

MPEG Workshop on Immersive Services Roadmap

Date:

Wednesday, 24 January 2018 - 2:00pm to 6:00pm

Venue:

Gwangju Kimdaejung Convention Center

30 Sangmunuriro, Seo-gu

Gwangju

Gwangju



61958

South Korea


1. Program

Time	Speaker	Company	Subject / Title
14:00	Jose Alvarez (Director)	MPEG(Huawei)	Welcome
14:05	Rob Koenen (Principal)	MPEG(TNO)	MPEG Roadmap update
14:10	Jeong Ho, Choi (Director)	Ministry of Science and ICT (PyeongChang ICT Olympic Preparation Team)	(Keynote) Introduction to PyeongChang ICT Olympic
14:35	KyungGeun Lee (Lab. Leader)	Samsung(Media Standard Lab.)	Perspective view of VR/MR technology development
15:00	OMAF Developer Day Pitches		
15:10	Break		
15:30	Taeil Chung (Research Fellow)	LG (SIC R&D Center)	Introduction to Global broadcasting service and Media immersive products
15:55	Dillon Seo (CEO)	Voler Creative	Why should you care about VR?
16:20	Jongmin Lee (Lab. Leader)	SKT(Media Laboratory)	Next generation media platform and technologies
16:45	Kei Kawamura (Senior Manager)	KDDI Cooperation (Home Product Development Department)	Introduction to KDDI's 5G network service
17:10	Panel discussion		

2. Speakers information

No.	Speaker	Introduction
1	 <p data-bbox="370 590 542 615">Jose Alvarez</p>	<p data-bbox="597 422 1162 476">(Company) Huawei, Director of Strategy and Planning, USA (Career/Bio.)</p> <ul data-bbox="597 478 1122 533" style="list-style-type: none"> ● (Now) MPEG Roadmap Founder & Co-chair ● Immersive Media Expert <p data-bbox="597 535 784 560">(Title) Welcome</p>
2	 <p data-bbox="370 894 542 919">Rob Koenen</p>	<p data-bbox="597 678 971 732">(Company) TNO/Principal, Netherlands (Career/Bio.)</p> <ul data-bbox="597 735 1300 816" style="list-style-type: none"> ● (Now) MPEG Requirements chair and MPEG Roadmap Co-chair ● MPEG-B Part 13(ISO/IEC 23001-13) NWIP & Editor ● VR Industry Forum President <p data-bbox="597 819 956 844">(Title) MPEG Roadmap update</p> <p data-bbox="597 846 716 871">(Abstract)</p> <ul data-bbox="597 873 1230 898" style="list-style-type: none"> ● Introduction to MPEG-I standardization and Roadmap
3	 <p data-bbox="370 1226 542 1251">Jung Ho, Choi</p>	<p data-bbox="597 961 1360 1016">(Company) Ministry of Science and ICT/PyongChang ICT Olympic Preparation Team, Korea (Career/Bio.)</p> <ul data-bbox="597 1045 1360 1152" style="list-style-type: none"> ● Jung Ho, Choi is Director of PyeongChang ICT Olympic Preparation Team(Ministry of Science and ICT). He has been working on the ICT, software and communication as a public servant. <p data-bbox="597 1161 1175 1186">(Title) Introduction to PyeongChang ICT Olympic</p> <p data-bbox="597 1188 716 1213">(Abstract)</p> <ul data-bbox="597 1215 1360 1323" style="list-style-type: none"> ● Introduction of PyeongChang ICT Olympic including 5G, IoT, UHD, AI and VR. With "cutting edge ICT Olympic" The Ministry of Science and ICT will give you an exciting and unforgettable Olympic experience.
4	 <p data-bbox="370 1713 542 1738">KyungGeun Lee</p>	<p data-bbox="597 1381 1070 1436">(Company) Samsung electronics, Korea (Career/Bio.)</p> <ul data-bbox="597 1438 1360 1661" style="list-style-type: none"> ● Vice-president of BDA Joint Technical Group('06~) ● Member of UHD Alliance Board('15~) ● KyungGeun Lee is a Lab leader of the Media Standard Lab in Samsung Research. His major is Condensed matter in Physics research area. He has many experience in especially Standard organization with leadership such as Chairman of DVD/BD Physical WG('06~), BDA Joint Technical TG and UHD Alliance Board('15~). <p data-bbox="597 1669 1200 1694">(Title) Perspective view of VR/MR technology development</p> <p data-bbox="597 1696 716 1722">(Abstract)</p> <ul data-bbox="597 1724 1360 1803" style="list-style-type: none"> ● General view of VR/MR as the next Generation Immersive Media, and the relation, Necessity and the importance of MPEG-I Standard will be presented.

