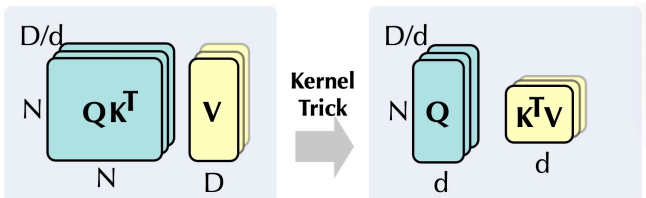


## Standard attention is not Mobile-Friendly

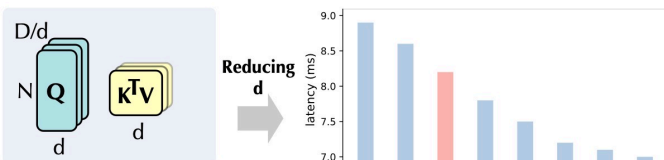

 Standard Attention  $O(N^2D)$ 

 Linear Attention  $O(NDd)$ 

**Previous work:** Standard attention in Transformers has a **quadratic complexity** with respect to the number of tokens

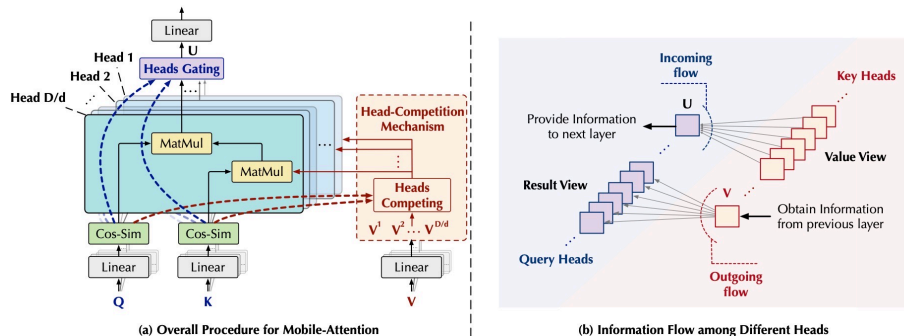
*Linear-attention is emerging as a promising alternative with linear complexity*

**Key Insight:** Reducing head dimensions will result in **lower latency** and **improved efficiency**, but leading too many heads


 Linear Attention  $O(NDd)$ 

**Challenges:** a small per-head dimension may cause some heads to struggle in learning valuable subspaces

## Mobile-Attention with a Head-Competitive Mechanism



### ➤ Incoming and Outgoing Flow

$$\mathbf{I}^h = \Phi(\mathbf{Q}^h) \sum_{j=1}^M \Phi(\mathbf{K}^j)^T, \quad \textcircled{1} \text{ "I" Represent the capacity of incoming flow}$$

$$\mathbf{O}^h = \Phi(\mathbf{K}^h) \sum_{i=1}^M \Phi(\mathbf{Q}^i)^T, \quad \textcircled{2} \text{ "O" Represent the capacity of outgoing flow}$$

### ➤ Head-Competitive Mechanism

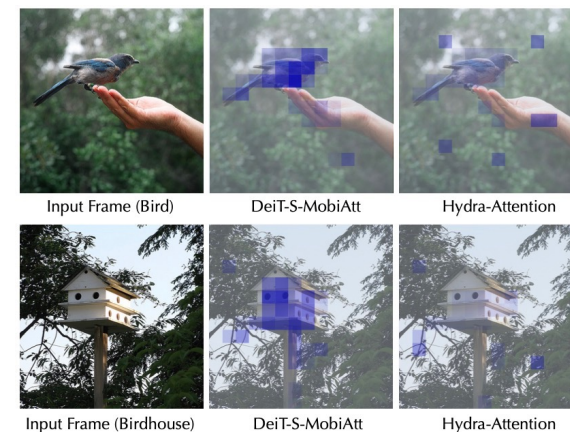
$$\bar{\mathbf{I}}^h = \Phi(\mathbf{Q}^h) \sum_{h'=1}^M \frac{\Phi(\mathbf{K}^{h'})^T}{\mathbf{O}^{h'}}, \quad \textcircled{1} \text{ Contrasting the capacity of incoming flow for final result tokens as 1}$$

$$\bar{\mathbf{O}} = \Phi(\mathbf{K}^h) \sum_{h'=1}^M \frac{\Phi(\mathbf{Q}^{h'})^T}{\mathbf{I}^{h'}}, \quad \textcircled{2} \text{ Making the outgoing flow of value tokens compete with each other under this fixed sum situation}$$

$$\bar{\mathbf{V}} = \text{Softmax}(\bar{\mathbf{O}}) \odot \mathbf{V},$$

$$\mathbf{U}_t^h = \sigma(\bar{\mathbf{I}}_t^h) \frac{\Phi(\mathbf{Q}_t^h) \sum_{i=1}^N \Phi(\mathbf{K}_i^h)^T (\bar{\mathbf{V}}_i^h)}{\Phi(\mathbf{Q}_t^h) \sum_{j=1}^N \Phi(\mathbf{K}_j^h)^T},$$

