Coupons: A Multilevel Incentive Scheme for Information Dissemination in Mobile Networks

Familiarity:
    Novice (I am not familiar with research work in this area, and serve as an outsider reviewer)

Recommendation:
    Definite accept (top 5%, excellent paper)

Strengths: What are the major reasons to accept the paper?
    Does a good job giving an overview of the contribution and then explaining it step by step.

Weaknesses: What are the major reasons NOT to accept the paper?
    Would have liked to read more about the kind of incentives a node can receive for broadcasting a coupon.

Detailed Comments:
    The paper did a good job discussing other work that is similar and then specifying why the research   being discussed is different.
    Very good use of figures to justify the steps of the experiment.
    Good, clear description of test results.

Controlling Multimedia Players using NFC Enabled Mobile Phones
from the Proceedings of the 6th international conference on Mobile and ubiquitous multimedia
(http://portal.acm.org/citation.cfm?id=1329485)

Familiarity:
    Novice (I am not familiar with research work in this area, and serve as an outsider reviewer)

Recommendation:
    Accept if room (top 30% but not top 15%, borderline)

Strengths: What are the major reasons to accept the paper?
    This is a tool that can be very useful in certain situations and the paper does a good job explaining it.

Weaknesses: What are the major reasons NOT to accept the paper?
    Not much of a contribution. This is a useful tool but nothing revolutionary.

Detailed Comments:
    Seems very generalized (i.e. too much configuartion is needed to use this) which won't attract the general population as customers.
    Good discussion of similar works and how they differ.