

SeBe 4.0

Towards Ubiquitous Savouring



OBJECTIVES

SeBe is a unique setting for researchers, practitioners, and policy makers in Beer Driven Research (BDR) from Europe and other continents to meet together and exchange on the current challenges and advances in the field. At SeBe, experts and young researchers in Beer Computer Science, Beer Education, Beer Psychology, Beer Cognitive Science, and Beer Social Science, as well as entrepreneurs have the opportunity to establish collaborations, strengthen their links and cross-fermentize their core disciplines. SeBe 4.0 will push further the Ubiquitous Savouring paradigm by not only tackling the challenges of exploiting new trendy and tasty brands (in various contexts), but also by investigating ways to meet and support formally and informally the BDR devotees in their research playgrounds and social environments thanks to innovative scenarios.

CALL FOR BOTTLES

The Semantic Beer (SeBe) community seeks original, significant and relevant submissions describing research in all areas supported by BDR. This year, with kind support of the upcoming Eighth Framework Programme and its "Populate the Beertology" long-term project, workshop's CFB covers record-breaking number of tracks (see next page). In order to ensure a smooth review process, do not forget to indicate, which track(s) you are submitting your bottle(s) to.

IMPORTANT DATES

Submission deadline:	1st April, 2011 17:55
Notification of acceptance:	1st April, 2011 20:02

PROGRAMME

16:50	SeBe opening
18:50	Beers of a Feather - SeBe.SRC organizing and programme committee meeting
20:02	Little Beer Game ya SeBeC (Yet Another SeBe Competition) - instructions will be presented on place
22:22	Winners announcement and awards ceremony

Best regards,
Marian Simko,
Michal Barla,
Jakub Simko
organizing committee chairs
Tomas Kramar
programme committee chair



POPULATE THE BEERTOLOGY!



*"I work until beer o'clock."
-Stephen King*