

# logo detection by SIFT matching

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# Outline

## Basics of the method

- Primary detection

- Secondary detection

- Tertiary detection

## Implementation tricks

- Use a mask

- Exclusion principle

- Multiple logos

## Quality indicators

- List of quality indicators

- Examples of quality indicators

# Basics of the method

Three building blocks:

- ▶ **SIFT**: image  $\implies$  list of keypoints with descriptors
- ▶ **match**: two lists of keypoints with descriptors  $\implies$  list of pairs of closest points
- ▶ **adaptive multi-ransac**: list of pairs  $\implies$  list of affinities

*possibly a figure for each function*

# Orbit

logo  $\implies$  distorted versions of the logo  $\implies$  SIFT keypoints of all distorted versions  
*scheme describing the situation*

# Primary detection

Match frame keypoints against orbit keypoints



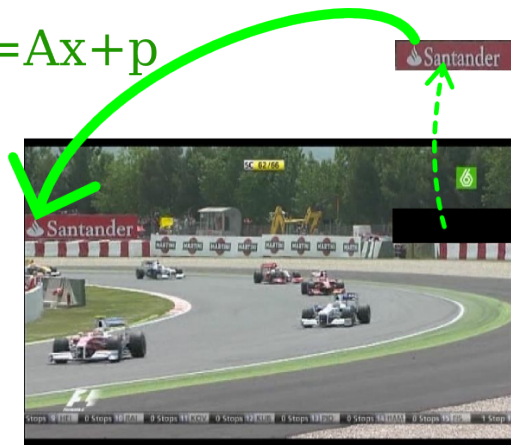
$$x' = Ax + p$$



## Secondary detection (single-frame tracking)

Match best detection against the rest of the frame (and neighboring frames)

$$x' = Ax + p$$



Useful when there are several instances of a low-resolution logo, or to track detections in time.

## Tertiary detection (temporal tracking)

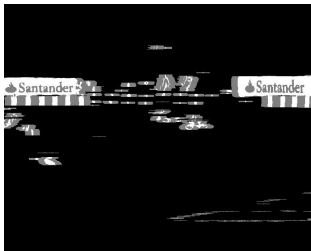
Match a detection to a nearby position onto the next and previous frames



Easier than secondary detection because there are much fewer keypoints!

# Trick 1: Use a mask

- ▶ Color mask (e.g., Santander logos are red)



- ▶ Shape mask (e.g., “U” detection)





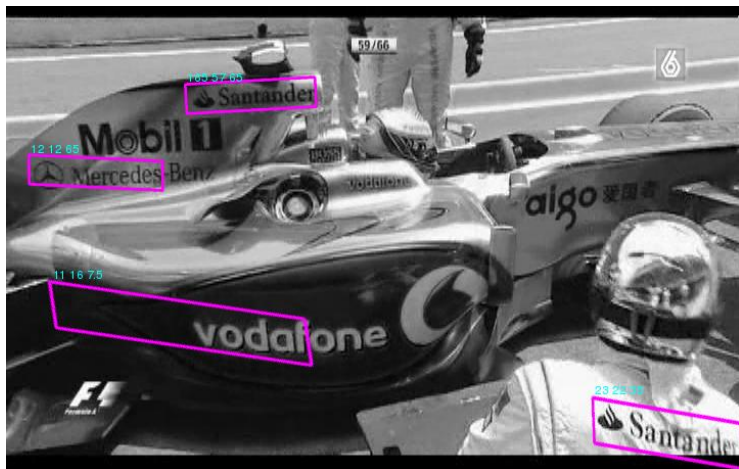
## Trick 2: Exclusion principle

Remove overlapping detections (by picking only the best one among each overlapping class)



## Trick 3: Multiple logos

- ▶ Most false positives are *other* logos (e.g., a “Santander” is detected when there is a “Vodafone”).
- ▶ Solution: Look for all possible logos, and apply the exclusion principle to the resulting detections.



# List of quality indicators

Quality indicators are numbers associated to each detection. They can be thresholded to adjust the sensitivity.

- ▶ Number of inliers
- ▶ Maximum error
- ▶ Meaningfulness
- ▶ Visibility
- ▶ Scale (computed from affinity)
- ▶ Tilt (computed from affinity)
- ▶ Scale (computed from orbit matches)
- ▶ Blur (computed from orbit matches)
- ▶ Color histograms . . .

# Quality indicators computed from RANSAC

- ▶ Number of inliers  $n$
- ▶ Maximum error  $\epsilon$
- ▶ Meaningfulness =  $f(n, \epsilon)$

$$f(n, \epsilon) = -\log \left( \binom{N}{n} \binom{n}{3} (n-3) \epsilon^{2(n-3)} \right)$$

Interpretation:  $f$  is increasing in  $n$  and decreasing in  $\epsilon$



## Quality indicators computed from the affinity

$$\begin{pmatrix} x' \\ y' \end{pmatrix} = \begin{pmatrix} a & b \\ c & d \end{pmatrix} \begin{pmatrix} x \\ y \end{pmatrix} + \begin{pmatrix} p \\ q \end{pmatrix}$$

- ▶ Scale:  $ad - bc$
- ▶ Tilt:  $\varphi$
- ▶ Shear:  $\alpha$
- ▶ Rotation:  $\theta$
- ▶ Displacement:  $\sqrt{p^2 + q^2}$  (useful only for tracking)

## Quality indicators computed from the orbit

- ▶ Average scale of matched points
- ▶ Average blur of matched points

# Quality indicators computed from the image

*(not yet implemented)*

- ▶  $\int_R |\nabla u|^2$  norm on detected rectangle (measures blur)
- ▶ Color histogram distance between detected rectangle and original logo
- ▶ Correlation between detected rectangle and original logo



# Examples of quality indicators

(see annotated video frames)

# Conclusion

## Future work

- ▶ Decide which quality indicators are more informative.
- ▶ Understand the distribution of inliers within the detected rectangles. *(They are often distributed on a few clusters corresponding to one or two letters of the logo).*