



-Webinar -

# Computer recognition of facial responses

**Background**

CSIRO is developing automated face and body tracking technology that does not require people to be covered in sensors and which uses camera hardware no more sophisticated than a webcam.

The system is learning to recognise how someone is holding their body (their pose) and what their expression is, no matter how much they move their head.

**Objectives**

This webinar describes how computer recognition of facial responses could soon be used by market and social researchers to evaluate consumer response to stimuli. This could be utilised (for example) in product testing, sensory testing and advertising research.

**Learning outcomes**

At the conclusion of this webinar, participants should have an understanding of:

- The role that machine learning will have in detecting and recording consumer responses.
- How computer recognition of facial responses can be used to cost-effectively evaluate consumer responses to selected stimuli
- The opportunities and limitations posed by this technology for market and social researchers

**Speaker:** Dr Simon Lucey is a Senior Research Scientist & Research Project Leader at CSIRO. He is also an Associate Professor (adjunct) at the University of Sydney.

**Date:** Tuesday 23 November 2010

**Time:** *Please note following time – based on your location's time zone*

NSW, ACT, VIC, TAS,	QLD	SA	WA	NT
3.30 pm - 4.30 pm	2.30 pm - 3.30 pm	3.00pm – 4.00 pm	12.30pm – 1.30 pm	2.00pm – 3.00 pm

**Rates including GST:**

\$55 for AMSRS members  
 \$77 for non-members



## Simon Lucey



Dr Simon Lucey is a Senior Research Scientist & Research Project Leader at CSIRO. He is also an Associate Professor (adjunct) at the University of Sydney.

Simon's research interests are in pattern recognition and machine learning with specific interests in their application to biometric learning and space-time pattern recognition.

He has been specifically developing state of the art face and voice verification algorithms by employing generative models and theories on generalization in pattern recognition and Bayesian adaptation.

He has also been studying problems in space-time pattern recognition such as audio-visual speech processing and facial expression recognition.

Simon is well versed in many aspects of pattern recognition and biometrics, and is extremely interested in how developments in these areas can improve and develop our knowledge of broader problems in artificial intelligence (AI).