

Context

Different types of context information can be utilized in order to manage images: personal information (profiles), image capture information (time, location, camera settings, photographer, etc), situational information (weather, local events or news), prior publishing of image (who, purpose)

Model and type of terminal/camera, camera settings



Personal profile of photographer

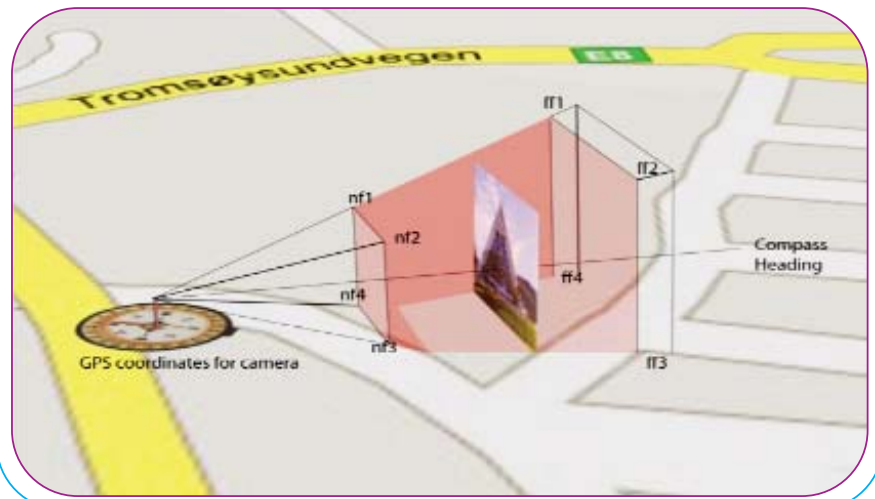


Location, weather, environment



Automatic annotation of images

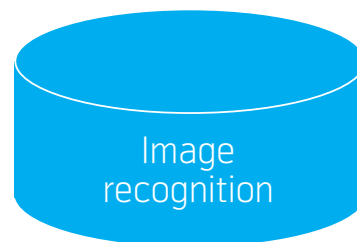
The camera settings can be used to calculate the distance to the Point of Interest (POI) in focus. Together with position and compass direction this can be used to identify POIs in the image. Metadata about the POIs can be annotated to the images for later reference



Demonstrator – Tromsø Visual Guide



i) A mobile phone visual query is made



ii) POIs are identified through CBIR. Ambiguities are resolved on camera settings, user location, and customer data

iv) More information on selected POI is given, accompanied by personalized ads from nearby service provider



iii) A ranked list of POIs is presented



A combination of content and context analysis can ease the recognition of images and interpretation of user intentions!

What's in it for Telenor?

- Attractive services – increased traffic
- Lock-in or glue (less churn)
- Services ready for personalized advertising
- Enabling customer data collection

Related projects

- SAPIR – Search in Audio-visual content using Peer-to-peer Information Retrieval (IST FP6 Project)
- Mobile Search and Ads (Joint Activity with Global Coordination)
- VISEP – Visual Search Pilots (R&I PM Explorative project)