



Bay Area Multimedia Forum (BAMMF) Invitation

We are excited to invite you to our first Bay Area Multimedia Forum (BAMMF) on November 7th, 2013. As all of us know, there are many multimedia researchers in the SF Bay Area. Many joined startups and product teams at large companies, and so do not have time to travel to academic conferences. However, we want to meet other peers to exchange ideas. We want to attend short, more frequent, local meetings.

In addition, professors from local universities or universities in other states/countries want a forum at which to meet industrial researchers to expose their ideas to researchers and have more interaction with industry. They also want to learn about real problems that industry wants to solve to guide their future research. To fit these professors' tight schedules, short but more frequent meetings are also preferable.

Encouraged and sponsored by the IEEE Technical Committee on Multimedia Computing, IEEE Technical Committee on Semantic Computing, ACM Special Interest Group on Multimedia, and FX Palo Alto Laboratory, we are starting a bimonthly half-day Bay Area Multimedia Forum (BAMMF) series. Experts from both academia and industry are invited to exchange ideas and information through talks, tutorials, panel discussions and networking sessions. Topics of the forum will include emerging areas in multimedia, advancement in algorithms and development, demonstration of new inventions, productization of technologies, business opportunities, etc. If you are interested in giving a talk at the forum, please contact the organizers. If you have a problem that you want help from other experts, please don't hesitate to let us know. If you only want to listen to other people's talks or meet friends, you are also very welcome.

Again, we want to invite you to enjoy this event with us.

Because the conference room size limitation, there will be a website for seat reservation at this event. The website is <http://www.bammf.org> or <http://www.bammf.net>

Location: Kumo Conference Room, FX Palo Alto Laboratory (FXPAL), 3174 Porter Drive, Palo Alto, California 94304 USA (Refreshments will be provided)

Time: Nov.7, Thursday, 1:30pm-4:30pm

Organizing Team: Qiong Liu, Tong Zhang, Henry Tang, Jian Fan, Shanchan Wu, Bee Liew

Advisory Board: Prof. Shih-Fu Chang, ACM SIGMM Chair; Prof. Shu-Ching Chen, IEEE TCMC Chair; Prof. Phil Sheu, IEEE TCSEM Chair; Dr. Lynn Wilcox, FXPAL Vice President; Prof. Chang-Wen Chen, ICME Steering Committee Chair.

Keynote Speaker 1 - Towards Mobile Augmented Reality

[Prof. Bernd Girod](#)



**Robert L. and Audrey S. Hancock Professor of Electrical Engineering
Senior Associate Dean, Online Learning and Professional Development
Stanford University**

Mobile devices are expected to become ubiquitous platforms for visual search and mobile augmented reality applications. For object recognition on mobile devices, a visual database is typically stored in the cloud. Hence, for a visual comparison, information must be either uploaded from, or downloaded to, the mobile over a wireless link. The response time of the system critically depends on how much information must be transferred in both directions, and efficient compression is the key to a good user experience. We review recent advances in mobile visual search, using compact feature descriptors, and show that dramatic speed-ups and power savings are possible by considering recognition, compression, and retrieval jointly. For augmented reality applications, where image matching is performed continually at video frame rates, interframe coding of SIFT descriptors achieves bit-rate reductions of 1-2 orders of magnitude relative to advanced video coding techniques. We will use real-time implementations for different example applications, such as recognition of landmarks, media covers or printed documents, to show the benefits of implementing computer vision algorithms on the mobile device, in the cloud, or both.

Keynote Speaker 2 - Reshaping User Experiences with Analytics

[Dr. Haohong Wang](#)



General Manager, TCL Research America

In the past few years, devices with screens have been getting much smarter, however, far from sufficient for the large screens. Almost all industry giants tried and failed, some hurt badly, in bringing pleasant user experiences to the home screens, thus this trillion-dollar market has not been really conquered so far. Now we are marching into the era of Ultra High-Definition (UHD), the screen size and resolution will increase again significantly, however, the pace of user interaction development seems lag behind. In this talk, we discuss using data analytics to improve user experiences for home entertainment. With the incorporate of analytics components, such as user behaviors learning and mining, user preference understanding, media low-level features and high-level semantics extraction, object detection and recognition, media recognition, and real-time recommendation and so on, we showcase that user experience innovations can be achieved to make the devices with screens much more user friendly.