

ITU-T Workshop

Video and Image Coding and Applications (VICA)

BIO

Geneva, 22-23 July 2005



David McNally
Genista/Switzerland

Session: 6: Future trends in VICA
Title of Presentation: Perceptual video quality metrics for encoder optimization

David McNally received a master's degree in experimental Physics from ETH Zurich and earned a Ph.D. in experimental High Energy Physics working on the L3 experiment at CERN (Geneva). After post-doctoral positions at UC San Diego and CERN he joined EPFL (Lausanne – Switzerland) where he investigated computer performance in the context of an industry sponsored research project with Hewlett Packard. In 1999 he co-founded Genimedia SA (Lausanne) where he managed the development of perceptual multimedia quality metrics for the mobile telecommunications industry. Following Genimedia's merger with Genista Corp (Tokyo, Japan) he is responsible for technology strategy as well as marketing and sales of Genista perceptual quality solutions in Europe. David is also co-founder and CEO of Photonique SA (Geneva), providing solid-state light sensing solutions for medical, scientific and security applications.