

## HIGHLIGHT NEWS & INFORMATION



### IEEE International Conference in Multimedia and Expo (ICME)

<http://www.icme2011.org>

IEEE ICME 2011 will be hosted in Barcelona, Spain during July 11 – 15, 2011. Barcelona is a compact city, with history dates back over 2,000 years retaining major relics of its past. Barcelona has a rich cultural life all the year round: opera, ballet, concerts, theatre, festivals, exhibitions, museums, etc. These characteristics make it a unique city with a great diversity of cultural, recreational and commercial facilities. Barcelona has the dynamic and open personality so typical of Mediterranean cities. It is the only major European metropolis with five kilometers of city beachfront. Barcelona enjoys sunshine during all the seasons of the year. You can eat at open-air restaurants or enjoy a drink at any of its many pavement cafes, always on the shores of the Mediterranean.



#### THE HOST CITY: BARCELONA, SPAIN

Barcelona was founded over two thousand years ago, on the Mediterranean coast, between two rivers. It is located in the north east of the Iberian Peninsula, just a short distance from France. Since its beginnings, the city has been the traditional gateway to Spain. Romans, Arabs and Christians passed through it, as did the diverse cultures which came to enrich its heritage. The traces of this history and diversity can be found as you walk through the city; through its Gothic Quarter built on the Roman ruins; through its art-nouveau Eixample district, which is dominated by Gaudí's exuberant architecture, yet at the same time reveals an ordered and rational urban layout. Diversity and harmony also flourish in the character of the Barcelona people, who are enterprising and hard-working, have a hedonistic

streak, and are, in particular, civic-minded and lovers of culture. These traits have made Barcelona into a first-class tourist destination and the perfect setting for meetings and congresses. This open, welcoming city shed its skin and opened up to the sea in order to host the 1992 Olympic Games and is now a modern and attractive city for tourists, business and living.



#### Transportation

Barcelona has excellent air links, particularly with the majority of Spanish and European cities. Its international airport, located 15 minutes from the city centre, has recently expanded with a new terminal. In 2009, it handled 27,421,682 passengers and 278,981 flight operations, and in 2010 has been awarded as the best airport in Europe. Barcelona is well connected to North America with direct flights from NY, California, Toronto and Montreal. There are also many flights every day from Asia to Barcelona.

The land transport is basically designed on a network of motorways and railway, which radiates towards the most important economic areas of the rest of Spain and connects with the French transport system to the rest of Europe.

Convenient city transportation includes metro, bus, taxi and train. There is a subway system connected from Airport to all interesting parts of the city.

### Weather

Barcelona's location on the shores of the Mediterranean means it enjoys a warm climate, with pleasant temperatures all the year round.

	°C	°F
Jun	21	70
Jul	25	77
Aug	25	77

### Congress and Conference

Barcelona is one of the cities in Europe and the world which host the greatest number of international congresses. The biggest AI conference (held once every two years) IJCAI will be held the week following ICME 2011. Also, ICCV 2011 the biggest computer vision conference will be held later on in Barcelona. Barcelona gets second position in the ICCA ranking (International Congress & Convention Association, with 135 congresses in 2009, and fifth position in the UIA (Union of International Associations) ranking for the year 2008. Leading multinationals choose Barcelona for their conventions and product presentations. Furthermore, in recent years, Barcelona has proved itself to be one of Europe's most attractive and dynamic cities, and this has made it one of the preferred incentive trip destinations.

### Tourism

Barcelona has a moderate weather in summer; on the sea, yet close to the mountains; has the perfect mix of museums and shopping; has thousands of affordable gourmet food from all ethnic origins; has nightlife that never stops for the young at heart; architectural masterpieces that many consider the best in the world; and is easily accessible to many other resort towns and cities nearby for people who may desire an extended holiday:

- Museums tours: Gaudi, Miro, Picasso, Contemporary Art, MNAC, Guggenheim (in

Bilbao, north of Spain, 4 hours from Barcelona).

- Family tours: Zoo, Aquarium, Port Aventura (in Salou, 40 minutes from Barcelona).
- City tours: Gothic Area, Old Town area, Gaudi Tours...
- Tours to Montserrat (an exceptional Mountain 50 minutes from Barcelona) or Sitges (beautiful small sea village).



There are many affordable hotels in Barcelona, in addition to those located close to the Tourist Street of La Rambla. Many of these hotels are near a very long beach area where there is miles of beautiful walkway along the beach (Mar Bella etc.) and many in the Sagrada Familia (Magnificent Gaudi Church), Cathedral, Museum areas. If booked early rates around only \$100/night is possible. Restaurants with varieties of food, Zoo, Aquarium, Port, cruises, cable car, museums, Historic Architectures ... are all within walking distance in the Cathedral area.

A big part of the travelling expense is food. Barcelona has one of the best and most varied cuisines in the world. The cost of food often depends on the location of restaurants. ICME 2011 will provide a guide of affordable restaurants in various areas, where people can have excellent varieties of 3 meals a day for \$40/day or so.





**EMBRACE RESEARCH IN A WELCOMING CITY**

ICME has been the flagship multimedia conference sponsored by four IEEE societies since 2000. It serves as a forum to promote the exchange of the latest advances in multimedia technologies, systems, and applications from both the research and development perspectives of the circuits and systems, communications, computer, and signal processing communities. An Exposition of multimedia products, animations and industries will be held in conjunction with the conference.

ICME 2011 showcases high quality oral and poster presentations and demo sessions. Best paper, poster and demo awards will be selected and recognized in the conference. Extended versions of oral papers will be considered for potential publication in a special section of IEEE Transaction on Multimedia. ICME 2011 features IEEE societies sponsored workshops, as well as call for workshop proposals. We encourage researchers, developers and practitioners to organize workshops on various new emerging topics. Industrial exhibitions are held in conjunction with the main conference. Job fairs, keynote/plenary talks and panel discussions are other conference highlights. Proposals for Tutorials and Workshops are invited.

**Conference Events**

A highlight will be a tour to the state-of-the-art Medialab at LaSalle-URL, which is a unique environment of image and 3D motion capture in a single place. It combines a TV set with the classical lighting and chroma keying facilities with a 24 VICON motion capture cameras. It was opened in 2008 and is the largest of its kind in Europe.



An Exhibition area will be maintained for Industrial Displays and Expo. Industrial participants such as Digital Legends Entertainment, who specializes in the handheld and mobile market, e.g. iPad, will certainly attract a large audience.



Regular paper submission deadline:

November 29, 2010

More details are available at:

<http://www.icme2011.org>

We also invite corporate sponsors, whose contribution will be acknowledged according to the level of sponsorship.

*“Be our guests”*

--- ICME 2011 Organizing Committee ---

