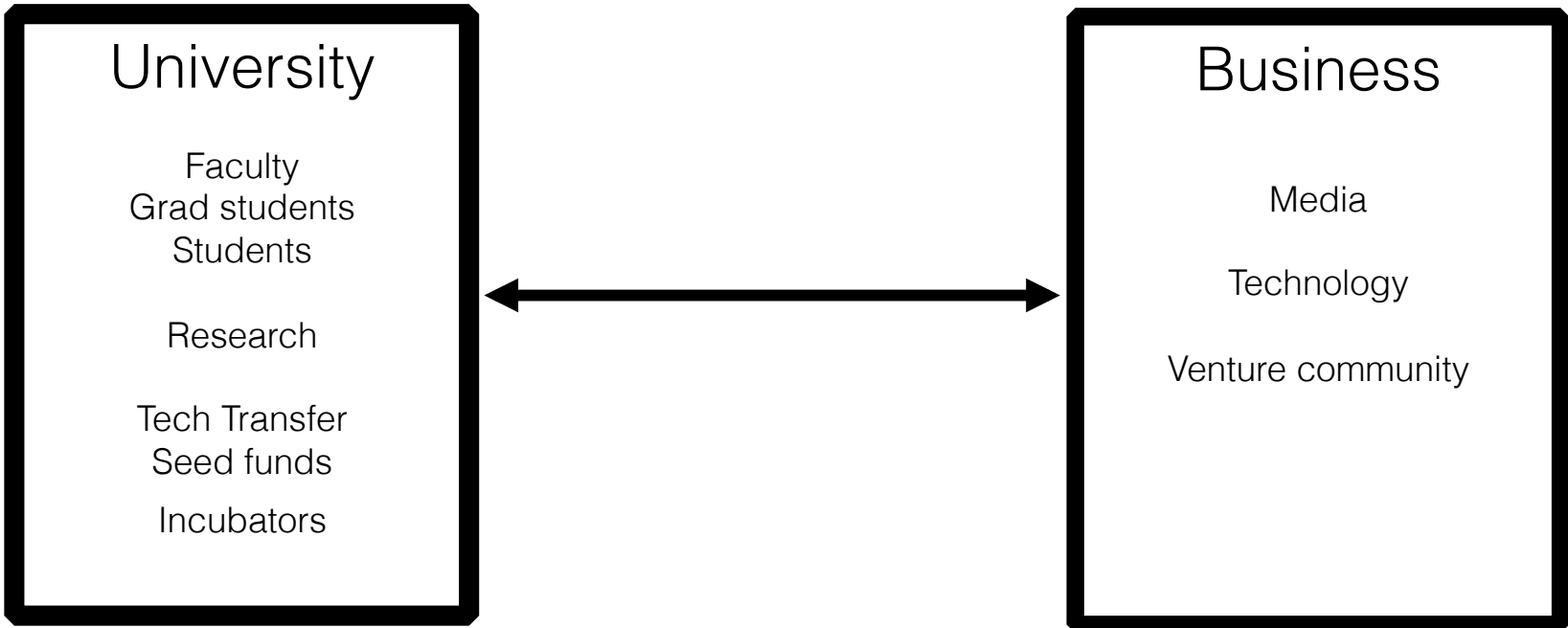


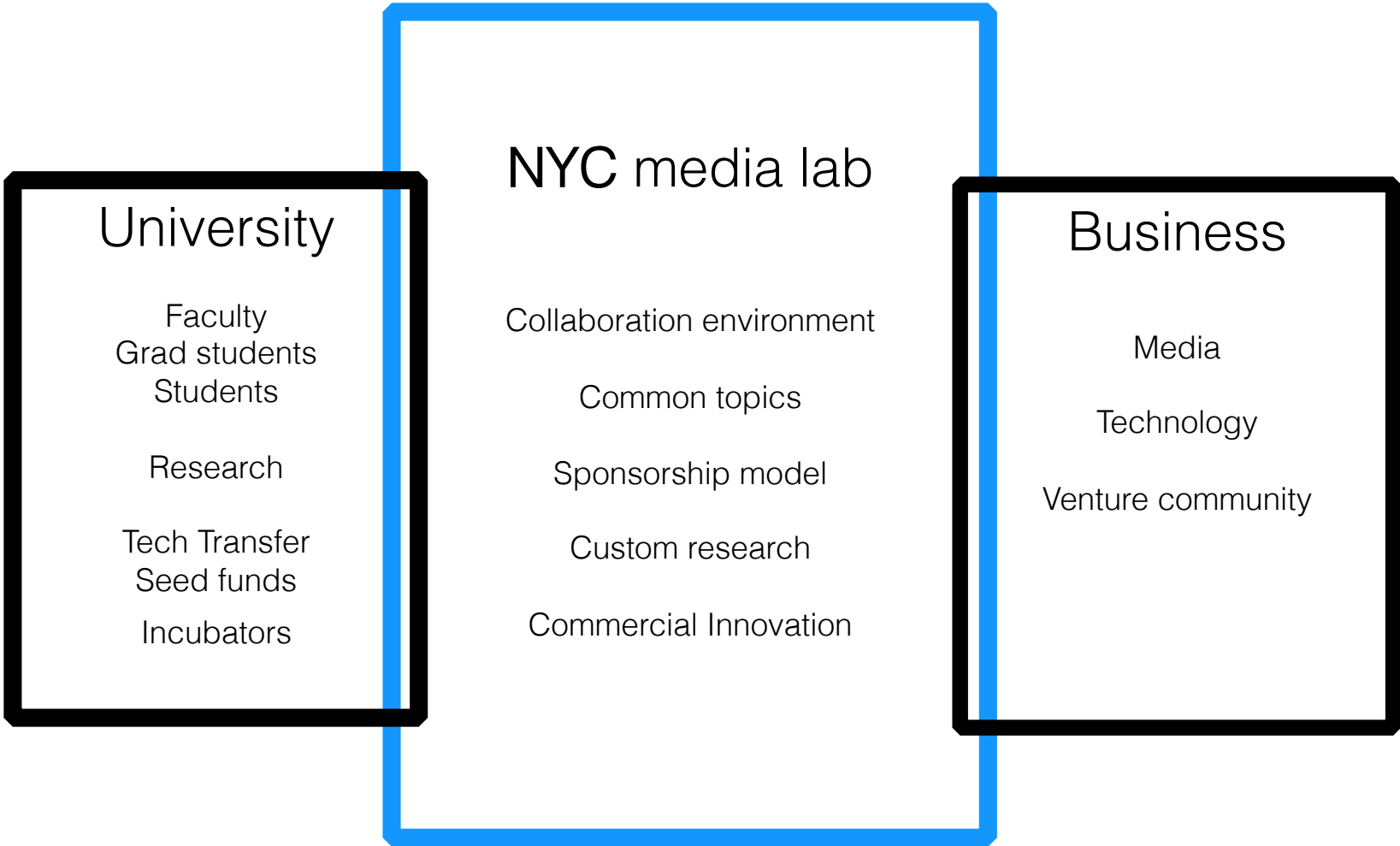
NYC media lab

Roger Neal | Executive Director | November 2010

Mission

NYC Media Lab will create a collaborative environment for innovation, matching companies looking to advance new media technologies with academic institutions undertaking related research.





