

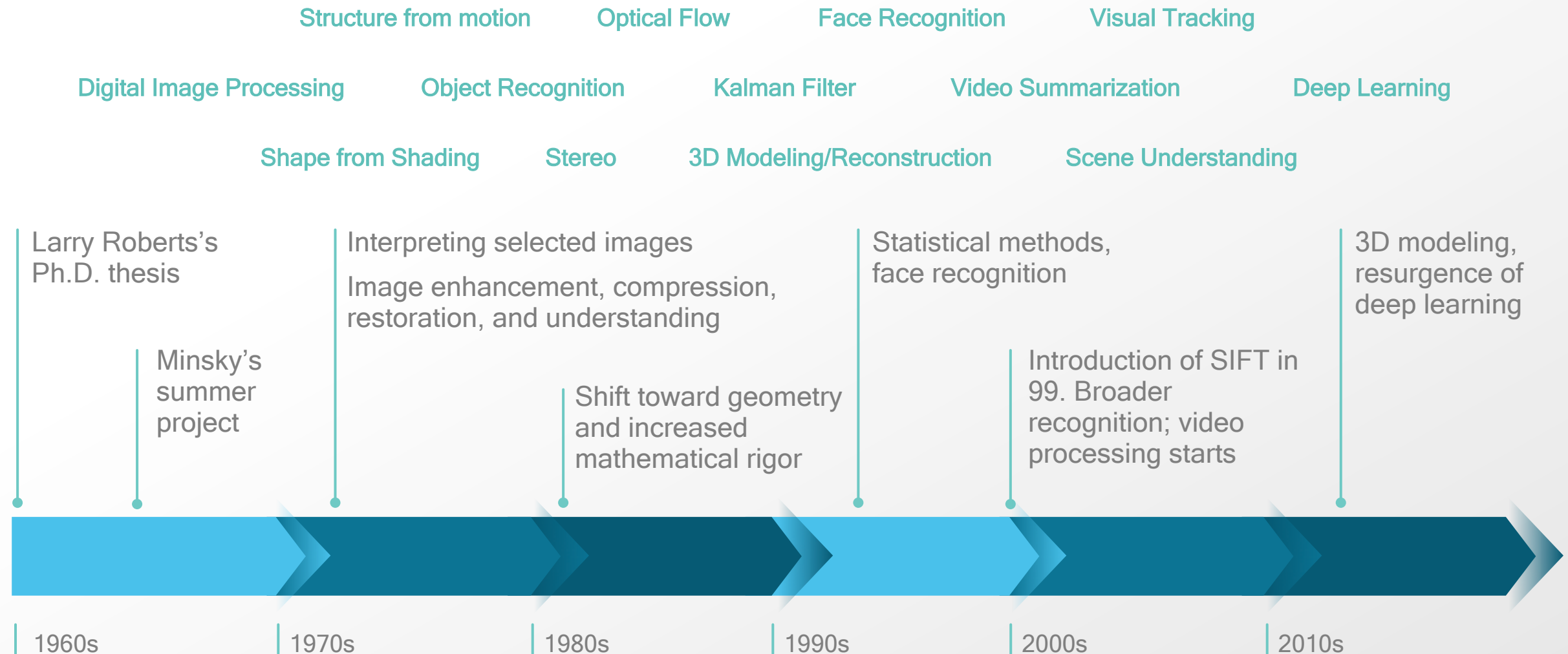


Is vision the new wireless?

