



**William Paterson University
College of Science and Health
Department of Computer Science**

***UPS Computer Information Technology
Distinguished Lecture Series****

Keynote Speaker: Dr. Mung Chiang

Arthur LeGrand Doty Professor of Electrical Engineering
Princeton University



**April 13, 2016 (Wednesday), 5:30 PM – 8:30 PM
Science Hall East 2064**

(A causal dinner will be provided.)

SDP: Smart Data Pricing from Theory to Deployment

Abstract

Technology and economics are intertwined in our networked life. In mobile and in cloud, Smart Data Pricing asks the questions: “how to charge services,” “whom to charge it to,” and “what to charge it for.” Usage pricing, peak-valley pricing, open toll-free, and spot pricing are some of the examples where theory is rapidly turning into deployment around the world. Through a combination of modeling, analysis, system architecture, implementation, and user trials, SDP holds the promise of creating win-win across network operators, content providers, and consumers.



Biography

Mung Chiang is the Arthur LeGrand Doty Professor of Electrical Engineering at Princeton University. The recipient of the 2013 Alan T. Waterman Award, the highest honor to young scientists in U.S., and the 2012 IEEE Kiyo Tomiyasu Award, he has worked on the analysis, design and optimization of networks in areas such as NUM, SDP and Fog. He created the Princeton EDGE Lab in 2009 to bridge the theory-practice divide in networking, especially edge networking, resulting in technology transfers to industry and a few startup companies. He is also the academia cofounder of the global nonprofit Open Fog Consortium. He serves as the inaugural Chairman of Princeton Entrepreneurship Council and Director of Keller Center for Innovation in Engineering Education at Princeton. His Massive Open Online Courses on Networked Life reached over 250,000 students and the textbook received the 2013 Terman Award from American Society of Engineering Education. He was named a Guggenheim Fellow in 2014.

*** The UPS Computer Information Technology Distinguished Lecture Series is made possible by a generous grant from the UPS Foundation of UPS.**

Agenda

5:30 – 6:00	Guests arrive, dinner starts
6:00 – 6:10	Welcome address from Dr. Kenneth Wolf, Dean of College of Science and Health
6:10 – 6:30	Invited Speaker: Mr. Andy Dotterweich, Information Services General & Administrative Portfolio Manager, UPS
6:30 – 6:35	Keynote Speaker Introduction: Dr. Cyril Ku
6:35 – 7:20	Keynote Speech: Dr. Mung Chiang, Arthur LeGrand Doty Professor of Electrical Engineering, Princeton University
7:20 – 7:30	Q & A with Dr. Chiang
7:30 – 7:40	Wrap up and thank attendees and speakers, Dr. Ku
7:40 – 8:30	Refreshments and student conversations with Mr. Dotterweich and Dr. Chiang

All are welcome. This lecture series is open to everyone in the William Paterson University community. For further information, please contact Dr. Cyril S. Ku (kuc@wpunj.edu), Department of Computer Science, William Paterson University, Wayne, New Jersey.
