



## MPEG-7 Multimedia Content Description Interface

- MPEG-7 is not aimed at any particular application
- Elements that MPEG-7 standardizes support as broad a range of applications as possible
- Goal: fast and efficient search for multimedia data of interest to the user in spite of continuously increasing numbers of potentially interesting materials
- MPEG-7 provides semantic descriptions of multimedia data including still images, graphics, 3D models, audio, speech, video, and information about how these elements are combined in a multimedia presentation Semester 1, 2006 Lecture 64 11



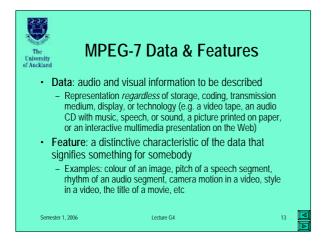
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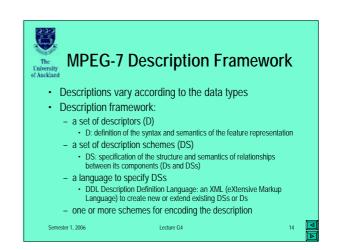
## **MPEG-7 Data Description**

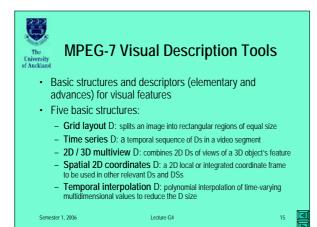
- Standard descriptors for colour, texture, shape, motion and other features of audiovisual data
  - Variety of tools to describe and structure multimedia information and facilitate its search
  - Standard means to define other descriptors, structures for descriptors, and their relationships to be associated with the content
  - The goal is to allow fast and efficient search for material of the user's interest

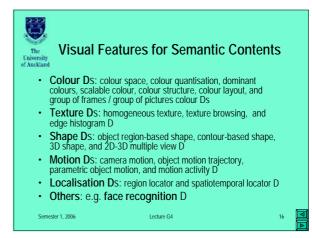
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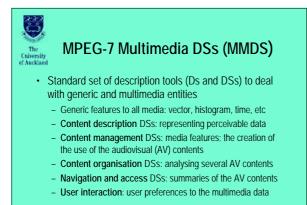
## CS708.S1C: Features, Syntax, Semantics











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## MPEG-21 Multimedia Framework

- A standard to define the description of content and also processes for accessing, searching, storing content and protecting the copyrights of content
- Goal: to enable the transparent and augmented use of multimedia resources across a wide range of networks and devices
- Basic elements of MPEG-21:
   Digital Items (DI) structured digital objects with a standard representation, identification, and description, or metadata
   Users all entities interacting with or making use of DIs
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