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March 28, 2017



A journey started more than five decades ago



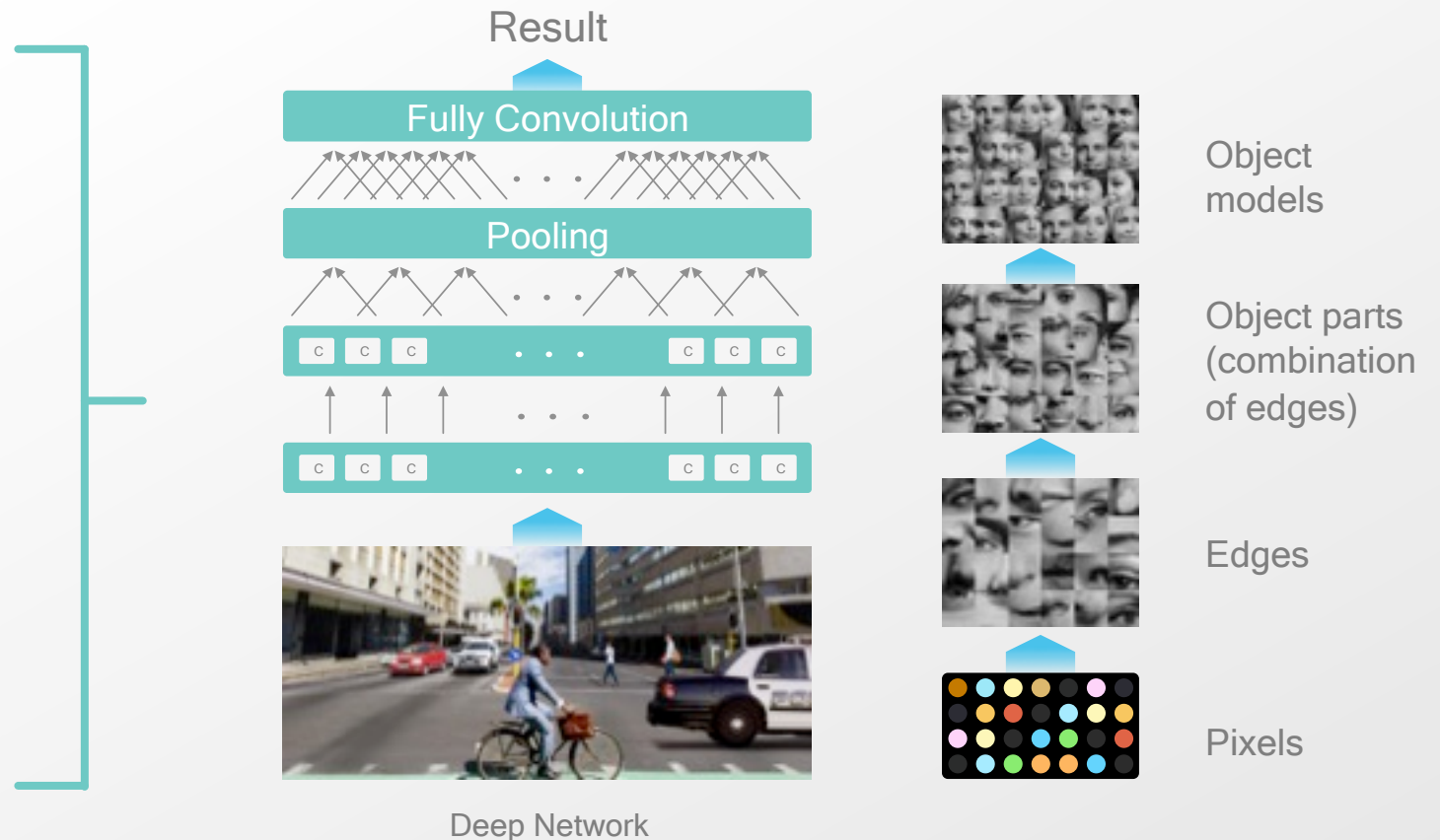
Deep Learning techniques have dramatically improved the performance of computer vision tasks such as Object Recognition

Evolving neural network models

- Convolutional Neural Networks (CNN) and Recurrent Neural Networks (RNN) for different use cases
- More complex models

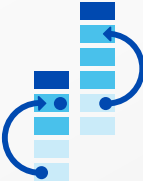
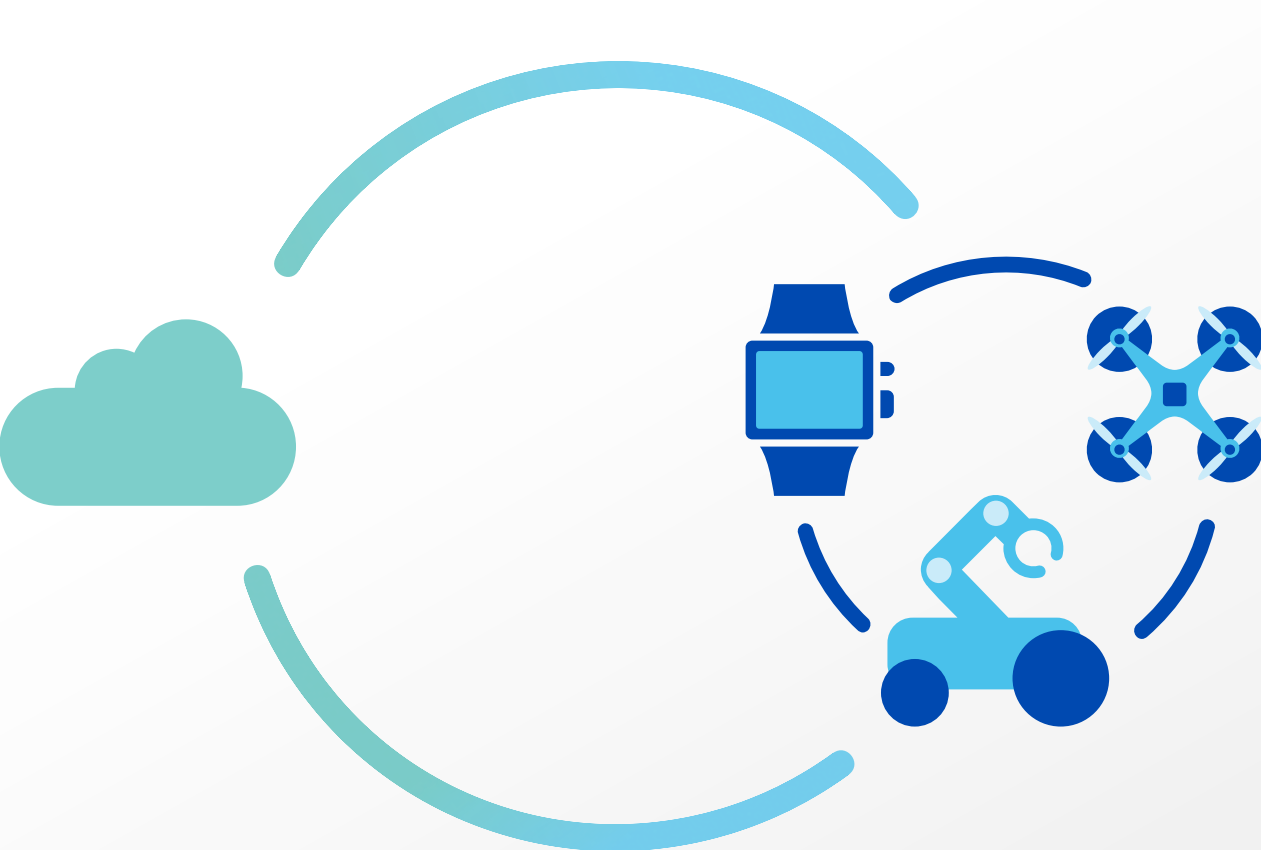
Expanding use cases

