Towards new media experiences: 
Innovating experiential media technologies

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ABSTRACT
Today, we are witnessing a new era of high tech innovations. Enhancing user experiences is one important goal of many exciting new innovations today and multimedia technologies, such as media processing, computer vision, media networking, etc., with vast amount of tools and algorithms invented and getting mature today, play very important roles in enabling better and new user experiences that were only seen in science fiction before. In this talk, we will look at some of the new trends, new application scenarios, and discuss a couple of sample new media technologies that can potentially help to enable some of those exciting or enchanting new user experiences.

BIOGRAPHY
Heather Yu got her Ph.D. from Princeton University majoring Computer Engineering in 1998. She is currently the Director of Media Lab NJ Office at Huawei. Previously she was the Director/Head of the Media Networking Research Dept of Huawei IT Product Line and was also the Founding Director of Media Networking Lab at Huawei R&D in the US, supporting two BUs within the company. Heather worked for Panasonic Princeton Research Lab before she started her tenure in Huawei. She has 30+ granted US patents with many in pending and several adopted by standards. She published 4 books and 70+ technical papers. She was the IEEE ICME2014 Best Paper Award co-author. In the past, Heather served as TPC Chairs, technical committee chairs, steering committee member, Associated EiC, etc. roles in IEEE/ACM. She is specifically passionate in innovating technologies that can enhance people’s life and make the world a better place, e.g. for under privileged people and education, etc.