



Kuang Gong

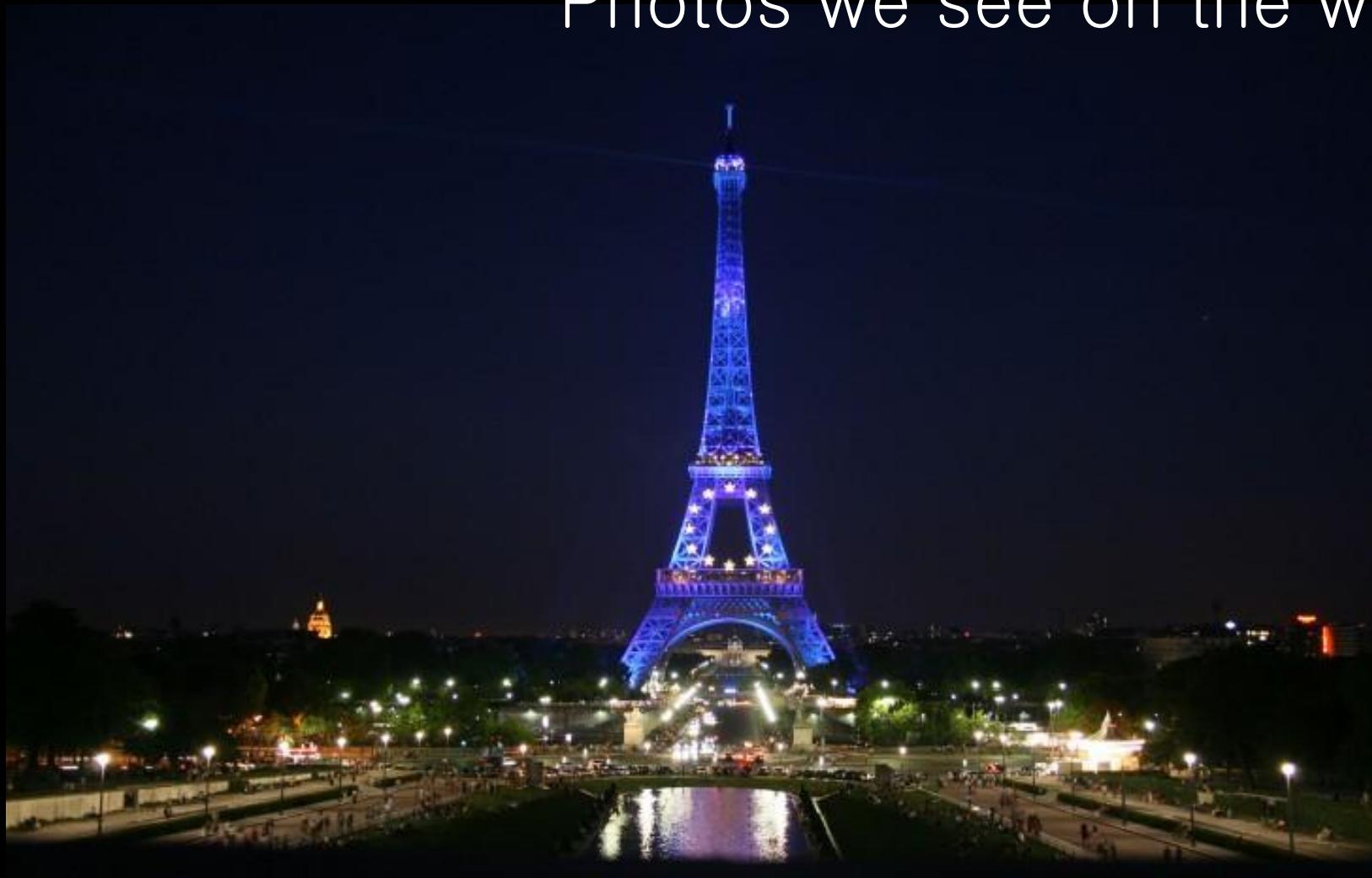


傅承堯(David) 韓政廷(Shadeel)  
蔡佩紋(Vivi) 曾文昇(Vincent)



