

reverse engineering series

visual search



Have you tried out the new cool Visual Search apps, like **SnapTell** on iPhone, **Google Goggles** on Android phones, or Ricoh's **HotPaper**? Users are able to take a picture of a location, product, or document from their camera phones and trigger a search that pulls up information associated with the image.

In this talk, **Prof. Chang** will explain the technologies behind these new applications. He will also introduce on-going research at Columbia on image/video search, pattern recognition, and large-scale visual information processing for Internet, bioimaging, and security applications.

