

# Program

"New Media in Art, Technology, and Heritage"

Taipei Economic and Cultural Office in New York  
1 East 42nd Street, New York, NY 10017

Tuesday, August 16, 2011

■ 9:00 am - 11:30 am Registration

■ 9:30 am - 10:20 am Opening Session

Chair: Dr. Rong N. Chang 張榮, IBM T.J. Watson Research Center

Mr. Carlton Vann

Director, Division for International Business  
Office of the Mayor  
The City of New York

"Introduction to the National Palace Museum"

Dr. Kung-shin Chou

Director, National Palace Museum  
Republic of China (Taiwan)  
國立故宮博物院院長周功鑫博士

■ 10:20 am - 11:00 am Keynote Session

Chair: Dr. Rong N. Chang 張榮, IBM T.J. Watson Research Center

Dr. Giovanni Pacifici

Director of Distributed Computing  
IBM T.J. Watson Research Center

■ 11:00 am - 11:15 am Break

■ 11:15 am - 12:15 pm Plenary Session 1 : Social Media, Cloud Computing, and Cyber Security

Chair: Dr. Shu-Ping Chang 張書平, IBM T.J. Watson Research Center

"Secure Cloud Computing"

Professor Ruby B. Lee

Director, Princeton Architecture Lab for Multimedia and Security (PALMS)  
Department of Electrical Engineering  
Princeton University  
普林斯頓大學電機系李佩露教授

"Smarter City Services and Smarter Cloud"

Dr. Milind Naphade

Program Director of Smart City Services and Smarter Cloud  
IBM T.J. Watson Research Center

■ 12:15 pm - 1:30 pm Lunch

■ 1:30 pm - 2:30 pm Plenary Session 2 : Emerging Broadband Technology and Multimedia Services

Chair: Dr. Jih-Shyr Yih 易繼實, IBM T.J. Watson Research Center

"Mobile Visual Search and Augmented Reality"

Professor Shih-Fu Chang

Director, Digital Video and Multimedia Lab  
Department of Electrical Engineering  
Columbia University  
哥倫比亞大學電機系張世富教授

"Data Center Network Designs"

Professor H. Jonathan Chao

Head, Department of Electrical and Computer Engineering  
Polytechnic Institute of NYU  
紐約大學理工學院電機及電腦工程系主任趙鴻翔教授



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■ 2:30 pm – 3:30 pm Plenary Session 3 : Media Art, Creative Design, and Cultural Industry Development

Chair : Dr. Chiao-Fe Shu 徐秋風, IBM T.J. Watson Research Center

"Value-added Applications and Marketing Promotion for the Digital Archiving of Arts"

Professor Yung-Cheng Hsieh

Dean, Office of Research and Development  
National Taiwan University of Arts  
國立台灣藝術大學研究發展處研發長謝顯丞教授

"ARTstor : A Digital Image Library for Education and Scholarship"

Dr. William Ying

Chief Information Officer and Vice President of Technology  
ARTstor

■ 3:30 pm – 3:45 pm Break

■ 3:45 pm – 5:00 pm Plenary Session 4 : Cloud Computing and the Data Center of the Future

Chair : Dr. Zon-Yin Shae 薛榮銀, IBM T.J. Watson Research Center

"Smarter Public Safety"

Dr. Chiao-Fe Shu

STSM, IBM Research  
Chief Technologist, GTS Physical Security Service  
IBM T. J. Watson Research Center  
國際商業機器公司華生研究中心徐秋風博士

"High Performance Computing Cloud"

Dr. Zon-Yin Shae

IBM T.J. Watson Research Center  
國際商業機器公司華生研究中心薛榮銀博士

■ 5:00 pm – 5:45 pm Plenary Session 5 : Open Discussions and Q&A

Moderators : Dr. William Ying, ARTstor & Dr. Rong Chang, IBM T. J. Watson Research Center

Panel discussion will be participated by all invited speakers, including :

Professor Shih-Fu Chang Columbia University

Professor H. Jonathan Chao Polytechnic Institute of NYU

Dr. Kung-shin Chou National Palace Museum, ROC (Taiwan)

Professor Yung-Cheng Hsieh National Taiwan University of Arts

Professor Ruby B. Lee Princeton University

Dr. Zon-Yin Shae IBM T.J. Watson Research Center

Dr. Chiao-Fe Shu IBM T. J. Watson Research Center

Q&A open to all participants