View2See

# Photos we see on the web





View2See

View we see after arriving



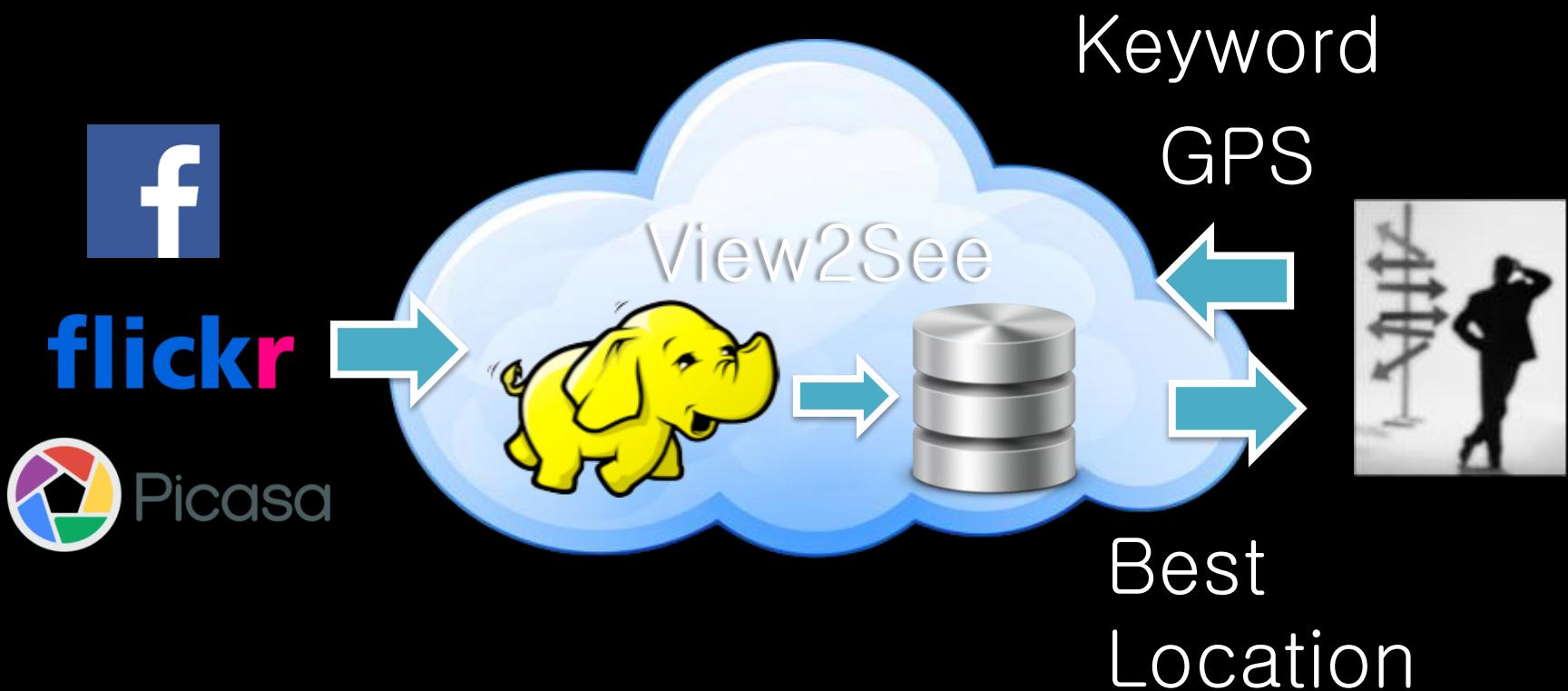


View2See





# Our System





4V

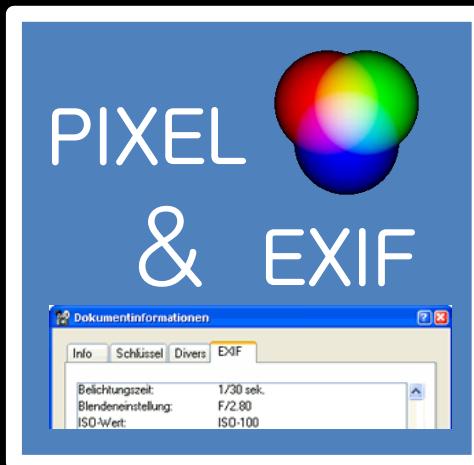
Volume



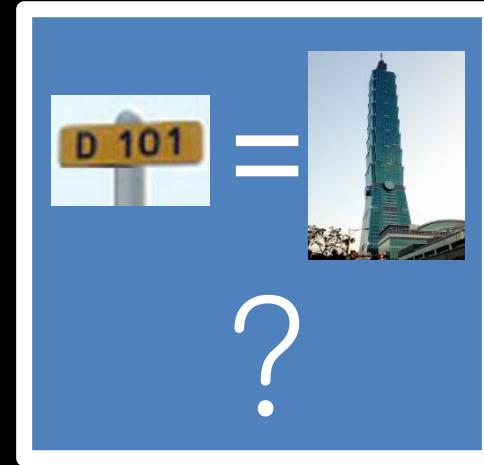
Velocity



Variety



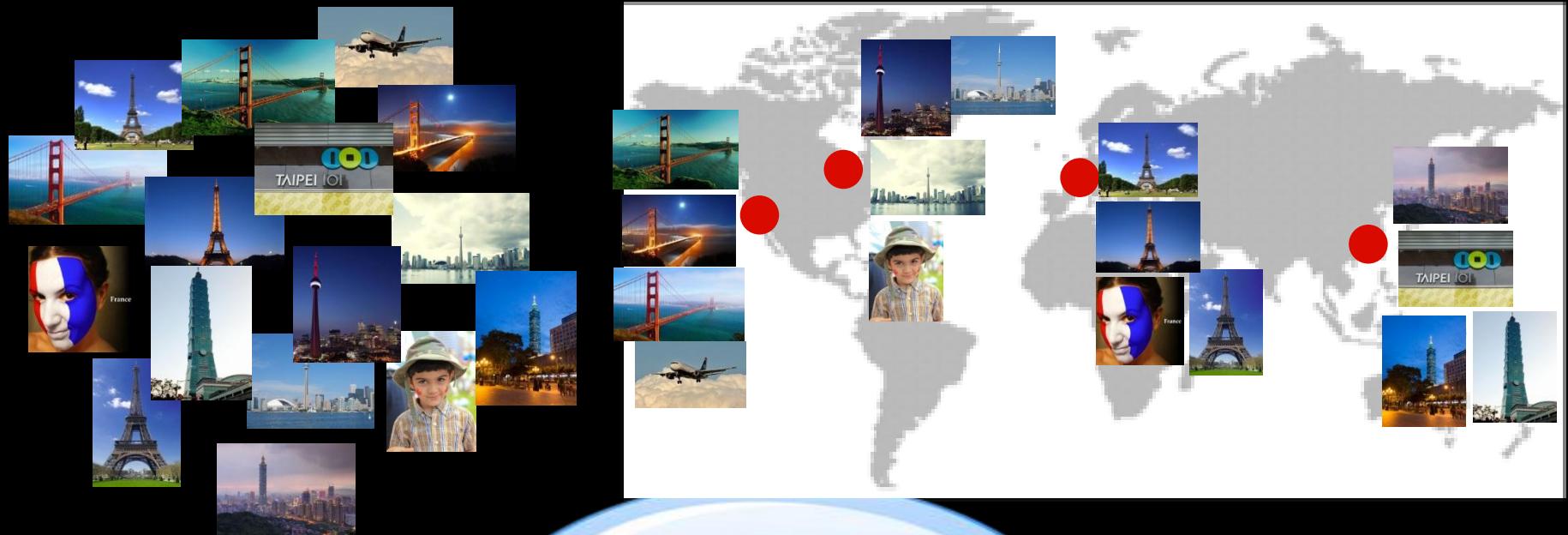
Veracity





