IS&T International Symposium on

Electronic Imaging 2018
SCIENCE AND TECHNOLOGY

28 January – 2 February 2018
Hyatt San Francisco Airport, CA

Where Industry and Academia Meet

Join us

MATERIAL APPEARANCE 2018

Conference days: 29-30 January

hp
Conference Sponsor

CONFERENCE KEYNOTES

- **Material appearance issues: cultural heritage research**, Holly Rushmeier, Yale University (US)
- **Digital appearance assessment methods and challenges**, Marc Ellens, X-Rite, Inc. (US)
- **Simulating the appearance of materials**, Henrik Jensen, University of California, San Diego (US)

CONFERENCE SESSIONS

- Surface Appearance Measurement
- Surface Appearance Modeling and Reproduction (with Color Imaging Conf.)
- Appearance Assessment
- Appearance Rendering

SPECIAL EVENTS

Discussion: Interfaces for material appearance design, Holly Rushmeier, Yale University (US)

RELATED SHORT COURSES

- **EI05 Perception and Cognition for Imaging**
  Bernice Rogowitz, Visual Perspectives (US)
  Sunday 28 January 8:00 am – 12:15 pm

- **EI08 Introduction to Digital Color Imaging**
  Gaurav Sharma, Univ. of Rochester (US)
  Sunday 28 January 1:30 – 5:45 pm

- **EI10 Fundamentals of Deep Learning**
  Allison Gray, NVIDIA, and Raymond Ptucha, RIT (US)
  Sunday 28 January 1:30 – 5:45 pm

- **EI13 Deep Learning for Image and Video Processing**
  Jonathon Shlens and George Toderici, Google, Inc. (US)
  Monday 29 January 8:30 am – 12:45 pm

- **EI22 Fundamentals of Spectral Measurements for Color Science**
  David Wyble, Avian Rochester, LLC (US)
  Sunday 28 January 10:15 am – 12:15 pm

SYMPOSIUM PLENARY TALKS

Monday: Overview of Modern Machine Learning and Deep Neural Networks – Impact on Imaging and the Field of Computer Vision, **Greg Corrado, co-founder of Google Brain and Principal Scientist at Google**

Tuesday: Fast, Automated 3D Modeling of Buildings and Other GPS Denied Environments, **Avideh Zahkor, Qualcomm Chair & Professor at UC Berkeley**

Wednesday: Ubiquitous, Consumer AR Systems to Supplant Smartphones, **Ronald T. Azuma, Intel Labs Researcher and Augmented Reality Pioneer**

SYMPOSIUM HIGHLIGHTS

- 18 conferences featuring 30 keynote talks by world reknown experts
- 3D Theatre
- Tours of Stanford University Labs
- Industry Exhibition
- Meet the Future: Showcase of Student and Young Professional Research
- Demonstration Session
- Poster Session
- Welcome Reception
- Women in Electronic Imaging Breakfast
- Human Vision in Electronic Imaging 30th Year Banquet

To register or learn more, visit
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