- ADAS, drones, robotics
- Medical imaging and Genomics
- Security and authentication



Intelligence in the mobile and embedded devices is key for ubiquitous use of Vision

Process data closest to the source, complement cloud



Efficient use of network bandwidth



Security and user privacy



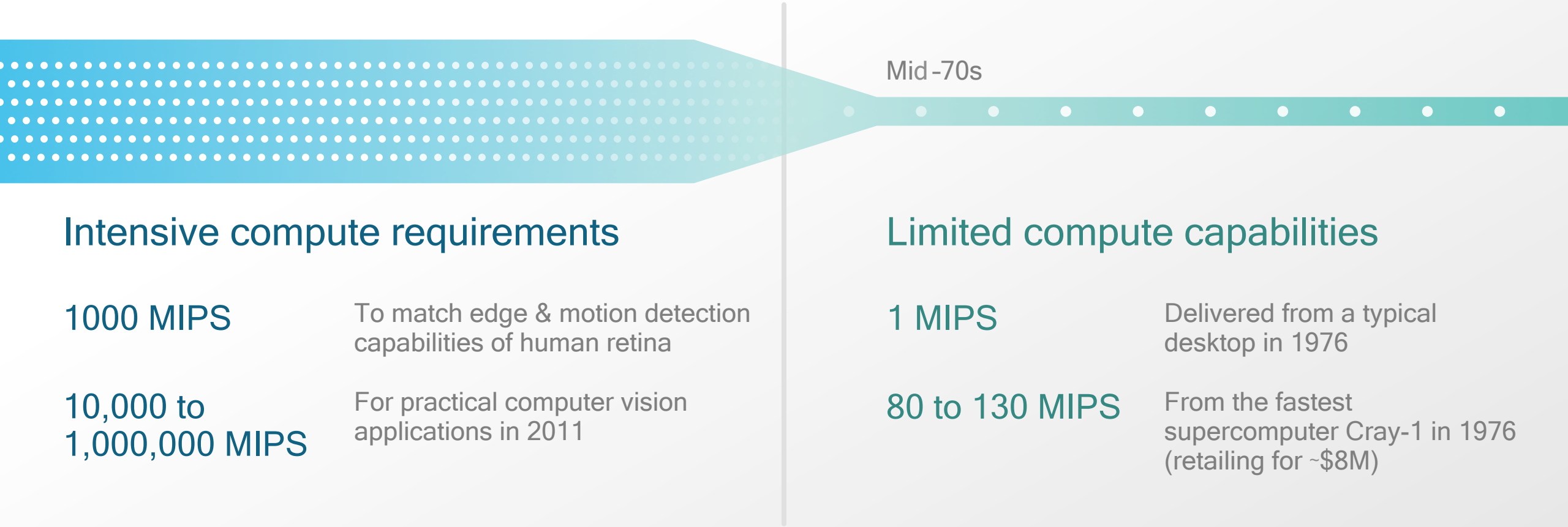
Reliability



Low Latency

However, limited compute horsepower and storage slowed the progress

40%-70% of brain capacity used to process visual signals



