



Integrated Media Systems Center



*Please join us for the winter IMSC Open House to be held
in conjunction with Los Angeles County Tech Week*

Tuesday, January 23, 2007 at the

University of Southern California

IMSC Laboratory Research Demonstrations

1:30 – 4:15

Tours begin in the lobby of Ronald Tutor Hall (RTH)

Panel Discussion

“The Changing Face of the Media Business: A Conversation with New Media Pioneers”

Moderated by Melinda Newman, former West Coast Bureau Chief, Billboard Magazine

4:30 – 6:00

Ethel Percy Andrus School of Gerontology Auditorium

Panelists

Josh Berman, COO, MySpace

David Dudas, CTO, Eyespot

Richard Rosenblatt, CEO, Intermix and Demand Media

Please RSVP to Alexis Susko-Maxwell at suskomax@usc.edu by January 21, 2007

Driving directions and campus maps can be found at:

http://www.usc.edu/about/visit/upc/driving_directions/main_entrance.html

Parking will be provided in Parking Structure A (PSA)

For more information please contact

Brandon S. Blair

Associate Director for Industry & Foundation Relations

213.740.2592 or via email at brandosb@usc.edu

IMSC web site: <http://imsc.usc.edu>

LA County Tech Week Info: <http://www.latechweek.com>

About IMSC

The Integrated Media Systems Center (IMSC) at the University of Southern California (USC) is the National Science Foundation's (NSF) exclusive Engineering Research Center for Multimedia and Internet research. IMSC carries out a cross-disciplinary program of research, education, outreach, industry collaboration and technology transfer.

As a leader in the multimedia and Internet field, IMSC has developed such unique technologies as 3D face modeling and animation, immersivision panoramic video technology, and immersive audio. Major advances have also been made in haptics (touch related technologies), data compression, and wireless communications.

IMSC's integrated research approach is progressing toward Immersipresence, the Center's vision of the future of the Internet. IMSC views Immersipresence as the next great breakthrough for the digital era, one that will dramatically change our world within this decade and transforming our 2D world of computers, TV, and film into 3D immersive environments.

For more information on IMSC, please go to <http://imsc.usc.edu>.

About Los Angeles County Tech Week

The fourth annual Los Angeles County Technology Week will be held from January 22 through January 26, 2007. Tech Week showcases new and innovative technologies developed in Southern California. The kick-off luncheon, featuring Bruce Chizen, CEO of Adobe, will be held on January 17th.

Tech Week 2006 was a huge success, with thirteen exciting events held at locations throughout the County. Tech Week 2007 will offer even more events and locations, including a special international event.

This year's events and speakers include:

- Keynote: Bruce Chizen, CEO, Adobe
- Margot Dorfman, CEO US Women's Chamber of Commerce
- Los Angeles Times Media and Technology panel
- Tech Coast Angels "Fast Pitch Competition"
- Sustainable Technology panel
- Tour of USC's Integrated Media Systems Center (IMSC)

For more information on Tech Week events, please go to <http://www.LATechWeek.com>.