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

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

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<tr>
<th>No.</th>
<th>Speaker</th>
<th>Introduction</th>
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</thead>
</table>
| 1   | Jose Alvarez | *(Company)* Huawei/Director of Strategy and Planning, USA  
*(Career/Bio.)*  
- (Now) MPEG Roadmap Founder & Co-chair  
- Immersive Media Expert  
*(Title)* Welcome |
| 2   | Rob Koenen | *(Company)* TNO/Principal, Netherlands  
*(Career/Bio.)*  
- (Now) MPEG Requirements chair and MPEG Roadmap Co-chair  
- MPEG-B Part 13(ISO/IEC 23001-13) NWIP & Editor  
- VR Industry Forum President  
*(Title)* MPEG Roadmap update  
*(Abstract)*  
- Introduction to MPEG-I standardization and Roadmap |
| 3   | Jung Ho, Choi | *(Company)* Ministry of Science and ICT/PyeongChang ICT Olympic Preparation Team, Korea  
*(Career/Bio.)*  
- 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.  
*(Title)* Introduction to PyeongChang ICT Olympic  
*(Abstract)*  
- 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   | KyungGeun Lee | *(Company)* Samsung electronics, Korea  
*(Career/Bio.)*  
- 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~).  
*(Title)* Perspective view of VR/MR technology development  
*(Abstract)*  
- 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. |
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<th>Page</th>
<th>Name</th>
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<td>5</td>
<td>Taeil Chung</td>
<td>(Company) LG electronics, Korea (Career/Bio.)</td>
<td>Introduction to Global broadcasting service and Media immersive products</td>
<td>- 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.</td>
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<tr>
<td>6</td>
<td>Dillon Seo</td>
<td>(Company) VoleR Creative, Korea (Career/Bio.)</td>
<td>Why should you care about VR?</td>
<td>- 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.</td>
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<tr>
<td>7</td>
<td>Jongmin Lee</td>
<td>(Company) SKT/Media laboratory, Korea (Career/Bio.)</td>
<td>Next generation media platform and technologies</td>
<td>- In this presentation, next generation media platform and tech. will be announced including Immersive media services such as AR/VR.</td>
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</table>
(Company) KDDI, Japan  
(Career/Bio.)  
• 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.  

(Title) Introduction to KDDI's 5G network service  
(Abstract)  
• 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.

Workshop Program Chairs  
Rob Koenen (TNO), rob.koenen@tno.nl  
Gun Bang (ETRI), gbang@etri.re.kr  
Teruhiko Suzuki (Sony), teruhiko.s@sony.com  
José Roberto Alvarez (Huawei), jose.roberto.alvarez@huawei.com  

Cc: Leonardo Chiariglione, MPEG Convener <leonardo@chiariglione.org>