# System Structure

X. Lu, C. Wang, J. M. Yang, Y. Pang and L. Zhang, Photo2Trip:  
Generating Travel Routes from Geo-Tagged Photos for Trip Planning, ACM 2010.



POI  
Discovery

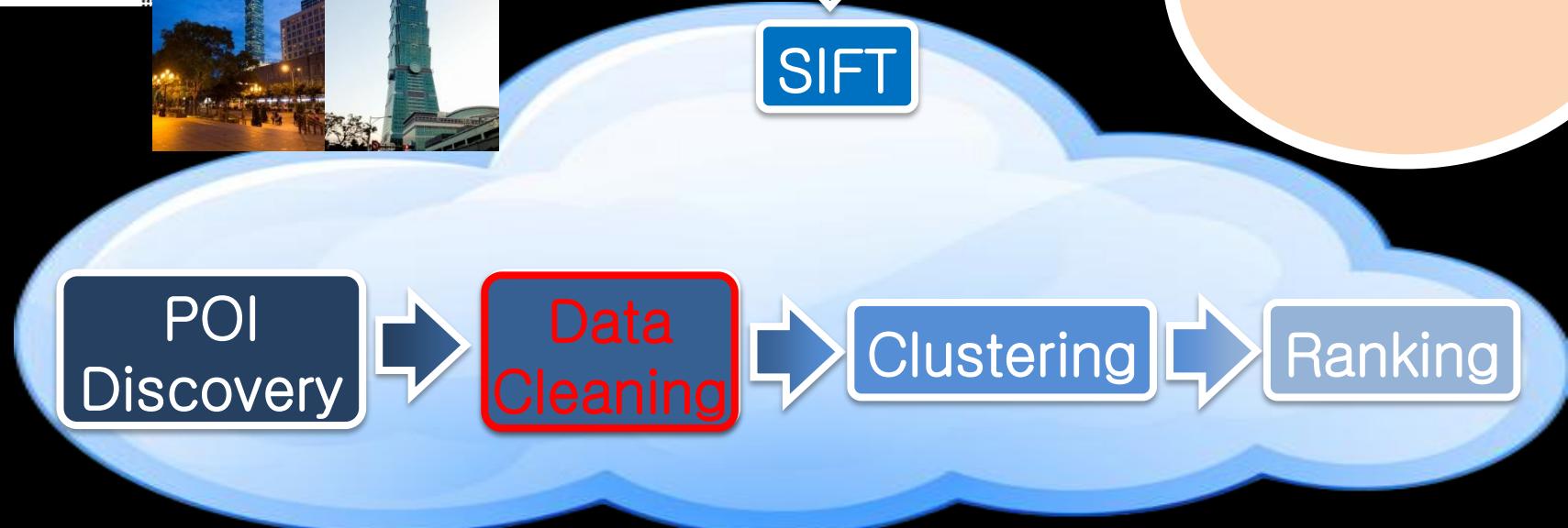
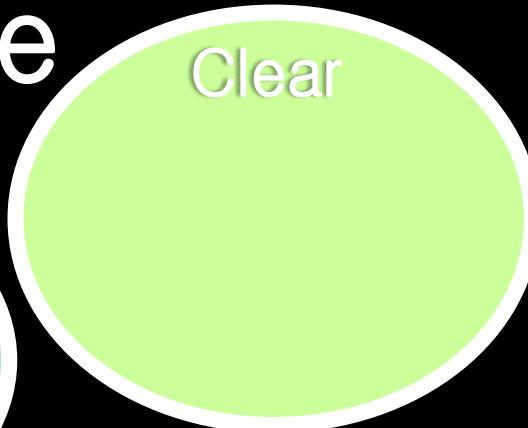
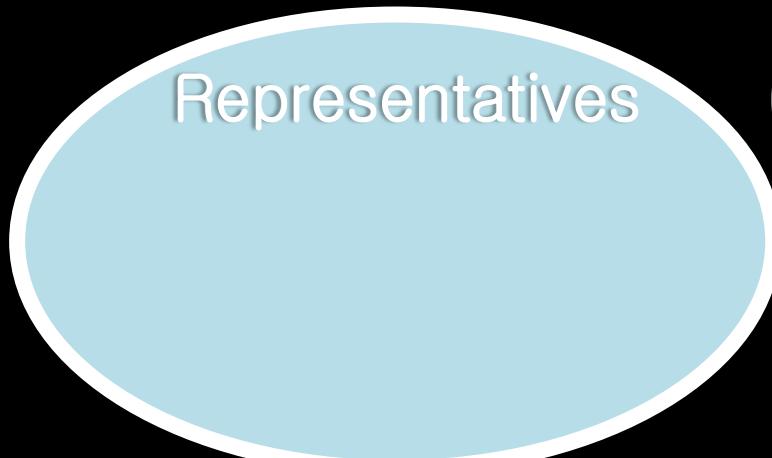
Data  
Cleaning