## Attention Visualization



## ImageNet-1K Classification

| Model                                   | Params(M) | GMACs        | CoreML(ms)  | A100 (ms) | Pixel 6 (ms) | Top-1 Acc(%) |
|---|-----------|--------------|-------------|-----------|--------------|--------------|
| MobileNetV2 (Sandler et al., 2018)      | 3.5       | 0.30         | 0.9         | 5.0       | 25.3         | 71.8         |
| MobileViT-XS (Mehta & Rastegari, 2021)  | 2.3       | 0.70         | 7.3         | 11.7      | 64.4         | 74.8         |
| EdgeViT-XS (Chen et al., 2022)          | 4.1       | 0.60         | 2.4         | 11.3      | 30.9         | 74.4         |
| EfficientNet-B0 (Tan & Le, 2019)        | 5.3       | 0.40         | 1.4         | 10.0      | 29.4         | 77.1         |
| ConvNeXt-T (Liu et al., 2022a)          | 29.0      | 4.50         | 83.7        | 28.8      | 340.5        | 82.1         |
| Swin-T (Liu et al., 2021)               | 29.0      | 4.50         | 97.3        | 22.0      | -            | 81.3         |
| DeiT-T (Touvron et al., 2021)           | 5.7       | 1.25         | 4.5         | 7.1       | 66.6         | 72.2         |
| <b>DeiT-T-MobiAtt</b>                   | 5.7       | <b>1.22</b>  | <b>3.8</b>  | 5.9       | 53.9         | <b>73.3</b>  |
| DeiT-S (Touvron et al., 2021)           | 22.0      | 4.60         | 9.0         | 15.5      | 218.2        | 79.8         |
| <b>DeiT-S-MobiAtt</b>                   | 22.0      | <b>4.20</b>  | <b>7.2</b>  | 13.3      | 175.7        | <b>80.0</b>  |
| DeiT-B (Touvron et al., 2021)           | 86.3      | 17.56        | 18.2        | -         | -            | 83.4         |
| <b>DeiT-B-MobiAtt</b>                   | 86.3      | <b>17.03</b> | <b>13.3</b> | -         | -            | <b>84.2</b>  |
| PVT-v2-b0 (Wang et al., 2022)           | 3.7       | 0.60         | 78.4        | 17.6      | -            | 70.5         |
| <b>PVT-v2-b0-MobiAtt</b>                | 3.5       | <b>0.56</b>  | <b>57.3</b> | 15.0      | -            | <b>71.5</b>  |
| PVT-v2-b2 (Wang et al., 2022)           | 25.4      | 4.00         | 101.0       | 36.2      | -            | 82.1         |
| <b>PVT-v2-b2-MobiAtt</b>                | 21.1      | <b>3.80</b>  | <b>65.6</b> | 33.7      | -            | <b>82.6</b>  |
| PVT-v2-b3 (Wang et al., 2022)           | 45.2      | -            | 114.5       | 230.9     | -            | 83.3         |
| <b>PVT-v2-b3-MobiAtt</b>                | 39.0      | -            | <b>89.1</b> | 210.1     | -            | <b>84.0</b>  |
| EfficientFormerV2-S0 (Li et al., 2022a) | 3.5       | 0.40         | 0.9         | 6.6       | 20.8         | 75.7         |
| <b>EfficientFormerV2-S0-MobiAtt</b>     | 3.5       | <b>0.37</b>  | <b>0.7</b>  | 5.5       | 16.2         | <b>76.0</b>  |
| EfficientFormerV2-S2 (Li et al., 2022a) | 12.6      | 1.25         | 1.6         | 14.5      | 57.2         | 81.6         |
| <b>EfficientFormerV2-S2-MobiAtt</b>     | 12.6      | <b>1.22</b>  | <b>1.2</b>  | 13.1      | 48.9         | <b>82.1</b>  |
| EfficientFormerV2-L (Li et al., 2022a)  | 26.1      | 2.56         | 2.7         | 22.5      | 117.7        | 83.3         |
| <b>EfficientFormerV2-L-MobiAtt</b>      | 26.1      | <b>2.50</b>  | <b>2.2</b>  | 20.3      | 97.4         | <b>83.7</b>  |

## Compared with Other Linear Attention

| Model                                    | Complexity | GMACs | CoreML(ms) | Top-1 Acc (%) |
|--|------------|-------|------------|---------------|
| Hydra-DeiT-S (Bolya et al., 2022)        | $O(ND)$    | 4.10  | 7.0        | 73.5          |
| Castling-DeiT-S (You et al., 2023)       | $O(ND^2)$  | 4.52  | 9.4        | 79.8          |
| DeiT-S (Touvron et al., 2021)            | $O(N^2D)$  | 4.60  | 9.0        | 79.8          |
| DeiT-S-MobiAtt w/ vanilla design         | $O(ND^2)$  | -     | 8.1        | 79.0          |
| DeiT-S-MobiAtt* w/ SE (Hu et al., 2018)  | $O(ND^2)$  | -     | 7.3        | 78.3          |
| DeiT-S-MobiAtt* w/ GLU (Shazeer, 2020)   | $O(ND^2)$  | -     | 7.3        | 77.5          |
| <b>DeiT-S-MobiAtt w/o Head-competing</b> | $O(ND)$    | 4.18  | 7.2        | 76.4          |
| <b>DeiT-S-MobiAtt</b>                    | $O(ND)$    | 4.20  | 7.2        | <b>80.0</b>   |