



**Rochester Joint Chapter of the
IEEE Computer and
Computational Intelligence
Societies**



Rochester, New York

along with the IEEE Signal Processing Society

present

Video Analytics in Transactional Services

by

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Date: Tuesday, March 31, 2015

Time: 4:30 p.m. to 5:30 p.m.

Location: RIT Inn & Conference Center

Computer Society announcements and venue information:

<http://ewh.ieee.org/r1/rochester/computer>

Cost: Free. Open to IEEE members and non-members.

Note: This event is part of the [Joint Chapters Meeting \(JCM\)](#), which does have a fee associated with the **optional** dinner (reservations required) and keynote address.

[JCM flyer with complete technical speaker list](#) (pdf, 154 KB)



Abstract

Many services today involve processing large volumes of transactions involving heterogeneous data. Today an increasing percentage of that data is in the form of video and images. Computer vision and video analytics technology can be effectively applied to automatically interpret such visual data and reduce the cost of manual processing. An example is automatic vehicle license plate recognition used in tolling services. In addition, many services intimately involve humans

in the loop; and thus the ability to automatically understand and assist human activities from video and other sensor data provides significant business opportunity, and motivates many exciting and challenging scientific problems. Analysis of customer behavior in a retail store is an example in this category. This talk will highlight the opportunities and scientific challenges arising from video analytics in a variety of service industries, including transportation, retail, healthcare, and financial sectors.

Speaker's Biography

Raja Bala is a Principal Scientist and Technical Manager at PARC. His research interests include computer vision, mobile imaging, video processing, and color imaging. He currently leads an effort exploring the use of mobile and wearable vision technologies to analyze human behavior in a variety of business settings, including healthcare, education, and retail. Bala received a Ph.D. in Electrical Engineering from Purdue University, and holds over 100 publications and 125 U.S. patents in the field of digital imaging. He has served as Associate Editor of the Journal of Imaging Science and Technology, and Vice President of Publications for the Society for Imaging Science and Technology. Bala was an Adjunct faculty member at the Rochester Institute of Technology from 2003-6. He is a Fellow of IS&T and Senior Member of IEEE.