



September 18, 2017 13:00-17:00

[Epochal International Conference Center](#), Tsukuba, Japan

In Conjunction with [ICEC2017 \(International Conference on Entertainment Computing\)](#)

## Summary

Online e-commerce has been growing continuously in our lives. According to eMarketer's latest forecasts, worldwide retail e-commerce sales will reach 4 trillion US dollars in 2020. Additionally, new shopping experiences are being introduced using cutting-edge technologies such as wearable sensing, virtual reality (VR), mixed reality (MR) and augmented reality (AR), which integrates the internet and the real world. In this workshop, new concepts and recent progress on **e-commerce and entertainment computing** are discussed from various points of view. The workshop consists of invited talks by world-leading innovators, and interactive poster presentation of submitted papers and abstracts. Additionally, a special session of selected papers may be held as an oral presentation session.

Topics include (but are not limited to)

- Gamification of shopping experiences
- Entertainment psychology and shopping experiences
- Shopping attractions
- Online-to-offline, Omni channel with entertainment
- Use of wearable/smart devices for shopping
- Physical shopping interfaces
- Augmenting real-world shopping experiences using VR/AR/MR technologies
- Image/Video processing for e-commerce
- Best practices in e-commerce and entertainment

## Submission

Please choose either (A) Peer-reviewed Paper Submission or (B) Non-reviewed Abstract Submission.

### A. Peer-reviewed Paper Submission

A complete manuscript with 4 pages must be electronically submitted in [the Springer LNCS format](#) to [org-ecec2017\\_submit@mail.rakuten.com](mailto:org-ecec2017_submit@mail.rakuten.com). Each submitted paper will be reviewed by two or three program committee members. Accepted papers will be published in the proceedings of ICEC2017 as workshop papers.

### B. Non-reviewed Abstract Submission

An abstract including (a) Title of presentation, (b) Presenter, affiliate, contact e-mail address (c) 200~400 words abstract must be electronically submitted to [org-ecec2017\\_submit@mail.rakuten.com](mailto:org-ecec2017_submit@mail.rakuten.com). Submitted abstracts will not be reviewed, but confirmed if it is inside the scope by program committee members. The abstracts will not be published, but shared with ECEC attendees on the workshop day.

In the workshop, at least one author of each paper or abstract must present at the interactive poster session. Additionally, a special session of selected papers may be held as an oral presentation session.

## Important Date

- A. Peer-reviewed Paper Submission
  - Paper submission due: May 13, 2017
  - Notification: May 30, 2017
  - Camera ready due: June 10, 2017
- B. Non-reviewed Abstract Submission
  - Abstract submission due: June 10, 2017
  - Notification: June 17, 2017

## Registration policy

At least one author of each (A) Peer-reviewed Paper must register at ICEC2017.

For ICEC registrants, the workshop will be not charged.

For non ICEC registrants, the fee will be 5,000JPY.

	Those who submit (A) Peer-reviewed Paper	Those who submit (B) Non-reviewed Abstract	Those without submission
ICEC registrant	Free	Free	Free
Non ICEC registrant	<b>Need ICEC registration of one or more authors</b>	<b>5,000JPY</b>	<b>5,000JPY</b>

For more details, see ECEC2017 homepage: <http://icec2017.net/ecec2017/>

## Organizers:

- Soh Masuko (Rakuten Institute of Technology, Rakuten, Inc. / University of Tsukuba)
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- Masahumi Muta (Rakuten Institute of Technology, Rakuten, Inc.)
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## Contact

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## Sponsor

This workshop will be sponsored by [Rakuten Institute of Technology](#), [Rakuten, Inc.](#)