University

Faculty
Grad students
Students

Research

Tech Transfer
Seed funds
Incubators

NYC media lab

Collaboration environment

Common topics

Sponsorship model

Custom research

Commercial Innovation

Business

Media

Technology

Venture community

Initial Lab Activities

NYC Media Lab
Website

NYC Media Lab
Events

NYC Media Lab
R&D Network

Audience

Public

Participants

Members

University

Media

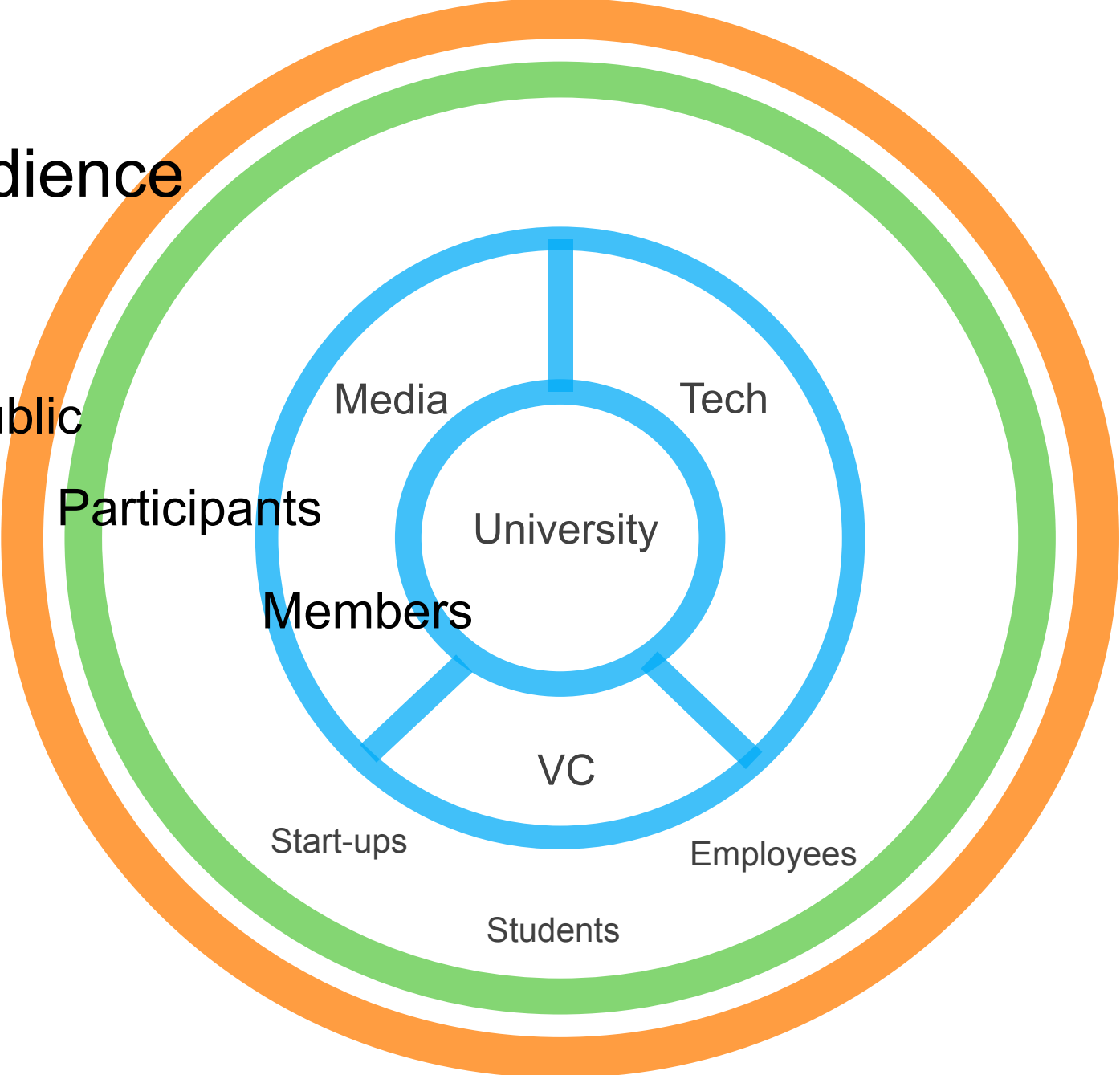