Intensive compute requirements

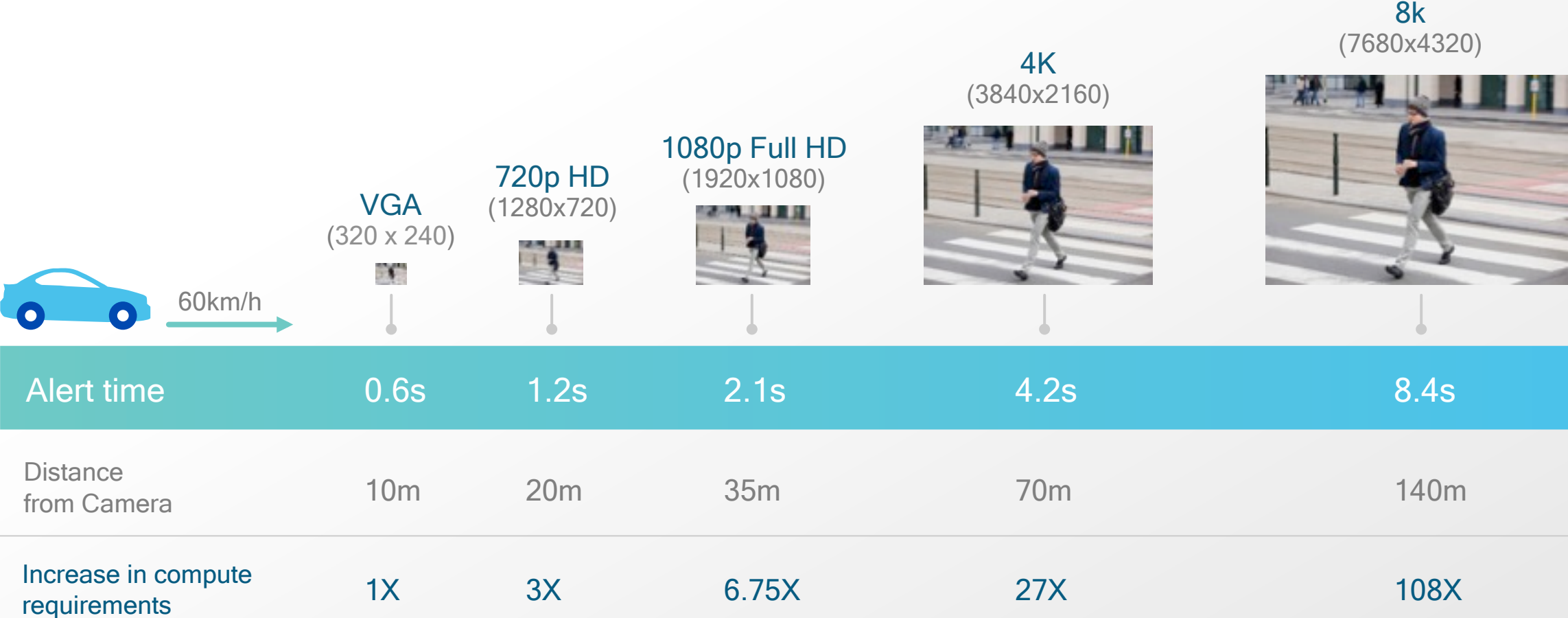
- 1000 MIPS** To match edge & motion detection capabilities of human retina
- 10,000 to 1,000,000 MIPS** For practical computer vision applications in 2011

Limited compute capabilities

- 1 MIPS** Delivered from a typical desktop in 1976
- 80 to 130 MIPS** From the fastest supercomputer Cray-1 in 1976 (retailing for ~\$8M)

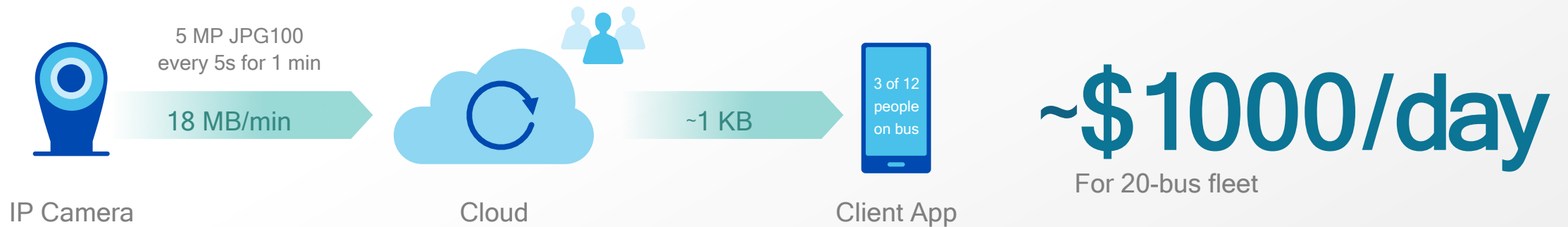
Bringing computer vision to the embedded real world has been challenging

