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.
NYC media lab

University
- Faculty
- Grad students
- Students
- Research
- Tech Transfer
- Seed funds
- Incubators

Business
- Media
- Technology
- Venture community

Collaboration environment
- Common topics
- Sponsorship model
- Custom research
- Commercial Innovation
Initial Lab Activities

**NYC Media Lab Website**

**NYC Media Lab Events**

**NYC Media Lab R&D Network**
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
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