Clustering

Ranking



# System Structure



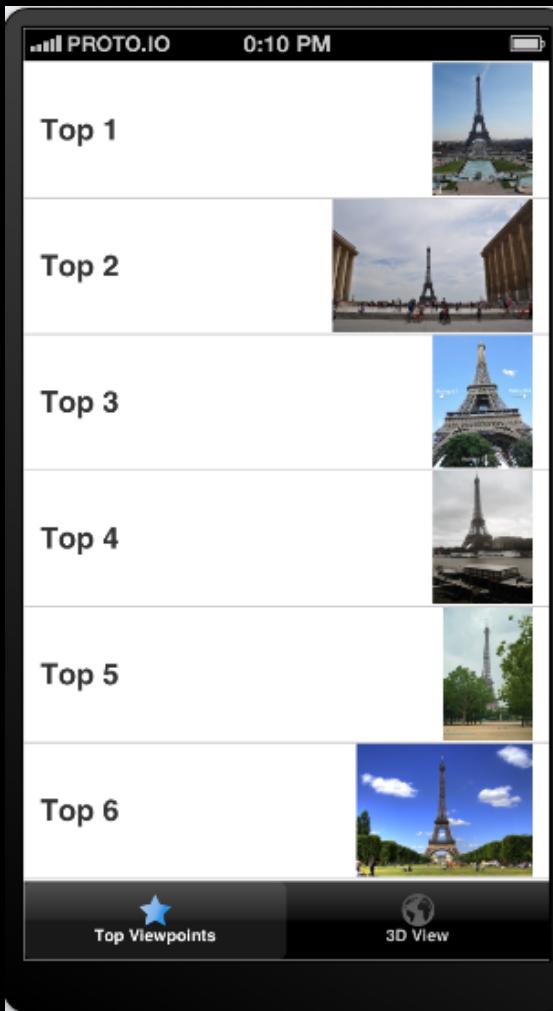


# System Structure





# Recommendation



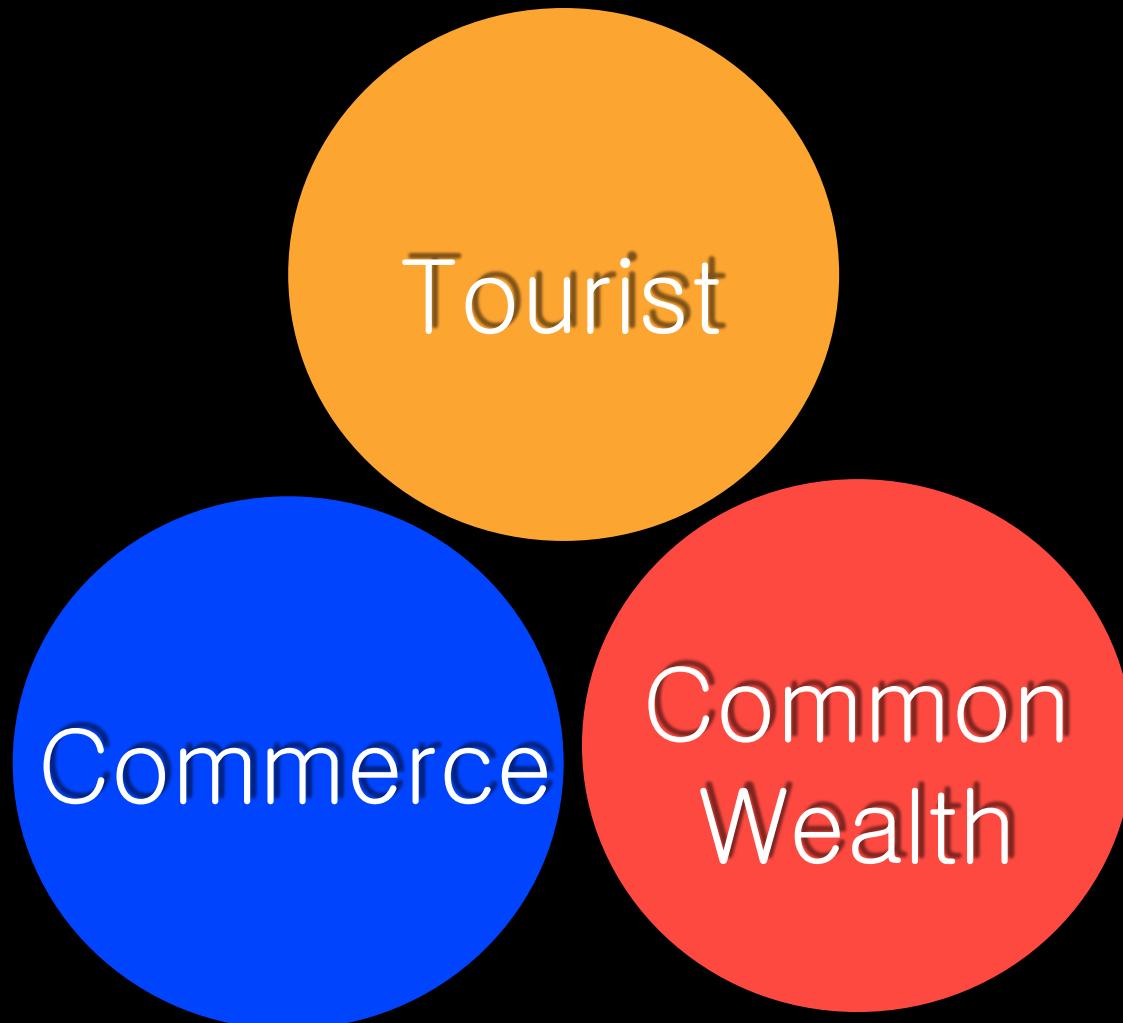


# Recommendation





# Value



