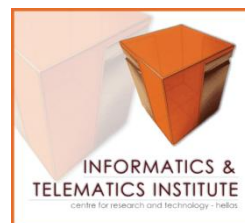




# *CHORUS* +

*Coordinated Approach to the EurOpean Effort  
on AUdio-visual Search Engines*

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# *Coordination actions*

- ✓ Not focused on research and development
  - ✓ Brings together a critical mass of partners, experts, industry, projects, other initiatives
  - ✓ Multi-disciplinary approach
  - ✓ Co-ordinates and defines common activities, research agendas, policies and future plans
  - ✓ Open to regional, national and international initiatives
  - ✓ Publicity, dissemination of results and strategies
  - ✓ Targeted research communities
-

- ✓ Search engines with emphasis on Audio Visual content
- ✓ Initial focus on mobile and enterprise search (others are defined during the project: social, music search)
- ✓ Socio-economic and policies (including privacy issues)
- ✓ Evaluation and Benchmarking
- ✓ Key, promising technologies and challenges for future research

- ✓ Projects supported by the EC
- ✓ PHAROS, LIVING KNOWLEDGE, VITALAS, iSEARCH, COAST, GLOCAL, PETAMEDIA, TRIPOD, 3D-LIFE, COMET, ENVISION, LivingWeb, MyMedia
- ✓ The Japanese Information Grand Voyage and InfoPlosion projects
- ✓ The German Theseus and the French Quaero initiatives
- ✓ Seek collaboration with China, Singapore, US, others

# *Next Generation Search Engine Enablers*

## ✓ **Datasets**

- Share data collections and annotations for benchmarking
- Collaborative Wiki-based exchange platform

## ✓ **Analysis and Dissemination of Evaluation**

- Evaluation Analysis: Dimensions and infrastructures
- Best – common practices
- International collaboration

## ✓ **Exchange and emergence of Knowledge**

- Knowledge and Experience Exchange
- Future development

- ✓ **Socio-economic and Policy Analysis**  
Mobile Market Search; Enterprise Search Solutions (ESS); Policy Briefs for International Collaboration  
*Questionnaire and 1<sup>st</sup> workshop organised on June 9<sup>th</sup>, 2010 (co-located with CTTE 2010) “Exploring the Future of Mobile Search”*
  
- ✓ **Think Tank**  
Organization of 6 Think-Tank meetings (experts outside the consortium)  
*1<sup>st</sup> TTK (Mobile Search) co-located with the 1<sup>st</sup> workshop in Ghent (June 2010)*  
*2<sup>nd</sup> TTK (Search on Social Networks) co-located with ACMM in Firenze (Oct. 2010)*

## **Objective:**

- What are the potential technical interactions between all projects involved/interested by Chorus+ ?
- What are the actions/topics participants expect the cluster to cover?
- What are the events of joint interest organized in the A/V search domain participants/projects are aware of/involved?

## **Participants:**

- Living Knowledge, GLOCAL, I-Search, Coast, PetaMedia

## **Consensus:**

- Component & System level evaluation: It is difficult to proceed to a system evaluation, **taking into account not only metrics, but also user satisfaction.**
- It was agreed that Chorus+ should be used to share experience between projects and avoid fragmentation, overlap.

## *Exploring the Future of Mobile Search (1/3)*

- Discussion was motivated by a study on mobile search conducted by IPTS in April/May 2010. Initial findings from the survey:
  - The majority of the respondents consider that Mobile Search is taking off
  - The major challenge to Mobile Search is considered to be of economic nature
  - Nevertheless to 50% of the respondents also consider that technology remains a major challenge for Mobile Search
  - The majority of the respondents agree that Mobile search differs from PC based
  - Nearly 50% of the respondents consider that location based services is only one aspect of Mobile Search
  - 78% of the respondents consider that the main technology bricks are already there
  - Geo-location, novel interfaces and 4G and beyond mobile communication networks are seen as the most important technologies in the current landscape



## **What is mobile search, and why is it different from PC search?**

- The mobile phone is:
  - very personal
  - Always on, always with me
- Geolocalization and multimodality are important differentiators between mobile and PC search
- The quest for an open mobile Internet
  - Current roaming charges are outraging
- What is specific about mobile search services
  - Geo localization
  - Interaction
- Privacy
  - Privacy is not seen as an issue by young people
  - Privacy problem was currently underestimated

## **Key technologies for mobile search?**

- Use of social networks:
  - one of the most important opportunities for innovation in search services
- Voice interfaces
  - skeptical about the usefulness of voice interfaces and dialogues
- Image interfaces
  - use pictures taken with the mobile phone to link with news, websites and so forth
- Text interfaces
  - Need to adapt search to mobile keyboards – it is difficult to use mobile keyboards as desktop ones
- Augmented reality
  - Enabler for advanced new interfaces.
- Translation
  - It was not considered as an important technology for mobile search applications



**Chorus Panel "Content-based multimedia search: what about large scale challenges?"**

**June 23-25, 2010**



**Practitioners Day – July 7<sup>th</sup>, 2010**



**2010 NEM Summit**  
*Towards Future Media Internet*

**13-15 Oct. 2010 - Barcelona, Spain**

**Chorus Panel – Oct 13-15, 2010**



**Networking Session – Sept 27-29, 2010**



**Think Tank 2 on Social Networking**

**Oct 25-29, 2010**

*Thanks for your attention*  
*<http://www.ist-chorus.org/>*