# Table of Contents

**GPS Localization Improvement of Smartphones Using Built-in Sensors 1**

*Soyoung Hwang and Donghui Yu*

**Strategy to maximize Mobile Advertising Effect in Smart Environment: Focused on DuCoffe model and TAM 9**

*Yong Beom Kim, Yongik Yoon, Yongwon Kim and Bong Gyou Lee*

**Emotional Avatar Animation on Smart Phone SMS 17**

*Hae Won Byun and Jung Suk Lee*

**Improve Template Matching Method in Mobile Augmented Reality for Thai Alphabet Learning 25**

*Nipat Thiengtham and Yingyos Sriboonruang*

**Brain Wave and User Profile based Learning Content Type Recommendation in Interactive e-Learning Environment 33**

*Kyung suk Jung and Yong suk Choi*

**"PrivacyDoc": A Study on Privacy Protection Tools for Children in SNS 41**

*Ma Meng, Nasriah Zakaria, Salah Bindahman, Nik Mohd Asrol Alias and Wahidah Husain*

**Advanced Extreme Learning Machine Modeling using Radial Basis Function Network and Context Clustering 49**

*Junbeom Kim, Wonjo Lee, KyoJoong Oh, Sung-Suk Kim and Ho-Jin Choi*

**A Proposal to Measure Success Factors for Location-Based Mobile Cardiac Telemedicine System (LMCTS) 57**

*Pantea keikhosrokiani, Nasriah Zakaria, Norlia Mustaffa, Amin Kianpisheh, Pakapan Limtrairut, and Muhammad Imran Sarwar*

**Providing Prioritized Search Result with Tag Coupling-based Boolean Query Matching 67**

*WonKyun Joo, MinWoo Park, KiSeok Choi, Yong Kim and Young-Kuk Kim*

**Bayesian Network Approach to Computerized Adaptive Testing 75**

*Kyung Soo Kim and Yong Suk Choi*

**E-mentoring System Development using ARCS Motivational Strategies 83**

*Faten Damanhoori, Nursakirah Ab.Rahman Muton, Nasriah Zakaria and Norlia Mustaffa*

**An Implementation of Computer Simulation-based Smart Learning System for Higher Education: EDISON 91**

*Kumwon Cho, Sun Rae Park, Dukyun Nam, Buyoung Ahn and JongSuk Ruth Lee*

**Unicode Han Character Lookup Service Based on Similar Radicals 99**

*Jeng-Wei Lin and Feng-Sheng Lin*