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Professor John TRAXLER is Professor of Digital Learning, a full UK professor since September 2009, at the University of Wolverhampton UK. He is one of the pioneers of mobile learning and has been associated with mobile learning projects since 2001 when he was evaluator for m-learning, the first major EU project, embracing Sweden, Italy and UK. He is a Founding Director and current Vice-President of the International Association for Mobile Learning, responsible for the annual mLearn research conference running since 2002. He is co-editor of the definitive book, Mobile Learning: A

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