5	 <p>Taeil Chung</p>	<p>(Company) LG electronics, Korea (Career/Bio.)</p> <ul style="list-style-type: none"> ● Research Fellow of CTO department of LG ● Taeil Chung is Research Fellow of LG Electronics, leading multimedia IP development task for SoC. His specialty includes video codec, next generation audio and broadcasting technology. <p>(Title) Introduction to Global broadcasting service and Media immersive products (Abstract)</p> <ul style="list-style-type: none"> ● Preparation and adoption status of Global broadcasting service and Media service of several immersive audio and video features. Preparing and further considering of TV Product and SoC.
6	 <p>Dillon Seo</p>	<p>(Company) VoleR Creative, Korea (Career/Bio.)</p> <ul style="list-style-type: none"> ● Sept., 2015~Present: VoleR Creative CEO & Founder ● Sept., 2012~Feb., 2015: Country Manager for Oculus VR Korea ● March, 2011~Aug., 2012: Gameware Sales Executive for Autodesk ● Sept., 2008~March, 2011: Country Manager for Scaleform Korea ● Apr., 2007~Aug., 2008: Global Business Manager for KOGIA (Korea Game Industry Agency) ● Jan., 2006~Apr., 2007: Global Business Manager for NDOORS Corporation ● Graduated from University of Alberta, Edmonton, Alberta, Canada <p>(Title) Why should you care about VR? (Abstract)</p> <ul style="list-style-type: none"> ● This presentation will examine how the VR industry is performing compare to the forecast and yet why VR industry will continue to grow. At the same time, the presentation will explain what important factors should be considered when MPEG is considering to develop technical standards for VR industry.
7	 <p>Jongmin Lee</p>	<p>(Company) SKT/Media laboratory, Korea (Career/Bio.)</p> <ul style="list-style-type: none"> ● NGMN, MCDO PL(Project Leader) ● President/Editor of MPEG-H, Mobile MMT ● Director of Korean Society of Broadcast Engineers ● Dr. Jongmin Lee is a Lab leader of the Media Lab in SK Telecom. His research area includes Wired/Wireless Media Streaming Tech. Contents delivery optimization, and management. Since 2012, he has joined in NGMN as a MCDO(Mobile Contents Delivery Optimization) as a project leader and he also involved in MPEG and ITU-T SG11 Q7 as a working group Chair. and Editor, Jongmin has experience over a decade in media and telecommunication area over fixed and mobile IP networks. <p>(Title) Next generation media platform and technologies (Abstract)</p> <ul style="list-style-type: none"> ● In this presentation, next generation media platform and tech. will be announced including Immersive media services such as AR/VR

8	 <p>Kei Kawamura</p>	<p>(Company) KDDI, Japan (Career/Bio.)</p> <ul style="list-style-type: none"> ● Dr. Kei Kawamura is Senior Manager at Home Product Development Department of KDDI Corporation, leading video coding technology development, UHD video delivery and transmission over the 5G networks, and broadcasting framework on a Set-Top-Box. <p>(Title) Introduction to KDDI's 5G network service (Abstract)</p> <ul style="list-style-type: none"> ● In this presentation, several verification trials and demonstrations over the 5G networks are introduced, including free navigation with 8K, location synchronized VR, and instant download applications.
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Workshop Program Chairs

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