Pedestrian detection: Computer requirements increase with the distance



Example: Intelligence at the edge for IP Camera

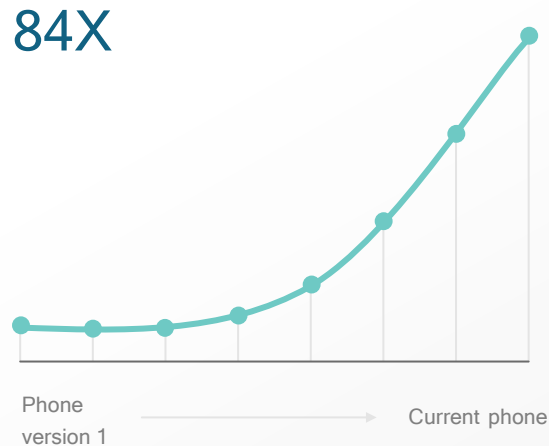
Occupancy detection problem



Recent mobile device improvements made it possible

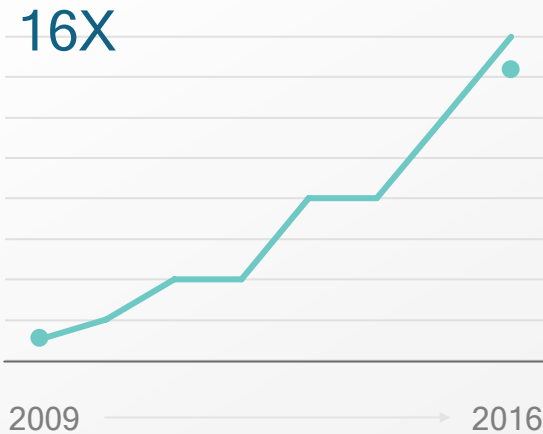
Enhancements in computing, memory, camera sensors and optics

Compute



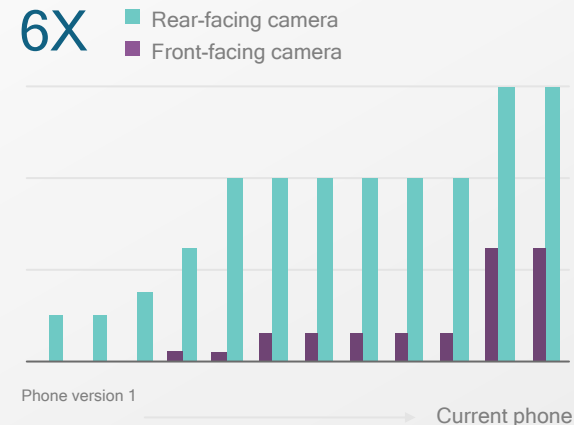
Memory

Smartphone RAM increase (Mb)



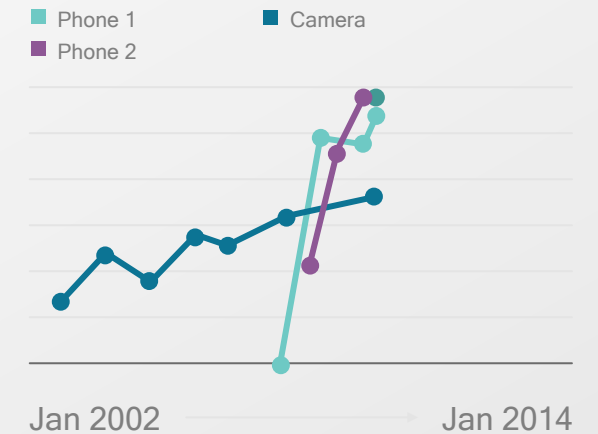
Camera Sensors

Premium camera resolution (stills)



Optics/overall

Rate of improvements over time in DXOMark

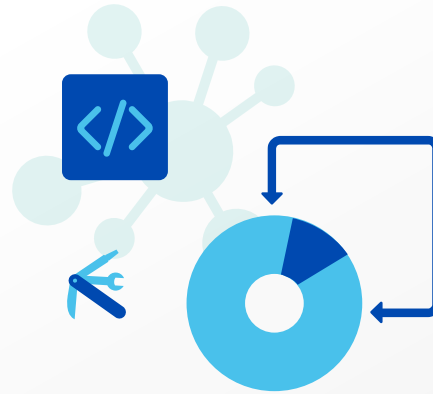


Paving the road of ubiquitous deployment of computer vision



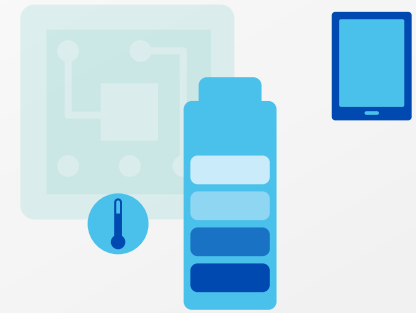
Make technology work in real world

- View point and illumination variations
- Perspective projection, occlusion, deformation and clutter
- Longer distances



Standardization and programmability

- Evolving algorithms and use cases
- Some emerging standards, software tools and APIs

