

## “Hollywood North” Provides Fitting Location for Next Month’s Gathering of World-Class Color Science Experts

*Vancouver, BC, Canada, has become an entertainment hotspot, attracting directors, actors, and producers as a top set location for feature productions. The science of color plays a major role in the development of many types of video production, which makes Vancouver the perfect setting for the 26<sup>th</sup> Color and Imaging Conference (CIC26), November 12–16, 2018.*

Springfield, VA October 12, 2018 – “When it comes to global tech hotspots, few can match the supersonic growth of Vancouver,” states *Forbes* magazine. The province has been dubbed “Hollywood North,” due to the number of the blockbuster movies and TV shows that are filmed there.

That’s why Vancouver is the ideal location for next month’s [26<sup>th</sup> Color and Imaging Conference \(CIC26\)](#). CIC is the premier annual technical gathering for scientists, technologists, and engineers working in the areas of color science and systems, and their application to color imaging. And color imaging plays a major role in video production, cinema and CGI. Color can enhance or create atmosphere in film, call attention to certain details, or add meaning by establishing a palette to a certain character.

CIC26 has woven into its program this connection between color imaging science and cinema. Some highlights include:

- **Keynote Presentation: “High Dynamic Range on the Big Screen,” Anders Ballestad, CEO and co-founder, MTT Innovation Inc., a Barco Company:**  
High dynamic range (HDR) is slowly making its way to the big screen after firmly being established in the living room. For the cinema, there is considerable excitement around high-contrast projectors as well as LED walls. Ballestad discusses the perceptual impact of drastically enhanced color volume technologies, as well as a number of open questions around the creative workflow and the potential for new experiments in color science.
- **Special Evening Talk: “Color in Narrative,” Andrea Chlebak, supervising colorist for feature, documentary and commercial films, including *Elysium*, *Chappie*, *The Twilight Saga: Eclipse*, and the new film, *Mandy*, starring Nicolas Cage:**  
Chlebak sheds light on the process of coming to a final look for a film; she’ll discuss her use of experimentation, intuition and perception as a toolset to determine how blue, dark or saturated to make an image, and how she collaborates with directors and cinematographers to enhance the narrative through color.
- **Workshop: “HDR and Movie Production,” organized by Jérémie Gerhardt, IRYStec Software Inc. (Canada):**  
Workshop speakers include: “VFX/Feature animation: HDR—What has and hasn’t changed,” **Sean Copper (DoubleNegative)**; “HDR Post-production,” **Chris Davies (VFX and post-production)**; “Image Display,” **Timo Kunkel (DOLBY Laboratories, Inc.)**; “Color and HDR,” **Dermot Shane (colorist)**  
What are the implications for a movie’s production when it has been decided that it will be an HDR movie? In this workshop, speakers representing key positions and/or professions from the

movie production workflow, introduce their activities, from colorist, VFX supervisor, color pipeline, cinematographer, display engineer, etc. in relation to HDR to help us understand how their practice is evolving with this technology.

The CIC program also emphasizes perception and the role color plays in applications such as mobile imaging, virtual reality, illumination and lighting, printing, material appearance, image processing, and more. The science of color is vital to many fields of imaging, especially as advances in today's technologies move at a rapid pace.

**Dynamic keynote speakers** at CIC26 will touch upon how color has shaped some of those technological developments:

- **“A Brief Story of Superpixels,” Radhakrishna Achanta, Swiss Data Science Center:**  
The number of pixels in images is steadily rising. During his talk, Achanta presents superpixel segmentation algorithms to address efficient computation, memory consumption, use in computer vision programs, and more.
- **“Colour and Consumer Cameras: The Good, the Bad, the Ugly,” Michael Brown, York University:**  
This keynote will focus on the current state of affairs for color on commodity cameras, common incorrect assumptions made in the scientific literature regarding image color, and recent developments that are helping to improve the situation.

The technical program is augmented by an extensive array of classes taught by color science and imaging experts, including **three new courses this year**—

- “The Role of Color Science in Smartphone Imaging for Brand Protection and Secure Applications,”
- “Variational Color Image Enhancement inspired by Human Vision,” and
- “Color Fundamentals in LED Lighting”

*About CIC: Inaugurated in 1993 and sponsored by [The Society for Imaging Science and Technology \(IS&T\)](#), CIC is the premier annual technical gathering for scientists, technologists, and engineers working in the areas of color science and systems, and their application to color imaging. [CIC26 is collocated](#) with the CIE Division 8 Annual Meeting, Image Technology and the CIE TC8-16 Meeting.*

*About IS&T: [The Society for Imaging Science and Technology \(IS&T\)](#) is an international professional non-profit dedicated to keeping members and other imaging professionals apprised of the latest developments in the field through conferences, educational programs, publications, and its website. IS&T programs encompass all aspects of the imaging workflow, which moves from capture (sensors, cameras) through image processing (image quality, color, and materialization) to hard and soft copy output (still, motion, print, displays, image permanence), and include aspects related to human vision and machine vision, such as object recognition, image quality, and color. The Society also focuses on a wide range of image-related applications, including security, virtual reality, mobile imaging, and data analysis. Follow IS&T on Twitter: [@ImagingOrg](#)*