Tech

VC

Start-ups

Employees

Students



Focus

Public

Participants

Members

Start-ups

Students

Sponsors

Media

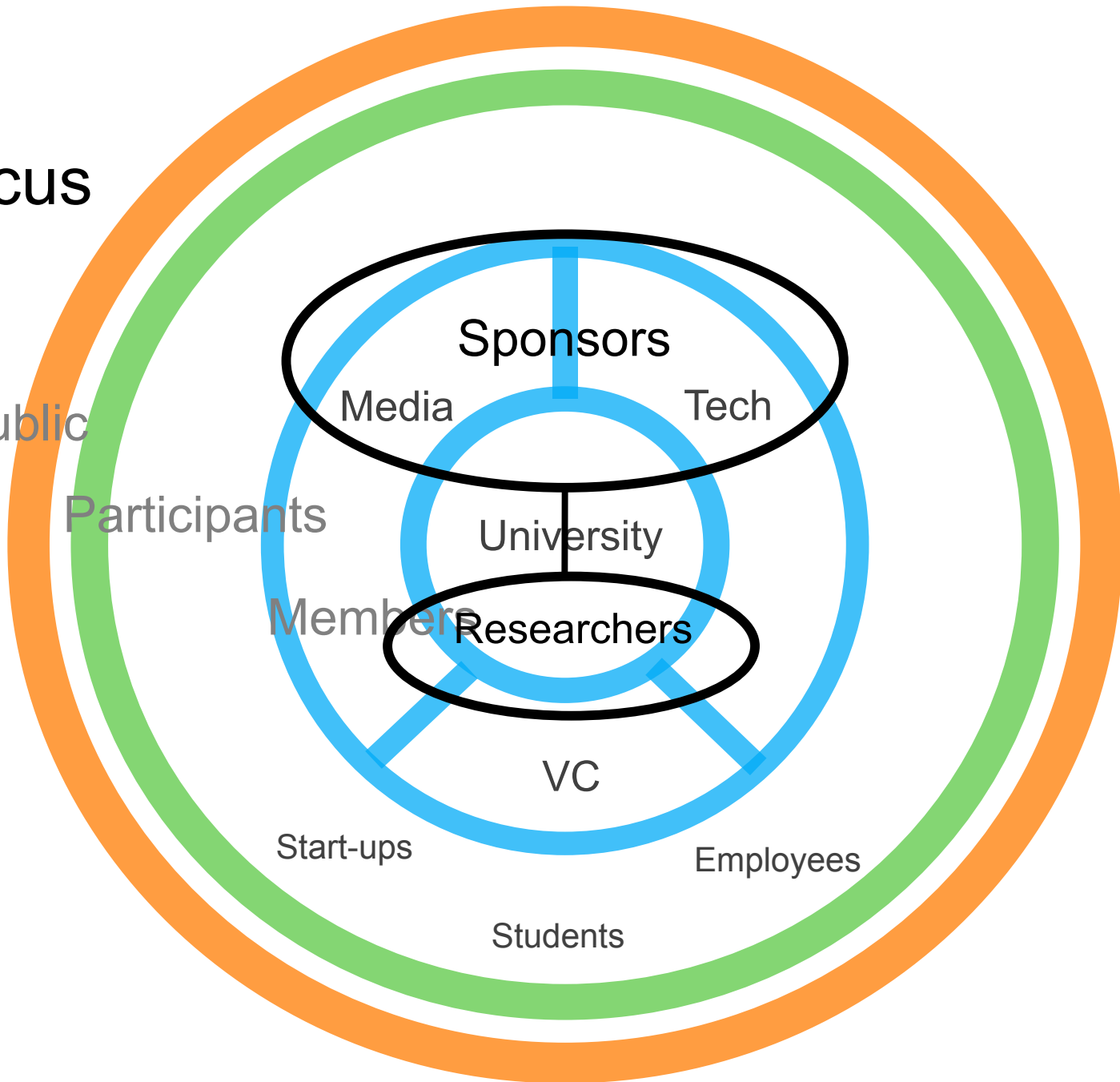
Tech

University

Researchers

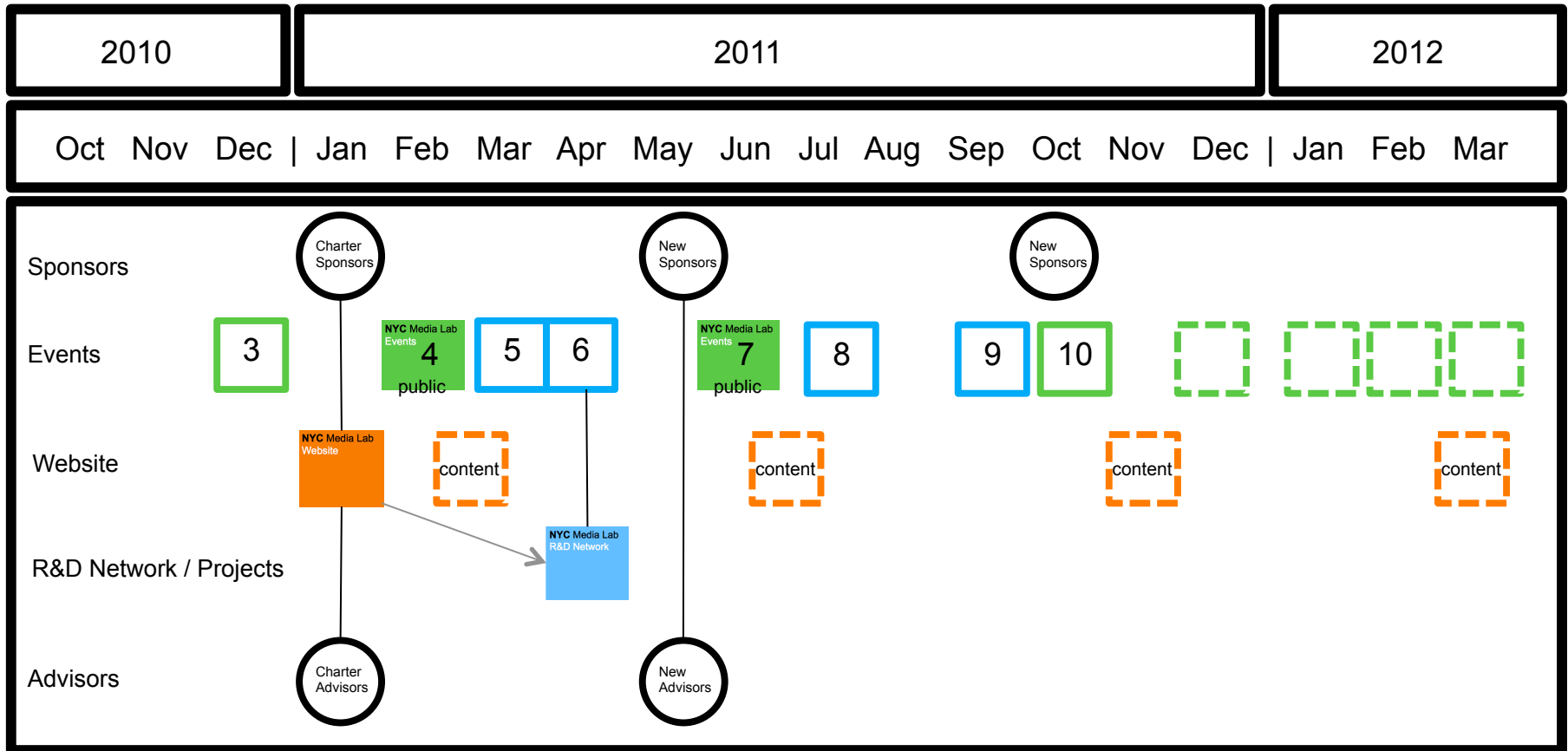
VC

Employees



|

Timeline



Early Topics of Interest

- **Advertising**
 - Targeting
 - Creative uses of technology
- **Mobile**
 - Seamless web to mobile transitions
 - Location aware search results
 - Bandwidth prioritization and maximization
- **Video**
 - Video Metadata standards
 - Ubiquitous TV
 - Multi-screen implementations
 - Predicting Virality
- **Content**
 - Tablets (UI, advertising, business model, standards, production)
 - Semantic Data
 - Distribution models
 - Aggregation and summarization

A blue rectangular box containing the text "NYC Media Lab R&D Network" in white, bold, sans-serif font.

NYC Media Lab
R&D Network

NYC media lab