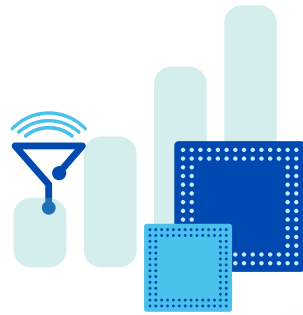


Bring it to billions of devices

- Mobile and embedded devices have power and thermal constraints

Qualcomm leading the wireless revolution

Investing in wireless for many years—building upon our leadership foundation



Wireless technologies and chipset leadership

Pioneering technologies to meet extreme requirements



End-to-end system approach with advanced prototypes

Applications Processing, Various forms of Connectivity
Driving standardization to commercialization



Leading global network experience and scale

Providing the experience and scale that meets world wide demands

Qualcomm® Snapdragon™ Neural Processing Engine SDK

Software accelerated runtime for the execution of deep and recurrent neural networks



Snapdragon Neural Processing Engine

Released for Snapdragon last year

Efficient execution

- Taking advantage of Snapdragon's heterogeneous computing capabilities

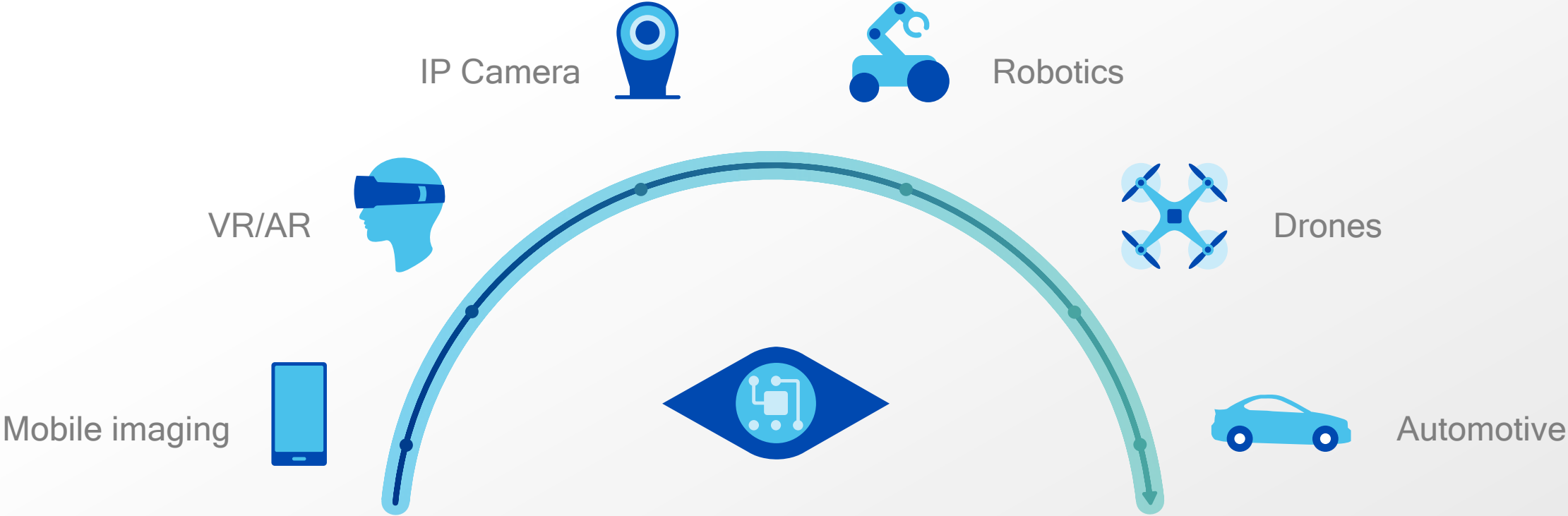
Common model framework support

- Convolutional or recurrent neural networks
- Support of Caffe and Cuda-convnet

Debugging and optimization tools

- Debug and analyze network performance
- Ease of integration into customer applications

Computer vision is empowering broad set of applications



Already creating breakthrough mobile experiences in billions of devices

- Biometric security
- Face beautification
- Clever capture
- Text activation
- Face/smile detection



- Low-light photography
- Optical-like zoom
- Touch-to-track
- Panoramic stitching
- Eye/head tracking

Vision will be one of the key enabling technologies for both AR and VR

Hand gesture

Using computer vision for command and control

Head and eye tracking

By using Visual-Inertial Odometry (VIO) for accurate 6-DOF pose

360 spherical view

Undistort, calibrate, stitch together, and map the discrete images to a equirectangular or cube map format

