



**The First Arts, Culture, New Media, and Entertainment  
Workshop**  
(EITC-New Media 2011)

**"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**

**Program**

**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)

**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 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