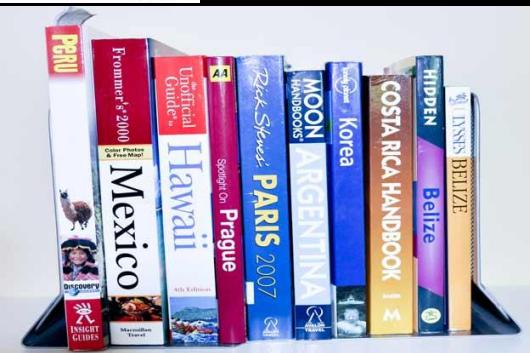
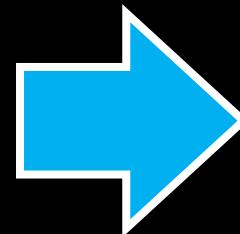


# Value

Tourist

Commerce

Common  
Wealth

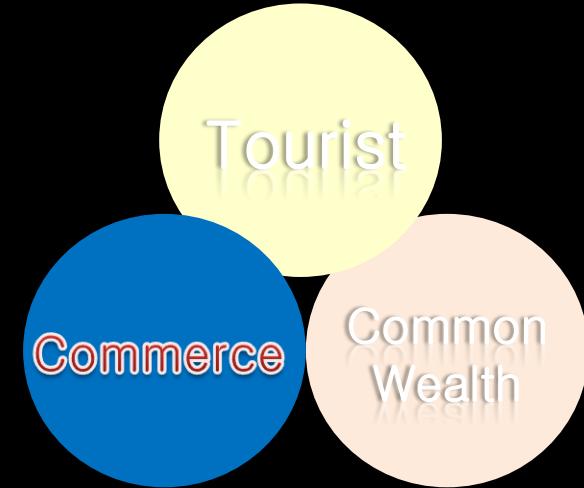
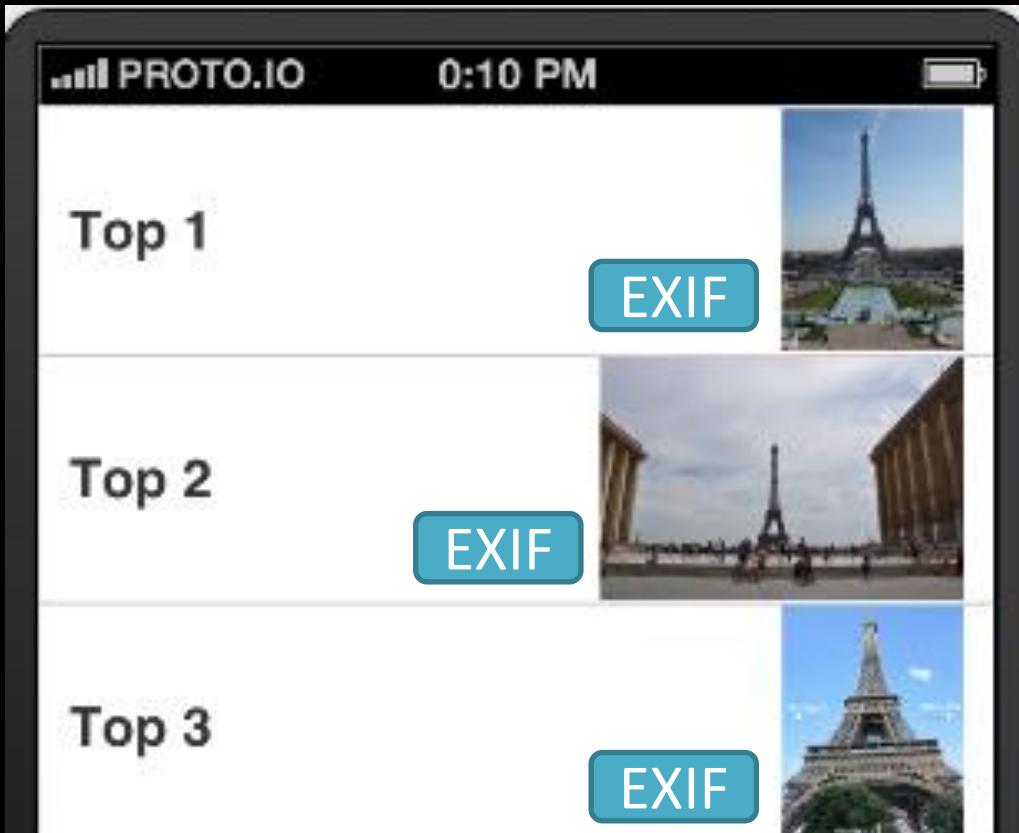




# Value

## Paid Services

### EXIF Information



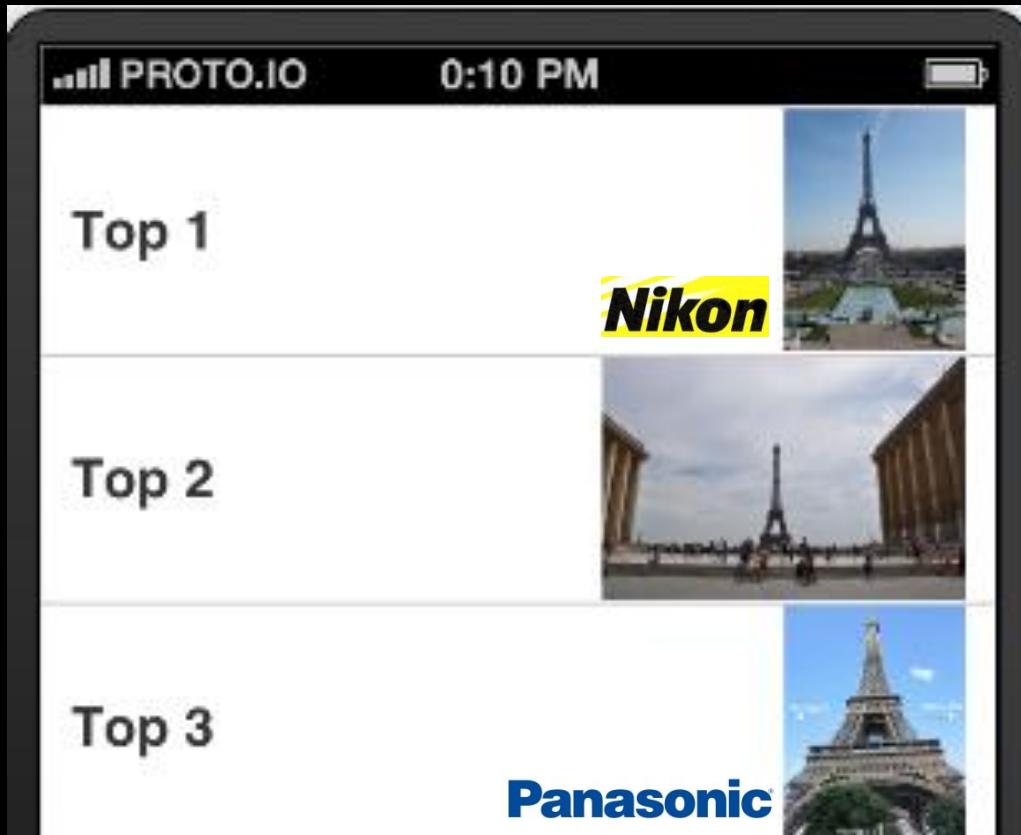
EXIF:  
Aperture  
Shutter Speed  
Focal length  
Metering mode  
ISO speed



# Value

## Paid Services

## Product Placement



Tourist

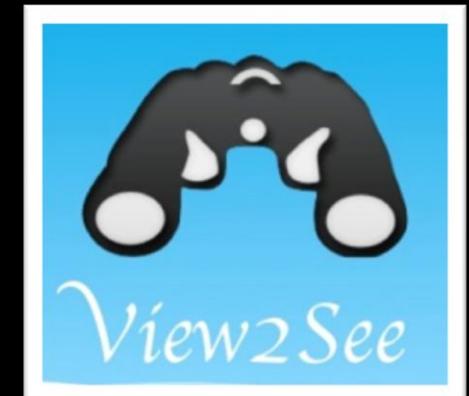
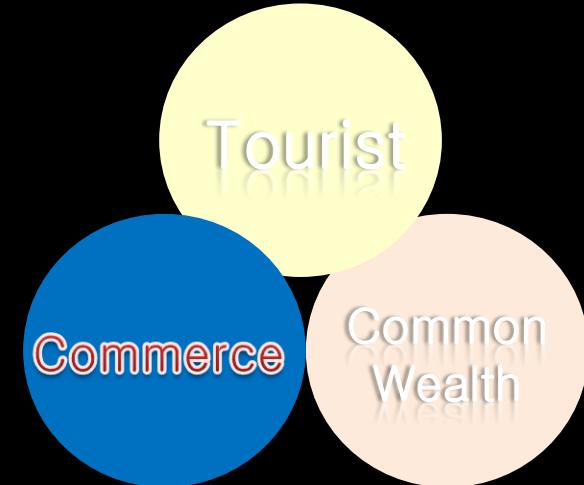
Commerce

Common  
Wealth



## Strategic Alliance

# Value





# Value

## North California, 2006



Tourist

Commerce

Common  
Wealth



# Conclusion



**flickr**



Picasa



Data Collection

Ranking

Recommendation



# Q&A



Visual Information

All Photos

dirty



dirty



clean

clean



clean

N-Representatives



SIFT



SIFT



View2See



SIFT

=

GIST

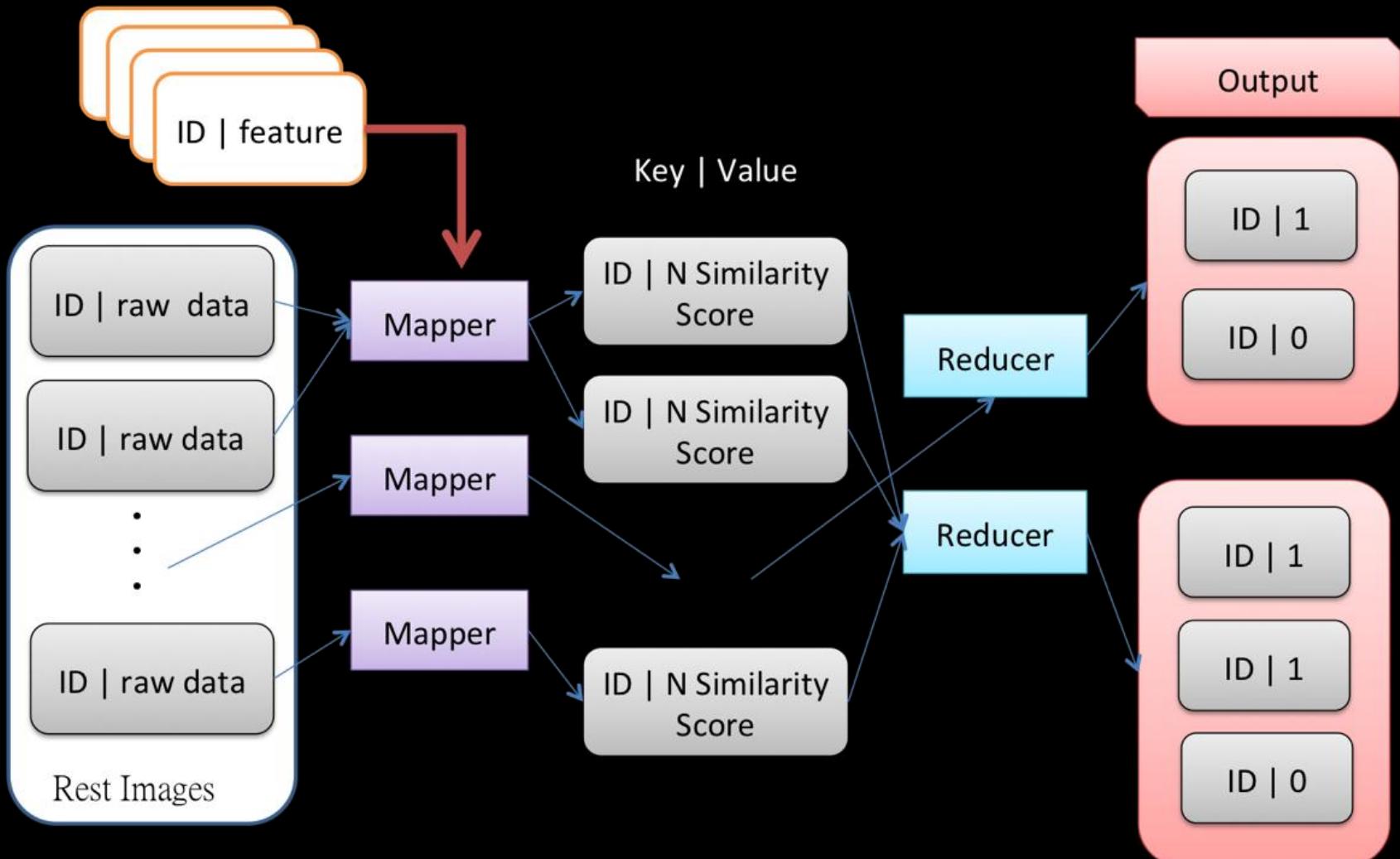
≠





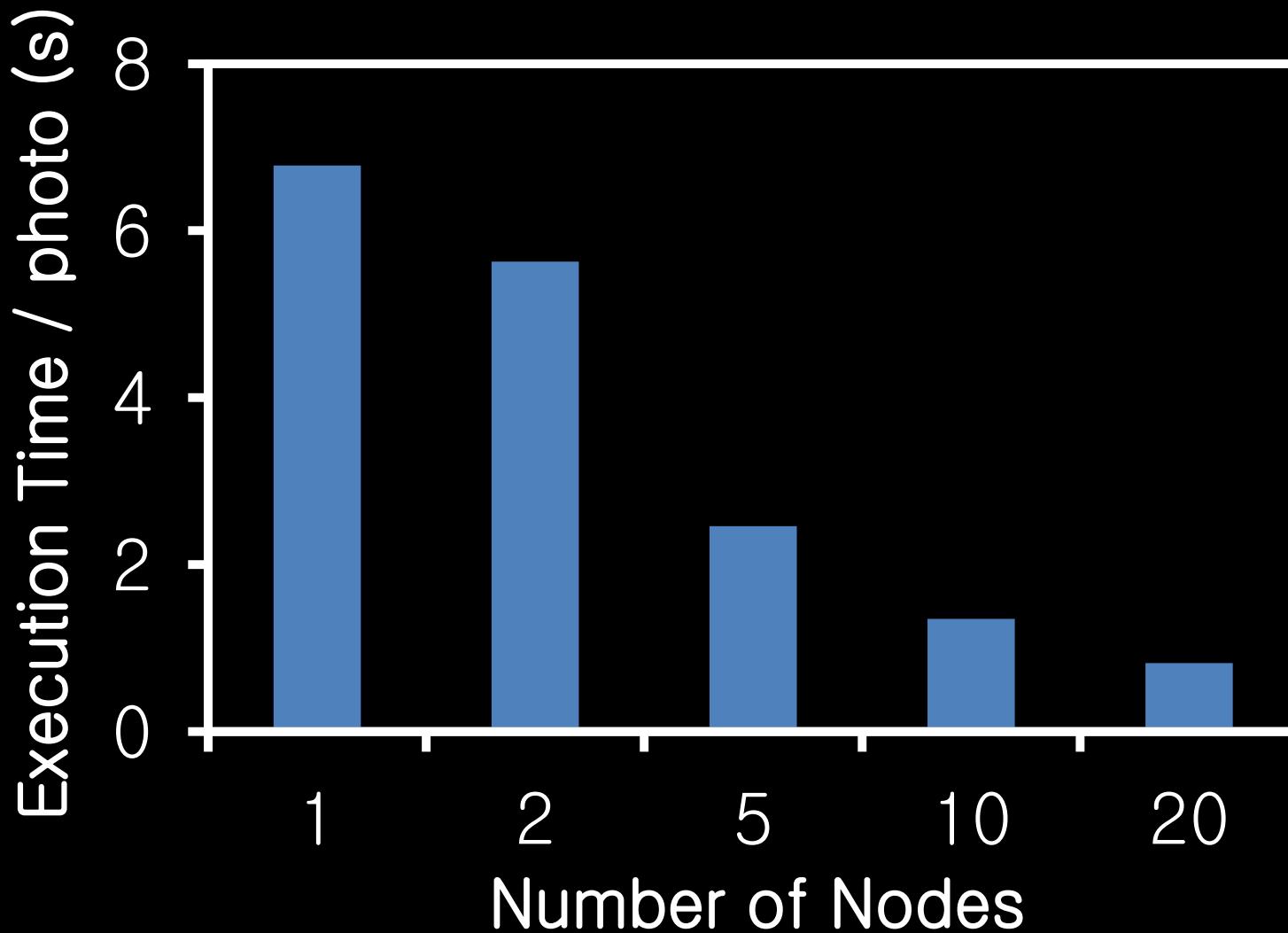
# MapReduce

N Role Model Data



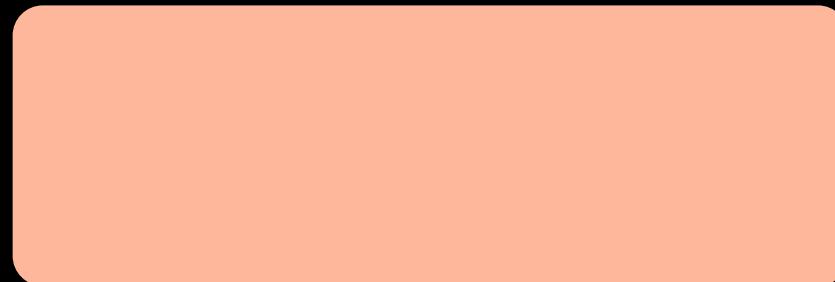


# MapReduce Efficiency





# Smaller GPS Scale





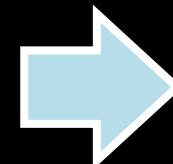
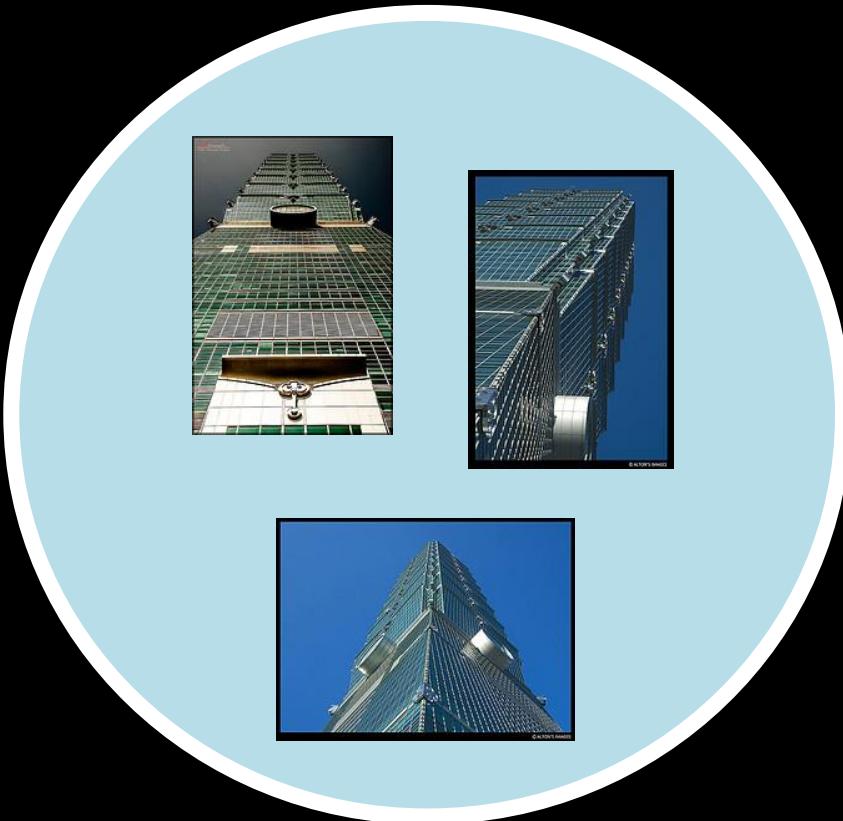
# Different Perspectives





# GIST Clustering

Same GPS

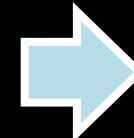




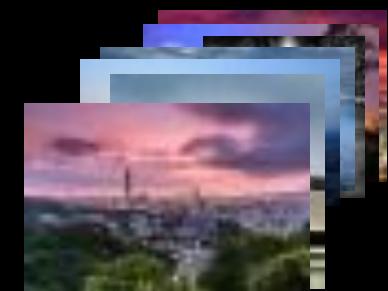
# Ranking



$n_{\text{liked photos}}$



$n_{\text{photos}}$





# Ranking – Example

Group ID	n <sub>liked photos</sub>	n <sub>photos</sub>
A	20	10
B	10	20
C	10	10

A > B > C



View2See

# 3D Model





# 3D Model – Application



# Strategic Alliance



## Where can I have the best view of the spot?

Photos and videos of Taipei

Rate:

Report as inappropriate

Photo of Taipei, Taiwan (taiwanDIY, Jun 2007)

Taipei

56 of 8763

Show only...

- All (8763)
- Photos (8730)
- Videos (33)
- Landmarks (152)
- Views (276)
- Attractions (6987)
- Other (1566)

Find Hotels in Taipei

Check In  mm/dd/yyyy Check Out  mm/dd/yyyy

**Find Hotels**

How to get there?



# Strategic Alliance





# Strategic Alliance



Virianty Tsai

11 小時前在 Taipei 附近

Taipei Dadaocheng Fireworks Festival!!



講 · 留言 · 推廣 · 分享

漢琳、Kahn Sheng、Acheng Chen 以及其他 18 人都說講。



留言 .....



Sinics



View2See

