acm

The Association for Computing Machinery
Advancing Computing as a Science & Profession

Contact: Virginia Gold
212.626.0505
vgold@acm.org

ACM GROUP TAPS VISIONARY IN MULTIMEDIA RESEARCH FOR TOP AWARD
Lawrence A. Rowe Developed UC Berkeley's Webcasting System

BEIJING, OCTOBER 5, 2009 – At the ACM International Conference on Multimedia in Beijing, China, the ACM Special Interest Group on Multimedia (SIGMM) will present its prestigious technical achievement award to Lawrence A. Rowe, president of FX Palo Alto Laboratory, for his contributions to media software systems. Rowe, founding director of the Berkeley Multimedia Research Center, led the development and deployment of the Berkeley Webcasting System, which produces over 30 hours a week of Berkeley course lectures that are viewed on the Internet by millions of people worldwide each year. The 2009 SIGMM Award for Outstanding Technical Contributions to Multimedia Computing, Communications and Applications will be presented at the ACM International Conference on Multimedia 2009, October 19-24, 2009 in Beijing China .

Rowe, Emeritus Professor of Electrical Engineering and Computer Science at the University of California, Berkeley, was cited for his pioneering research in continuous media software and visionary leadership of the multimedia research community. While at Berkeley, he headed the group that produced the Berkeley MPEG-1 Tools, the Berkeley Multimedia, Interfaces, and Graphics (MIG) Seminar Internet webcast, and the Open Mash Streaming Media Toolkit. Earlier in his career, he worked on database application development tools and technologies that were later commercialized by Ingres Corporation.

A graduate of UC Irvine with a B.A. in mathematics and a Ph.D. in information and computer science, Rowe is an ACM Fellow and past chair of SIGMM. He has consulted with and served on the technical advisory boards of numerous companies and co-founded several companies, including Ingres and Ncast Corp.

About ACM
ACM, the Association for Computing Machinery www.acm.org, is the world's largest educational and scientific computing society, uniting computing educators, researchers and professionals to inspire dialogue, share resources and address the field's challenges. ACM strengthens the computing profession's collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence. ACM supports the professional growth of its members by providing opportunities for life-long learning, career development, and professional networking.

About SIGMM
ACM Special Interest Group on Multimedia www.sigmm.org provides a forum for researchers, engineers, and practitioners in all aspects of multimedia computing, communication, storage, and applications. SIGMM sponsors the ACM Multimedia Conference series and ad hoc workshops on emerging areas of multimedia. In addition, SIGMM supports the ACM Transactions on Multimedia, Applications, and Computing (TOMCCAP) and the SIGMM Website, which contains forums and other relevant material. All SIGMM publications are available through the ACM Digital Library. SIGMM members receive a copy of the ACM Multimedia Conference proceedings on CD and a discount on registration fees for SIGMM sponsored events.

###