

Smart Digital Media – transcription of HP Labs video

Qian Lin, manager, Imaging Technologies

Smart Digital Media is digital media that's smart. Initially when digital cameras first came to market, we were trying to match what the film camera does. Now we see it does more than film cameras. For example it can catch a high-resolution video with sound. It can catch a much wider area than its lens is capable of. We're taking the panorama technology to the next level. We can do it right in the camera. People don't have to go back to the PC to see whether the panorama images are lined up. They can see it in the camera.

We're developing leading-edge technologies. For example, the red-eye correction. So it's in the camera. It's in the printer. So they will do it automatically.

Our expertise and research in smart digital media leads to the world's best image pipeline that takes you from the raw data to a color image with the best image quality possible.

In the future, we think that the digital camera can still do more. So while I'm in a foreign country, I can use my digital camera to capture a sign, and then it can translate it so that I can understand it.

Path Marker can record not only the location where the picture is taken, but also the whole path. So for example, once I took a trip in Lake Tahoe. So I brought a GPS unit with me and took pictures around the road and the video, and in the end we can produce a DVD. So it's a really wonderful way of recording a trip.

We're really excited about the new opportunities in digital entertainment. Our research in Smart Digital Media can be leveraged into the professional and publish content value chain.

HP's philosophy on all these products is about invention. So there's a lot of gratification knowing that only HP camera has this technology in there.