Semi-Plenary Session:** Virtual Reality

### Workshops on the topics of:

- Simulation of Room Acoustics and Virtual Acoustics

- Virtual Studio: Technology and Applications
  - Virtual Reality: Interaction Technologies and Algorithms
  - Methods and Technical Realisation of Three-dimensional Reproduction
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## V. E-Commerce and Societal Aspects

### Semi-Plenary Session 1:

Serious Web Applications

### Semi-Plenary Session 2:

Electronic Music Distribution and MP3

### Workshops on the topics of:

- Marketing and Customer Relationships
  - Digital Goods and Services
  - Trust, Security and Data Protection
  - Societal and Cultural Effects
  - Digital Rights Management
  - Formats, Standards and Interoperability
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## VI. Visualizing Diagnostic Procedures in Energy Technology

### Semi-Plenary Session 1:

Diagnostics of Cables, Transformers and Electrical Machines and their Visual Realization

### Semi-Plenary Session 2:

Visual Diagnostics on Electro-technical Resources

### Workshop on the topics of:

- Partial Discharge Patterns, Visual and other Models, Dielectric Patterns, Condition Categories
- Techniques and Methods of Visual Diagnostics
- Diagnostics in the Spectral Range from Ultraviolet (UV) to Infrared (IR)
- Diagnostics in the Time Domain of Microseconds to Years
- Diagnostics in the Local Range of Microscopic Pictures and Endoscopic Techniques to Telephoto Focussing

## Scientific Events

Press Conference and Opening Ceremony:	Sept. 24, 2001
Plenary Sessions, Semi-Plenary Sessions and Workshops:	Sept. 25 – 27, 2001
Panel Discussion:	Sept. 27, 2001

## Accompanying Events

Exhibition „Days of Research 2001“ at Ilmenau Technical University and Company Presentations	Sept. 24, 2001
Welcoming Cocktail	Sept. 24, 2001
Reception for Speakers	Sept. 25, 2001
Academic Gala Concert	Sept. 25, 2001
Banquet	Sept. 26, 2001

## Conference Languages

The working languages of the Colloquium will be English and German

## Submission of Papers

Prospective authors are invited to submit original and previously unpublished papers according to the topics listed above. Abstracts are expected that clearly explain the contribution, originality and relevance of the work.

Submitted abstracts should be restricted to a maximum length of 1 page DIN A4 and data have to be submitted on the enclosed printed paper Registration Form. The Speaker should be clearly identified.

The abstracts will be reviewed by the Programme Committee. The authors of accepted papers will be asked to submit a full paper of 3 pages for the printed Conference Proceedings and a full paper of 6 pages for the Proceedings on CD-ROM.

Detailed Information for authors will be provided with the acceptance.

## Important Deadlines

Submission of abstracts: April 12, 2001

Notification of acceptance: May 18, 2001

Deadline for ready-for-press  
papers: July 06, 2001

## Adresses

### **General Information and Submission of abstracts and papers:**

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Conference Organisation  
Mrs Andrea Schneider  
P.O.Box 10 05 65, D-98684 Ilmenau

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Fax:+ 49/3677/69 1743

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[kongressorganisation.orq@zv.tu-ilmenau.de](mailto:kongressorganisation.orq@zv.tu-ilmenau.de)

### **Homepage:**

<http://www.iwk2001.tu-ilmenau.de>

## Organisation Committee

### **Chairman:**

Prof. J. Weyand, TU Ilmenau

### **Vice-Chairman:**

Prof. R. Trost, TU Ilmenau

### **Members:**

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Prof. H. Schneider, TU Ilmenau  
Prof. R. Grimm, TU Ilmenau  
Prof. M. Löffelholz, TU Ilmenau  
Prof. K. Brandenburg, TU Ilmenau  
Prof. H.-P. Schade, HS (FH) Anhalt  
Dipl.-Ing. M. Rittermann, TU Ilmenau

## Programme Committee

### **Chairman:**

Prof. J. Weyand, TU Ilmenau

### **Members:**

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## Conference Fees

	Registration and Payment <b>before</b> Sept. 03, 2001	Registration and Payment <b>after</b> Sept. 03, 2001
Participants (full time)	DM 350.00	DM 450.00
Participants (single day)	DM 100.00	DM 150.00
Students	DM 20.00	DM 20.00

**A cancellation fee of DM 50.00 per person will be charged after September 3, 2001.**

### The Conference fees include:

#### **For Participants (full time):**

- Conference Proceedings in printed form and CD-ROM
- Welcoming Cocktail
- Concert ticket and
- Banquet

#### **For Participants (single day):**

- Conference Proceedings on CD-ROM
- Welcoming Cocktail

## Paper Registration Form

I submit a paper with the title:

.....  
.....“

Preferred relation to the main topic:

I     II     III     IV     V     VI

I prefer:  oral presentation       poster

**Speaker:**

Title: .....

Name, First name: .....

Company:.....

Department: .....

P.O.Box/ Street: .....

Zip Code, City: .....

Phone/ Fax: .....

e-mail:.....

Co-authors:.....

Please copy this paper registration form for further applications.

Date, Signature: .....

**An  
Technische Universität Ilmenau  
Akademisches Auslandsamt/  
Kongressorganisation  
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