Colloquium

Date and time: Friday, March 11th, 2016, 11:00-12:00.
Venue: BB010 (via Skype)

Title: **Multimedia (Video/Imaging) Engineering in Industry**

Speaker: **Tarun Atrey**
Graphics Software Engineer in Media Codec team at Intel headquarters in Silicon Valley

Abstract: From pixels in 1984 to 4K/8K at present, Multimedia industry has seen various stages during the evolution of technology over past few decades. Unarguably 90s was all about textual information on web, early 2000s about Audio/Music and Photos/Images. With further improvement in internet connection speeds, last 10 years have all been about Video. With consumer devices like iPhone and Android phones (a camera in every hand) and services like YouTube, Netflix, Facebook Videos (Live and 360 degree videos), etc. tech industry has always been a strong player in Multimedia Engineering. Major challenges faced by Multimedia industry are those pertaining to creation, storage, transmission and security of the content. Siting at the junction of technology and entertainment, we sit in a unique position where we not only need to understand the strengths and limitations of technology but also need to be more open minded and think from content publisher's perspective.

Speaker's brief bio: Tarun Atrey is a Graphics Software Engineer in Media Codec team at Intel headquarters in Silicon Valley. He completed his undergraduate studies from National Institute of Technology (Surat) in India and moved to United States in 2011 to pursue his MS in Computer Science (Multimedia & Creative Technologies) at University of Southern California (USC), Los Angeles. He has over 2 years of experience in the field of Images and Video engineering in tech industry. He also has immense interest in startups, loves to try new tech products/services in market and enjoys writing.

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