Foveated rendering

To significantly reduce pixel processing with the help of eye tracking



Vision and video analytics are redefining the connected camera experiences



Home Surveillance
Keeping our homes safer



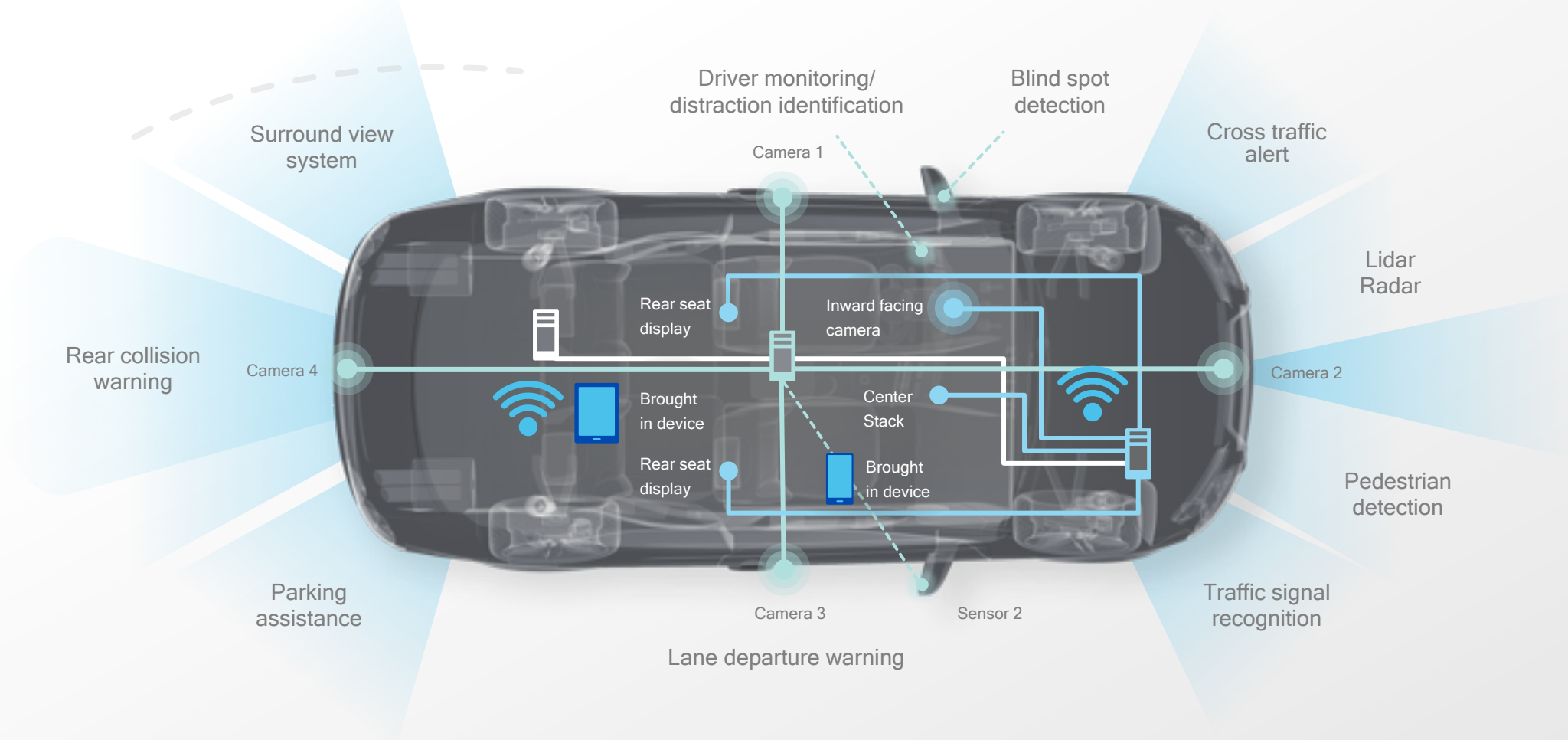
Action Camera
Capturing our important moments



Professional Surveillance
Keeping our communities safer

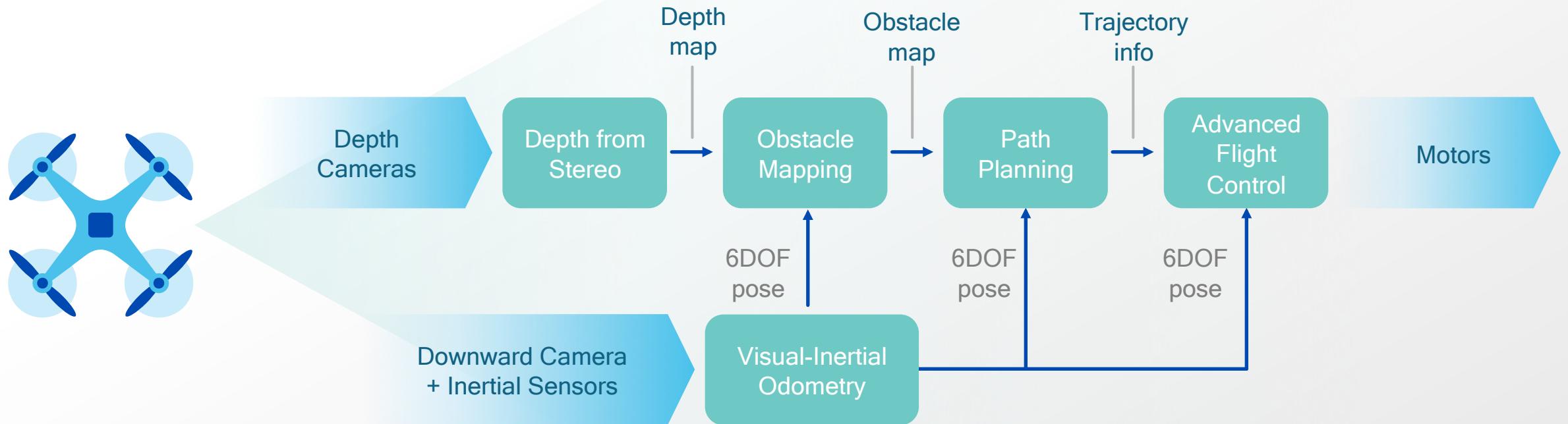
Vision is enabling ADAS today and autonomous driving in the future

