



Adeia to Present Groundbreaking Solution for Copyright and Attribution in AI-Generated Images at IEEE MIPR 2024

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SAN JOSE, Calif.--(BUSINESS WIRE)--Aug. 7, 2024-- Adeia (NASDAQ: ADEA), a leading innovator in multimedia technology, today announced Dr. Ning Xu will deliver an invited paper at the upcoming 7th IEEE International Conference on Multimedia Information Processing and Retrieval (IEEE MIPR 2024). The conference, a premier forum for multimedia research and applications, will occur in San Jose, California, from August 7-9, 2024. Other participants include technologists from NVIDIA, Google, Amazon, Comcast, Samsung, Warner Bros. Discovery, and HP.

Adeia's presentation will focus on automatic visual citation for text-to-image generation, a critical area in AI-generated content. This innovative technology addresses the growing need for attribution and transparency in artificially generated visual media while tackling significant copyright and artistic attribution challenges posed by generative AI.

The solution invented and presented by Adeia efficiently identifies elements and styles potentially derived from existing artwork, enabling the automatic generation of images free from copyright infringements. This groundbreaking approach ensures proper attribution and provides a pathway for creating AI-generated images that respect intellectual property rights.

"We are honored to share our latest research at IEEE MIPR 2024," said Serhad Doken, chief technology officer at Adeia and co-author of the invited paper. "As text-to-image generation becomes more prevalent, developing robust systems for visual citation and copyright compliance is crucial. Our work aims to ensure proper attribution and traceability in AI-generated images, supporting ethical practices and protecting artists' rights in this exciting new domain."

IEEE MIPR 2024 brings together leading researchers, industry professionals, and graduate students to explore cutting-edge multimedia information processing and retrieval developments. The conference covers various topics, including image and video processing, multimedia data mining, and emerging spatial and temporal data analysis applications.

Adeia's participation in this prestigious event underscores its commitment to advancing multimedia technology and its applications across various industries while addressing critical ethical and legal considerations in AI-generated content.

Dr. Ning Xu from Adeia is a co-chair of the Innovation Forum and helped organize four AI panels to bring together industry players in this exciting ecosystem. These panels include The Challenges of Efficient AI, The Age of Industry AI Agents, Content Creation in the AI Era, and Future Interactions with AI.

About Adeia

Adeia invents, develops, and licenses fundamental innovations shaping how millions explore and experience entertainment in an increasingly connected world. From TVs to smartphones and across all types of entertainment experiences, Adeia's technologies allow users to manage content and connections smartly, immersively, and with greater customization. For more information, please visit www.adeia.com.



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