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|  | Moving Picture, Audio and Data Coding by Artificial Intelligence  www.mpai.community |

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| N46 | 2020/10/21 |
| Source | MPAI Communication |
| Title | MPAI Press Release at the 1st meeting |
| Target | For public release |

**MPAI launches 6 standard projects on audio, genomics, video, AI framework, multiuser online gaming and multimodal conversation**

Geneva, Switzerland – 21 October 2020. The Geneva-based international Moving Picture, Audio and Data Coding by Artificial Intelligence (MPAI) has concluded its first operational General Assembly adopting 6 areas of work, due to become standardisation projects.

[MPAI-CAE – Context-based Audio Enhancement](http://mpai.community/standards/mpai-cae/) is an area that uses AI to improve the user experience for a variety of uses such as entertainment, communication, teleconferencing, gaming, post-production, restoration etc. in such contexts as in the home, in the car, on-the-go, in the studio etc. allowing a dynamically optimized user experience.

[MPAI-GSA – Integrative Genomic/Sensor Analysis](http://mpai.community/standards/mpai-gsa/) is an area that uses AI to understand and compress the results of high-throughput experiments combining genomic/proteomic and other data - for instance from video, motion, location, weather, medical sensors. The target use cases range. from personalised medicine to smart farming.

[*MPAI-SPG – Server-based Predictive Multiplayer*](http://mpai.community/standards/mpai-spg/) Gaming uses AI to minimise the audio-visual and gameplay disruptions during an online real-time game caused by missing information at the server or at the client because of high latency and packet losses.

[MPAI-EVC – AI-Enhanced Video Coding](http://mpai.community/standards/mpai-evc/) plans on using AI to further reduce the bitrate required to store and transmit video information for a variety of consumer and professional applications. One user of the MPAI-EVC standard is likely to be MPAI-SPG for improved compression and higher quality of cloud-gaming content.

[MPAI-MMC – Multi-Modal Conversation](http://mpai.community/standards/mpai-mmc/) aims to use AI to enable human-machine conversation that emulates human-human conversation in completeness and intensity

[MPAI-AIF – Artificial Intelligence Framework](http://mpai.community/standards/mpai-aif/) is an area based on the notion of a framework populated by AI-based or traditional Processing Modules. As this is a foundational standard on which other planned MPAI standards such as MPAI-CAE, MPAI-GSA and MPAI-MMC, will be built, MPAI intends to move at an accelerated pace: Functional Requirements ready in November 2020, Commercial Requirements ready in December 2020 and Call for Technologies issued in January, 2021. The MPAI-AIF standard is planned to be ready before the summer holidays in 2021.

You can find more information about [MPAI standards](http://mpai.community/standards/).

MPAI covers its Commercial Requirements needs with Framework Licences (FWL). These are the set of conditions of use of a license of a specific MPAI standard without the values, e.g. curren­cy, percentages, dates, etc. MPAI expects that FWLs will accelerate the practical use of its stan­dards.

MPAI develops data coding standards for a range of applications with Artificial Intelligence (AI) as its core enabling technology. Any legal entity that supports the MPAI mission may [join MPAI](http://mpai.community/how-to-join/) if it is able to contribute to the development of Technical Specifications for the efficient use of Data.

Visit the [MPAI home page](http://mpai.community/) and  contact the [MPAI secretariat](secretariat@mpai.community) for spec­ific information.