



NEW HORIZON COLLEGE OF ENGINEERING
DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING
EVENT NAME: INDUSTRIAL VISIT

DATE: 22-10-2024

VENUE: Xperi, Embassy Tech Village, 7B - Primrose, 10th Floor, Outer Ring Rd, Devarabisanahalli, Bengaluru, 560103

BRIEF DESCRIPTION OF THE EVENT:

- The Industrial visit to Xperi Corporation provided an immersive experience for the students. Upon arrival at the Embassy Tech Village in Bengaluru, students registered and received identification badges, facilitating access to the conference room where the sessions were held. The team was welcomed by Mr. Manroop Singh, who heads the talent acquisition and university relations team at Xperi. He was approachable and patient, answering all the questions and providing the students with valuable insights about the company.
- Following the company introduction, students interacted with Mr. Srikanth, a Quality Engineer at Xperi, who has been with the company for over seven years. He oversees interns and works primarily in the media vertical, particularly on TiVo and DTS technologies, widely used in the automotive industry. Mr. Srikanth explained that TiVo is a smart TV platform that provides branding services to OEMs, sharing revenue with manufacturers. TiVo competes with Android TV but stands out due to its neutrality and advanced voice recognition features. TiVo's conversational search technology, powered by PCD engines, provides a personalized experience for users.
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- Following Mr. Shrikanth's presentation, Mr. Neeraj, a Metadata Manager at XPeri, addressed our inquiries regarding metadata's role in enhancing search functionalities. He defined advanced metadata as structured information that goes beyond basic attributes, providing richer context essential for effective data retrieval. Key points included:
 - Types of Metadata: Mr. Neeraj explained the various types of metadata—descriptive, technical, and relational—and their significance in improving search results.

- Bound vs. Unbound Data: He clarified these concepts, illustrating how bound data is fixed and structured while unbound data is more flexible and dynamic.
- Linear vs. Non-linear Data Structures: He discussed how different data structures impact information retrieval efficiency.
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- **ACTIVITIES CONDUCTED:**
- Warm-up session by Mr. Manroop Singh
- Technical session by Mr. Shrikanth
- Metadata session by Mr. Neeraj
- Presentation by NHCE students (Providing a solution to the given problem statement)
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NO. OF PARTICIPANTS: 13

PHOTOGRAPHS OF THE EVENT:









