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cordially invite you to the

SCIENCE CIRCLE LECTURE

Mp3 - then and now.. breakthrough technology applications for the New Digital World

Prof Dr Karlheinz Brandenburg

Director, Fraunhofer Institute for Digital Media Technology
Head of Electronic Media Technology Group, Institute of Media Technology - Ilmenau University of Technology

Thursday, 11th January 2018, 5:00 pm
Blue Hall, German Embassy, No. 6/50G, Shanti Path, Chanakyapuri, New Delhi, Delhi 110021

For more information and to register, please visit

<http://www.dwih.in/event/science-circle-lecture-11January2018>

Prof Dr Karlheinz Brandenburg



Prof Dr Karlheinz Brandenburg has been a driving force behind some of today's most innovative digital audio technology, notably the mp3 and MPEG audio standards. He is acclaimed for pioneering work in digital audio coding. He is a full professor at the Institute for Media Technology at Ilmenau University of Technology and director of the Fraunhofer Institute for Digital Media Technology IDMT in Ilmenau, Germany.

Prof Brandenburg has memberships in different international standards committees and expert panels, for example fellow of the IEEE and AES as well as member of MPEG.

He has received a number of awards including the AES silver medal award for his continued contributions and leadership to the art and science of perceptual audio coding (1998), the German Internet Award NEO (2001) and the IEEE Engineering Excellence Award (2000). Together with two colleagues he received the German Future Award for their work on the mp3 in 2000. Furthermore, he was honoured with the "IEEE Masaru Ibuka Consumer Electronic Award" for major contributions to digital audio source coding. In 2006, Prof Dr Brandenburg received the Cross of the Order of Merit of the Federal Republic of Germany. Moreover, the International Electrotechnical Commission (IEC) elected Karlheinz Brandenburg as one of the 120 most important inventors and masterminds in the field of electrical engineering and have referred him for the hall of fame of thinkers through ages. In 2007, he was elected by the Consumer Electronics Association into the "CE Hall of Fame" for his work on mp3. He also received an honorary Ph.D. degree from the universities Koblenz-Landau and Lüneburg in Germany and was inducted into the "German Research Hall of Fame" by the German business journal "manager magazine". In 2009, Prof Brandenburg was appointed as the Ambassador of the European Year of Creativity and Innovation and he gave the distinguished Heyser memorial lecture at the AES 130th Convention in the year 2011. In April 2014 the Internet Society (ISOC) honoured him as an Internet pioneer.

MP3 - then and now.. breakthrough technology applications for the New Digital World

MP3 has changed the way we listen to music and it has been a long way from basic research to standardization and then to the reality of virtually all digital devices playing music today. Thus, this science circle lecture will take the audience back to the early days of developing such technologies besides simultaneously focusing on new applications of digital technologies to the world of media. These shall include entertainment applications like 3D audio, but as well as computers listening to machines to find out if everything is working in the right way.