
Please forward this email to others who may be interested.

Limited number of seats , please register at <http://tinyurl.com/reg-cesblr-lec> before 30th November !

IEEE DISTINGUISHED LECTURE SERIES

organized by the IEEE Consumer Electronics Society - Bangalore Chapter

ON DEC 2nd and DEC 3rd 2010 (Thursday and Friday) at different locations

Program At a Glance:

DATE: Dec 2nd 2010 (Thursday)

Talk 1:

Title : Storing Your Life -- "Consumer Digital Storage—Personal, Shared, Hierarchical and Virtual"

Speaker : Dr Thomas M Coughlin, President, Coughlin Associates

Date : Dec 2nd , 2010 (Thursday)

Time : 2:00 - 3:30 pm

Venue: Texas Instruments Auditorium,
Bagmane Tech Park,
C.V. Raman Nagar,
Bangalore – 560093.

[Security badges will be issued for registrants attending the talk on December 2nd, hence prior registration is mandatory]

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Talk 2:

Title : SoCs enable High-density Video

Speaker : Dr Ajit Rao, Systems Software Architect, DSP Systems Group, Texas Instruments India.

Date : Dec 2nd , 2010 (Thursday)

Time : 3:45 – 4:45 pm

Venue : Texas Instruments Auditorium,
Bagmane Tech Park,
C.V. Raman Nagar,
Bangalore – 560093.

[Security badges will be issued for registrants attending the talk on December 2nd, hence prior registration is mandatory]

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Talk 3:

Title : "IEEE Consumer Electronics Society -- What is in it for you"

Speaker : Dr Robin S Bradbeer, Associate Professor, Dept of Electronics Engineering, City Univ of Hong Kong and Director, Marine Science and Engineering Laboratory, Hong Kong

Date : Dec 2nd , 2010 (Thursday)

Time : 4:45 – 5:15 pm

Venue: Texas Instruments Auditorium,
Bagmane Tech Park,
C.V. Raman Nagar,
Bangalore – 560093.

[Security badges will be issued for registrants attending the talk on December 2nd, hence prior registration is mandatory]

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Catering to the logistics and demand, we have organized a Repeat Talk (of Dr Tom and Dr Robin) on:

Date : Dec 3rd , 2010 (Friday)

Time : 3:30 PM – 5:00 pm

Venue : Golden Jubilee Hall,
Electronics and Communication Engineering (ECE Dept),
Indian Institute of Science,
Bangalore – 560012.

DATE: Dec 3rd 2010 (Friday)

Talk 1:

Title : Storing Your Life -- “Consumer Digital Storage—Personal, Shared, Hierarchical and Virtual”

Speaker : Dr Thomas M Coughlin, President, Coughlin Associates

Date : Dec 3rd , 2010 (Friday)

Time : 3:30 PM – 5:00 pm

Venue : Golden Jubilee Hall,
Electronics and Communication Engineering (ECE Dept),
Indian Institute of Science,
Bangalore – 560012.

Talk 2:

Title : “IEEE Consumer Electronics Society -- What is in it for you”

Speaker : Dr Robin S Bradbeer, Associate Professor, Dept of Electronics Engineering, City Univ of Hong Kong and Director, Marine Science and Engineering Laboratory, Hong Kong

Date : Dec 3rd , 2010 (Friday)

Time : 5:00 – 5:30 pm

Venue : Golden Jubilee Hall,
Electronics and Communication Engineering (ECE Dept),
Indian Institute of Science,
Bangalore – 560012.

Talk Details and Speaker Bio:

Title : Storing Your Life -- “Consumer Digital Storage—Personal, Shared, Hierarchical and Virtual”

Abstract:

This presentation discusses the drivers for consumer digital storage, the different mobile and static usage models for digital storage in consumer devices and the resulting consumer storage hierarchy. Important characteristics of consumer storage devices are shown and guidelines are given for how digital storage should be designed in consumer devices. Demand for higher resolution content and for capturing ever greater details of the life of family members will drive increases in commercial as well as personal content storage demand. Sharing of content within a home or over the Internet creates much greater demand for storage since a shared file can be multiplied many times through network sharing. Implementation of a virtualized integrated storage utility into most homes with appropriate ease of use, suitable for consumers, will benefit customers by providing greater access to data as well as enhanced content protection using local as well as remote storage.

**About the Speaker:**

Dr Tom Coughlin, President, Coughlin Associates is a storage analyst and consultant. He has over 30 years in the data storage industry with multiple engineering and management positions at high profile companies.