ADAS demand to hit \$19.9B by 2020 with CAAGR of 19.2% over 2015 to 2020



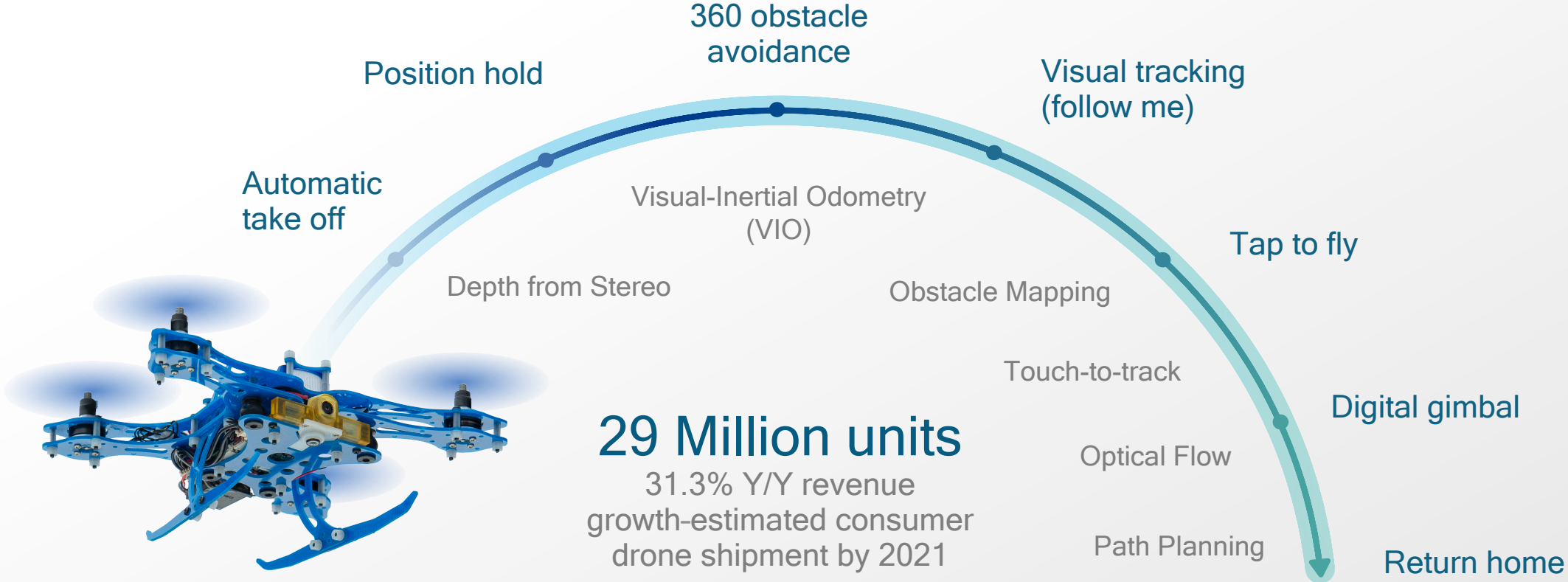
Source: Strategy Analytics, Feb. 2016

Autonomous visual navigation for drones and robotics



Enabling advanced use cases for millions of consumer drones

By using computer vision and machine learning



Ubiquitous deployment of visual intelligence enables contextual awareness

Bee-sized flying cameras



Intelligent cameras



Adaptive self-driving cars



Aerial, 360 Virtual reality



Closing Thoughts

- Computer Vision is a fundamental technology that has the potential to change the way we live and use machines
- After many decades of research it is now finally beginning to show great results
- Embedded vision is key to ubiquitous adoption of vision in our daily life
- Exciting times ahead us as we deliver mobile platforms and technologies for mass scale deployment of computer vision—in harmony with the cloud

Thank you

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