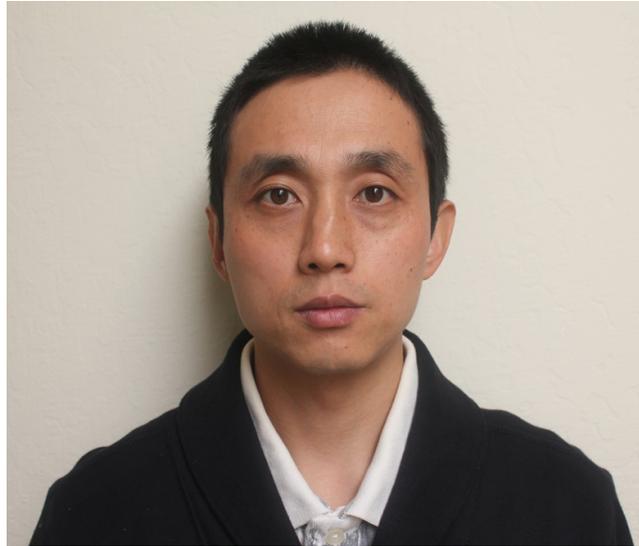




Seminar

Video Conferencing

3:00 p.m. Wednesday, November 7th, 2012
235 Weir Hall



Dr. Linfeng Zhang

ABSTRACT:

Video conferencing was a mature market led by big companies such as Tandberg and Polycom. Their dominate products are multipoint control unit (MCU) based and require costly dedicated networks. As a new comer, Vidyo chose H.264 scalable video coding (SVC) as its base solution. Why is Vidyo becoming a disruptive player in this market? And why Vidyo's codec is chosen to build Google Chat and Google+'s Hangout? Driven by Vidyo and many other companies and institutes, the new video coding standard, H.265 (HEVC), is coming soon. What are the advanced technologies in it, and how its impact would be? With 1 billion facebook users and 1 billion smart phone devices, today "social" and "mobile" are the two hot topics in the IT industry. Traditional high-tech companies are struggling, yet young social and mobile companies are bubbling. Where to start your career?

In this talk, Dr. Zhang will introduce the advantage of SVC over MCU in video conferencing, and the development and techniques of H.265. Based on his 5 years industry experience in video and mobile related startup companies, on multiple computing platforms such as android, iOS and PC, he will also discuss the lessons learned on how to build a career path in the IT industry.

BIOGRAPHAY:

Linfeng Zhang is currently working as a senior software engineer at TangoMe, Inc, which creates a leading mobile video chat app with 70 million users. He worked as a senior algorithm engineer at Vidyo, Inc. from 2008 to 2011, where he leads efforts in designing and optimizing H.264 SVC codec on mobile platforms. He received his Ph.D. in Electrical and Computer Engineering from Iowa State University in 2008. Before his doctoral study, he worked on optimizing speech and video codecs on different DSP platforms. He received his B.S. in Electronic Engineering from Tsinghua University in Beijing in 1999. His main research focus is on video

coding, network security and data streaming.