



Platform for search of Audiovisual Resources across Online Spaces

The exponential increase in the volume of stored information and the extensive sharing of audiovisual content are two phenomena that characterise our time, and will extend well into the following decade. Organisations and businesses need dynamic new services to guarantee a more effective use of digital content. **PHAROS will provide them.**

The PHAROS Mission

PHAROS aims at building an audiovisual search platform based on an innovative and distributed architecture. The PHAROS platform will enable consumers, businesses, and organisations to unlock the potential value that can be derived from audiovisual content, to manage access of information sources of all types, and to support advanced audiovisual processing. Moreover, the improvement in content handling and managing will enhance control, creation, and sharing of multimedia for all users in the value chain.

The PHAROS Approach

PHAROS will focus on research areas such as: automated semantic annotation, retrieval techniques for audiovisual content, heterogeneous data fusion, mixed-media queries, and will improve the state-of-the-art of audiovisual search. These advances will be achieved through new techniques for socially derived relevance, together with context-awareness/personalisation, and innovative user interfaces to facilitate the integration of context and user technologies. PHAROS will also improve the trustworthiness of multimedia search by increasing the robustness of content against malicious manipulation and sophisticated detection of viral spam.

PHAROS Main Goals:

- To develop an open search framework which lets users search, explore, discover, and analyse relevant audiovisual data;
- To analyze, design, and develop context and user technologies taking into account personalisation, trust, and adaptability;
- To ensure the interoperability of the Core Technologies and Context and User Technologies: the service-oriented applications will allow an effective deployment of diverse information access solutions incorporating audiovisual content sources;
- To set up an application scenario: the PHAROS showcase is a real world application demonstrating effective business and consumer scenarios;
- To define a robust, innovative, and effective sustainability model with an open, federating, and aggregating approach, guaranteeing the replicability of PHAROS results in a multi-industry scenario.

Connect with PHAROS

Visit the PHAROS website to learn more!
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