Dr. Coughlin has many publications and six patents to his credit. Tom is also the author of Digital Storage in Consumer Electronics: The Essential Guide, which was published by Newnes Press in March 2008. Coughlin Associates provides market and technology analysis (including reports on several digital storage technologies and applications and a newsletter) as

well as Data Storage Technical Consulting services.

Tom is active with SMPTE, IDEMA, SNIA, the IEEE Magnetics Society, IEEE CE Society (Adcom member and VP Operations), and other professional organizations. Tom is the founder and organizer of the Annual Storage Visions Conference (www.storagevisions.com), a partner to the annual Consumer Electronics Show as well as the Creative Storage Conference held before the NAB show (www.creativestorage.org). Tom has also been the chairman of the annual Flash Memory Summit.

He received a B.S. in Physics and an M.S.E.E. from the University of Minnesota (Minneapolis) and a PhD in Electrical Engineering from Shinshu University in Nagano, Japan.

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Title : SoCs enable High-density Video**Abstract:**

Every minute, about 24 hrs of video content is uploaded on Youtube. By 2014, there will be 500M video-capable mobile phones. The rapid growth of networked video content and devices has triggered a strong demand for high density video infrastructure i.e. networked systems for the simultaneous storage, retrieval, search, processing, analysis, and streaming of many channels of live and recorded video content. Video processing includes trans-coding across video formats, resolutions, bit-rates and protocols (to ensure compatibility across device and networks), multi-channel composition, and ad / overlay insertion. Video in the infrastructure poses several challenges - users continue to demand better visual quality with high definition and low end-to-end latency, while systems can be practical only if they scale with low power consumption per channel and low cost per channel. Generic off-the-shelf server architectures powered by standard programmable processors fail to meet these demands by an order of magnitude. Rising up to the challenge, however, is a wave of highly integrated, video-optimized, low power, heterogeneous multi-core System-on-Chips (SoC). These chips are enabled by shrinking semiconductor geometries as well as recent advances in systems architecture. This presentation will review some key aspects of this important intersection point - requirements and trends in typical video infrastructure systems, as well as the SoC and system designs that are ready to enable them.

About the Speaker:

Ajit Rao received the B.Tech degree in electronics from IIT Madras ('92), and the MS ('93) and Ph.D. degrees ('98) in EE from the University of California, Santa Barbara. He was with SignalCom, Santa Barbara CA (acquired by Microsoft in 2000) and Microsoft Corp, Redmond WA from '98-'02. He has been with Texas Instruments in Bangalore, India since 2002. In TI he was the head of the codecs group until 2006 and has been a systems software architect in the DSP systems video business since then. Ajit's areas of interest and research include compression of multimedia for packet and wireless networks,

speech recognition, statistical pattern recognition and video systems architecture. He is an inventor on nine US patents and has published over 30 papers in international journals and conferences. Ajit was elected as senior member of technical staff in TI (2006) and senior member of the IEEE (2008).

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Title : “IEEE Consumer Electronics Society -- What is in it for you”

Abstract:

Dr Robin will talk about the benefits of IEEE membership and IEEE Consumer Electronics Society in particular.

About the Speaker:

Dr Robin Bradbeer graduated from Surrey University, UK with a BSc(Hons) in Electrical Engineering in 1967, and an MPhil in Semiconductor Electronics in 1973. She obtained her doctorate at Durham University, UK in 2006. She was also Personal Advisor to the Director of UK National Computer Centre 1980-1986, specifically in the area of educational computing, and was a member of the Consultative Group developing an educationally based computer system to complement the BBC's Computer Programme. Robin has been involved with networked computing since the mid 80s and started one of the first web based courses at CityU in the early 90s. She has been a believer in Internet-based education for nearly twenty years, and has promoted research into the effectiveness as a tool for education. She has been a director of a number of companies over the past 30 years, mainly technology based, both in UK and Hong Kong. She first started working in Hong Kong in the mid 80s when she ran her own technical consultancy here. One of her aims as a Director of HIRC is to promote the use of Internet enabled consumer electronic devices, as well as developing the concept of 'IP-anywhere'. Robin has published over 20 books, and over 60 conference and journal papers.

She is actively involved in the IET Hong Kong Branch and IEEE Hong Kong Section being founding Chair of the IEEE Hong Kong Section Consumer Electronics Chapter and the IEEE Hong Kong Society Robotics and Automation/Control Systems Joint Chapter. Currently she is an elected Ordinary Member of the IET Hong Kong Branch Committee, and Treasurer of the IEEE Hong Kong section Consumer Electronics Society Chapter. She was recently elected as a member of the IEEE Consumer Electronics Society Administrative Committee.

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VISIT the IEEE CE Website at <http://ewh.ieee.org/soc/ces/>