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Department of Computer Science and Engineering

Event Report

Title	Industrial Visit to Xperi
Date	22-10-2024
Time	9 AM – 4:30 PM
Venue	**Xperi, Embassy Tech Village, Devarabisanahalli**
Brief Description with high resolution Photos	On 22nd October 2024, students of 5th semester Computer Science & Engineering had the opportunity to visit Xperi Corporation, which offers software solutions for entertainment industry and connected cars. The visit was both informative and inspiring. 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. **About Xperi Corporation:** Xperi Corporation is renowned for its cutting-edge work in developing infotainment systems for homes and cars. With headquarters in San Jose, California, the company has a global presence spanning 29 countries, including major offices in Bangalore and Pune, India. Notably, their Bangalore office is the largest worldwide. The company is listed on the New York Stock Exchange (NYSE), and its mission revolves around inventing, developing, and delivering smarter technologies that create extraordinary user experiences. Xperi's core values focus on innovation and resilience, aiming to shape the future with new, intuitive technologies. **Expert Talks:** Mr. Manroop outlined several opportunities for students at Xperi, including the process of paid internship program, platform for talent development, campus hackathons and University placements. **Insights from Mr. Srikanth - Quality Engineer:** 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 is responsible for overseeing interns and works primarily in the media vertical, particularly on TiVo and DTS technologies, which are 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.

Mr. Srikanth also introduced us to the responsibilities of content operations at Xperi. The team handles the onboarding of applications, ensuring their smooth functioning and maintaining relevant metadata. He addressed concerns related to privacy and data usage, emphasizing that Xperi complies with different countries' data regulations.

Metadata and Its Role - Insights from Mr. Neeraj:

To help the students understand metadata management, they were introduced to Mr. Neeraj, who leads the metadata team. He explained the two types of metadata: base metadata (factual information) and advanced metadata (derived data like descriptions). When a user searches via voice commands, this data is converted to text, matched with metadata, and the relevant result is displayed. The team faces challenges, particularly with matching linear data for TV shows. Updating metadata, such as actor credits, can be tedious, especially for episodic content. However, Xperi uses a graph database to streamline the search process, linking various data nodes to deliver more accurate search results.

Mr. Neeraj also shared the company's expectations for candidates. They primarily seek quick coding skills and some awareness of technology, recognizing that students are freshly out of college.

Students' Presentation:

During the visit, students presented a solution to a problem statement involving Redis and the Jaccard algorithm. Redis was chosen for its efficiency due to data storage in the Redis cache and SQL database. The Jaccard algorithm was used for exact matching when a user searches for a specific movie title.

Final Thoughts and Action Plan:

At the end of the visit, students had another conversation with Mr. Manroop, who provided useful advice on crafting resumes and job applications. He emphasized the importance of tailoring resumes to specific job descriptions and ensuring that they are at least a 70-80% match. He also recommended avoiding template-based resumes and instead building them from scratch.

Report prepared by:

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