Foreword and Editorial

International Journal of Multimedia and Ubiquitous Engineering

We are very happy to publish this issue of International Journal of Multimedia and Ubiquitous Engineering by Science and Engineering Research Support soCiety.

This issue contains 4 articles. Achieving such a high quality of papers would have been impossible without the huge work that was undertaken by the Editorial Board members and External Reviewers. We take this opportunity to thank them for their great support and cooperation.

Authors of the paper "Probabilistic Triadic Model: Relation of Triadic Closure and Social Influences" have shown an extended theory to measure the probabilistic formulation of triadic closure. The proposed Probabilistic triadic Model depends upon the probability of social influences which was missing in the existing theories. They have introduced a new parameter called index of inclination for the probability of triadic closure formation. Observations are analysed and it shows how the probability relation between triadic closures or the link formation and social influences precisely interprets all the social networking scenarios.

Paper "Design and Implementation of Algorithm to Analyze Overall Effect of Customers Reviews" states that at present trend of online shopping is increasing very fast in second largest population country like India. Almost shopping sites ask for reviews about the sold products or services provided. Therefore, number of reviews is increasing very rapidly. These reviews are written in free style. Therefore, problem is how to extract knowledge from such type of unstructured reviews. It will be time taken if it is done manually. To overcome such problems two detailed algorithms are proposed in this paper which extracts opinions of customers. This summary of opinions helps new customer before buying a particular product. This paper is divided into four sections one for introduction, second for proposed algorithms, third for comparison between manual and automatic results finally fourth one for conclusion.

In the study "Android OS with its Architecture and Android Application with Dalvik Virtual Machine Review", Android OS has broad and open source platform with four layers, commenced with the Android platform and the features of Android applications, gave a detailed picture of Android application framework from the potential of developers. The home screen of devices booted with android have primary navigation and information "hub". These are in Android devices as to the desktop found on personal computers. If they illustrated with a simple music player as example to demonstrate the basic working processes of Android application components as it plays the music by using the service component i.e. media player from class of libraries layers .In this paper, paper could provide guidance to understanding the operation mechanism of Android applications and also give some sense to developing applications on Android platform. This paper also describes some working of Dalvik virtual machine and also elaborates Kernel of Android Operating System.

The purpose of the study "Performance Analysis of Modified Architecture of DA-DWT and Lifting based Scheme DWT for Image Compression" is performance analysis of modified DA DWT1- architecture and Advance Lifting scheme architecture for Image Compression techniques. The information of the form image or video are transmitted as

an array of data in terms of signal. Due to limited channel bandwidth, the data is compressed which in return reduces the quality of the image. An algorithmic concept of encoding information is given by wavelets in a manner that is layered according to level of detail. The analysis of this implementation includes speed optimization, accuracy, and power reduction. This study uses modified DA and optimized lifting based scheme, and architectures are modelled using digital systems, which is used for studying different performance on compressed image data. The study was done using signal simulation tool and VLSI cad tools. By implementing the proposed algorithm and modelling the architecture for image compression using DWT, they analyzed the timing wrt clock speed, area consumed and power consumed by both the architectures. the study shows higher speed can be achieved by using DWT and better encoders for image compression and system can be modelled using digital systems, the study can be optimized to any further extent.

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