

15th International Conference on Electronic Publishing

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Opening Speech

Yaşar Tonta

General Chair, ELPUB2011

Dear Colleagues, Distinguished Guests and Esteemed ELPUBers:

Good morning.

Welcome to Turkey and to the historical city of Istanbul whose roots date back to the 9th Century B.C., as the new archeological finds suggest. Welcome to the imperial city of Romans, Byzantines and Ottomans. And welcome to the European Capital of Culture of 2010, the cosmopolitan city of Istanbul that bridges the Eastern and the Western cultures, the city that happily reconciles the traditional with the modern. Istanbul still offers, among others, one-of-a-kind cultural experience as eminently described by our Nobel Laureate Orhan Pamuk in his books.

Welcome to the Cibali Campus of Kadir Has University, one of the fastest growing private universities in Turkey. Situated by the beautiful Golden Horn, Kadir Has University won the prestigious European Nostra Award for beautifully restoration of an historical place that was originally built as a tobacco factory in 1880s. I very much hope that you will find some time to explore the great city of Istanbul as well the Cibali Campus of Kadir Has University and its environs filled with historical and cultural relics and natural beauties.

And, welcome to the 15th International Conference on Electronic Publishing (ELPUB). On behalf of the members of ELPUB Executive Committee, my colleagues who served diligently in the Organizing Committee, Program Committee and the Local Committees, it is a great honor and a distinct pleasure to welcome you to the Opening Session of ELPUB Conference. Organized by the Department of Information Management of Hacettepe University and hosted by Kadir Has University, this year's ELPUB Conference convenes with the theme of "Digital Publishing and Mobile Technologies". This is a most timely theme as the *Horizon Report 2011* identified both electronic books (e-books) and mobiles as technologies to watch as they will likely shape our ways of working, learning, studying and entertainment in the immediate future (i.e., within the next 12 months) (<http://net.educause.edu/ir/library/pdf/HR2011.pdf>). Mobile devices (cell phones, iPads, and tablet PCs, among others) and e-books will also have a tremendous impact on how we communicate and collaborate with people, and access, share and generate information.

This has been a record-breaking ELPUB Conference: we received the lowest number of submissions this year! (Oops, I think I mixed up the texts of my

speeches.. This is the one that I am supposed to use this afternoon in the ELPUB Executive Committee Meeting! Anyhow.) Some 30 papers were submitted to ELPUB2011. All papers were subjected to a double-blind reviewing process and 20 full papers, and 4 workshop proposals were selected to be included in the proceedings book. Accepted papers come from 14 different countries (Austria, Bulgaria, Denmark, Germany, England, India, Iran, Ireland, Italy, Malaysia, The Netherlands, Spain, Turkey, and USA) and address a number of issues dealing with mobile access to digital cultural heritage, intelligent digital publishing software, mobile learning, institutional repositories, digital publishing tools, open access, and personal information management.

I would like to take this opportunity to thank our conference plenary keynote speaker Professor Ayşe Göker of City University London, UK, and our invited keynote speakers Dr. Zeynep İnanoğlu of Google Turkey and Professor Fazlı Can of Bilkent University. Professor Göker will talk about digital publishing in the mobile environment and discuss the distinctive nature of mobile search and retrieval including the context in which mobile users are engaged (e.g., task in hand, environment, device, individual interests and social aspects). Dr. İnanoğlu's speech will focus on the Google Art Project (GAP) and she will discuss GAP's role in making works of art more accessible and in creating a new generation of art lovers who can experience, enjoy and appreciate art works using state of the art technology including mobiles. Professor Can will outline the major developments in information retrieval within the last 70 years and concentrate on mobile information retrieval along with the opportunities and challenges wrought about by mobile devices. Several papers and workshops to be presented during the conference will expand the main topics to be outlined by our keynote speakers. We thank our authors, workshop presenters and contributors to the "pecha kucha" session on digital publishing in different countries (Belgium, Brazil, Canada, Mozambique, Portugal, Spain, Sweden, and Turkey).

My heartfelt thanks go to our host Mr. Ertuğrul Çimen, Kadir Has University's Library Director, and his colleagues, who spent countless hours to handle local arrangements and has so far done an otherwise unenviable job impeccably. I also thank my colleagues Mr. Orçun Madran and Dr. Erol Olcay for designing the conference web site as well as the art work. Last but not the least, it is a great pleasure to thank our sponsors who made this event happen. I would like to single out Mr. Tayfun Baçal of Elsevier's Country Manager for Turkey and Central Asia. I thank Mr. Baçal and our main sponsor Elsevier once again.

Now, before I introduce our plenary keynote speaker, Dr. Ayşe Göker, and give the floor to her, there are a few more important things that each conference organizer should certainly mention:

In case of emergency, please exit this building through the main entrance (this sounded very much like closing the Windows operating system: you see, one has to choose "Start Windows" first and then close it!). The rest rooms are situated in between the two halls. You can't miss them if you follow the signs.

Registration desk is by the entrance of the Cibali Hall and it will be open while the sessions are on. If you need any help, my colleagues are there to be of help in any way they can.

Your registration fee covers coffee breaks, luncheons, and the conference bag. The conference bag contains, among others, the conference program, proceedings book and CD, brochures of our sponsors and an evaluation form. Please carry your badge with you while in the premises so that you can get served during coffee and lunch breaks. Coffee and tea will be served in the exhibition area. Lunch will be served in the cafeteria. In addition to the ones in cafeteria, you may use the tables behind the registration desk for dining, too. If you wish to lunch elsewhere, there are a few restaurants in the vicinity. Please ask the registration desk for suggestions.

The gala dinner will take place this evening from 20:00 hours and it is still not too late to join us at Galata Tower Restaurant (www.galatatower.net). It offers a magnificent view of Bosphorus from atop of an historic tower built by a Genoese colony in 1348 along with a superb dinner, drinks and entertainment (folk dances, oriental music, etc.). If you are planning to attend the gala dinner, please visit the registration desk for details. Looking forward to seeing you there.

The exhibition stands are just behind the Cibali Hall and Fener Hall and the exhibition area is accessible by the registration desk as well. Please visit the exhibition booths to see what our sponsors are up to in terms of new products and new information services.

The ELPUB Executive Committee meeting will take place in the Balat Hall by the exhibition area.

The ELPUB Conference will be recorded selectively, so please talk to the microphone, if possible. My colleagues will also tweet the conference. If you are willing to pitch in in tweeting the sessions, please use the tag “@ELPUB2011”. If you haven’t already sent your presentation slides to us, please approach my colleagues during the breaks so that they will help you transfer your presentation slides to the system.

You can pick up your certificate of attendance from the registration desk any time during the conference hours.

So, have a fruitful conference and enjoy it..

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