

Lecture Topic:

**“Media Computing:  
Unleashing the Computing Power to Entertain the Human User”**

**Abstract:**

With the rapid advances in microprocessors and data networks, we have seen new media gadgets being pushed on to the market almost every day. Squeezed by the cut-the-throat competition, companies have hastily developed media devices with little concern of the human user, which has resulted in the lack of "Killer Applications" suitable for the digital media platforms.

High-speed microprocessors, ultra-wide band wireless and wireline communications and the Internet, huge-capacity memory devices, digital cameras and a new breed of display technologies have provided opportunities for average users as well as media professionals to produce huge quantity of media contents. Computing systems and communications networks are now extensively used in media production and transmission. Despite all these, digital media has yet shown its promise of entertaining the masses. In order to entertain the human user, we must integrate techniques in machine intelligence, pattern analysis, and computer graphics to make the media system more intelligent and adaptive, which requires substantial efforts. And it is only in this way can we fully unleash the power of digital technology. Indeed, we are at the threshold of making media more engaging.

On this topic, I will discuss the current status of media technology and media contents and our approaches and efforts at the Centre for Media Technology to bridge the ever widening gap between media technology development and media content creation. This leads naturally to the concept of Media Computing which aims at creating intelligent environments for the delivery of media contents to the human user. In a very real sense, computing for the masses is largely related to media production.